



PRAIRIE INTERNATIONAL AND ARNOLD BROS. PARTNER IN

# TRANSITIONING OF BUSINESS

*Arnold Bros. Transport Ltd. has partnered with Prairie Container & Dray Service Inc. in transitioning Prairie International's highway business to Arnold Bros. Transport Ltd. The business involved in the transition is the movement of chilled product from Winnipeg to Western Canada.*

**Jeffrey Odway**, General Manager of Winnipeg-based Prairie International Container & Dray Services Inc., told WCHN, "We had been looking critically at our business model over the past few months and we weren't happy with how things were going in the highway sector. We made a strategic decision to re-focus on our core strength in the movement of containers in Winnipeg and surrounding areas."

Odway continued, "That decision would mean parting ways with our highway owner-operators. We thought long and hard about this issue and which competitor had a business culture that would be amenable to our drivers. Sometimes business decisions can be cold, but we were adamant this one was going to have an agreeable outcome for all parties involved. We didn't want to cast our employees adrift – we wanted them to be happy with the change."

"After much discussion with **Fred Arnold**, President and CEO of Arnold Bros. Transport, and his team, we decided to partner with his company. We are delighted with our arrangement, believing our loyal customers have been left in extremely good hands, given Arnold Bros. Transport's excellent reputation, steep tradition and customer service that exceeds expectations."

"We have revamped our service at Prairie, invested in new equipment and, most importantly, strengthened our organizational



team at every level to meet the growing demands of the market in Manitoba, and in 'striving for excellence' in all we do. Our core strengths of providing transparent, honest, concise and a straight forward approach to business align very well with what we believe Arnold Bros. brings to the table in transitioning our business to them."

In an interview with WCHN, Fred Arnold said, "This opportunity met with a segment of long-term growth plan for our business in Western Canada – off-shore containers (moving goods from eastern Canada to the port in Vancouver and bringing imported goods back on the return trip). Our concern was having enough capacity (drivers) for the extra business. Fortunately, the transitioning of Prairie International's owner-operators seems to be going quite well and I anticipate most of them signing on with Arnold Bros. We believe Western Canada is an important segment of our business and this partnership is one step in reinforcing our brand in that region of the country. We service the Port of Vancouver daily with the movement of chilled products from points in Western Canada for export using temperature controlled ocean containers and chassis, in return the movement of goods for various customers."

"Prairie International customers will now benefit from the easy access to the full service offerings and logistic services that Arnold Bros. Transport Ltd. provides on the highway side of the business," continued Arnold. "While transitioning the business over to Arnold Bros. Transport, current Prairie International owner-operators have the chance to join the Arnold Bros. Transport Ltd. family, which we feel is a great opportunity and, most importantly, keeps these owner-operators actively working without interruption to their daily lives."

In conclusion, Arnold stated, "I doubt that this business agreement would have happened without the Manitoba Trucking Association. Prior to a meeting, two members of the board, Vice-President Gary Arnold and Member-at-Large Jeff Odway were in casual conversation about their respective businesses when the idea germinated. Further discussions took place and it became obvious that Prairie International and Arnold Bros. have similar business cultures, especially on the 'people side' of their operations. Once that was determined, the transitioning negotiations progressed quite smoothly. With this meeting of the minds, it appears everyone is a winner!" ■