



NEWS RELEASE

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Serving the needs of the Trucking Industry and its interested parties by the promotion of a Healthy Business Environment and the Advocacy of Safety, Education, and Responsibility.

Dispatcher's Dedication Keeps Things Moving

Winnipeg, MB – October 30, 2009 – A very deserving dispatcher from Winnipeg was presented with the *Shaw Tracking / MTA Manitoba Dispatcher of the Year* award. Dale Bjorklund, from Payne Transportation L.P., received his award at the Manitoba Trucking Association's (MTA) annual awards dinner that took place on October 29.

The MTA was overwhelmed with letters in support of Bjorklund's nomination, including ones from his co-workers, customers, and even one from the president of Payne Transportation L.P., Tom Payne Jr. Has been employed at Payne Transportation L.P. for six years. Payne describes Bjorklund as having a "gregarious personality" and "very well-liked among his co-workers and contacts". One of his co-workers says "Dale excels in all of the areas a driver expects of an efficient dispatcher." Customer service is his top priority; he goes above and beyond what is required on a daily basis to make both drivers and customers happy, a trait that can be a challenge in the world of dispatching.

Not only does Bjorklund excel at his job, he is also a driving force behind the charity drives at Payne Transportation L.P. He is very involved on their social committee, planning events to raise money for charity runs, organizing Christmas hampers, or company barbeques.

A dedicated employee, and a pleasurable co-worker who gives back to the community, Bjorklund is an excellent example of what the *Shaw Tracking / MTA Manitoba Dispatcher of the Year* award aims to honour.

Dispatchers play a critical role in the trucking industry. They are responsible for coordinating loads, pick-up and delivery times, drivers and equipment. In each case, the dispatcher must ensure that the trailer is suitable for loading and carrying the load and scheduling logistics to ensure the drivers have enough time to get the load to its destination, and that all the necessary licensing and endorsement requirements are met. They play an extremely important role in making sure that a trucking company is efficient and effective. In many cases, dispatchers deal directly with existing or new customers, and drivers, therefore exceptional customer service and communication skills are required.

The *Dispatcher of the Year Award*, presented by Shaw Tracking in partnership with the Manitoba Trucking Association, is presented to the dispatcher who has demonstrated outstanding commitment to customer service, safety, driver well being, courtesy, team work, problem-solving and community and/or volunteer work.