

Saskatchewan Trucking Association Announces New Executive Director

Denis Prud'homme, President of the Saskatchewan Trucking Association (STA), today announced the appointment of Al Rosseker as Executive Director of the member-driven trade association.

"I'm pleased that our association has brought Al onto the STA Team," Mr. Prud'homme said in making the announcement. "Working in conjunction with our Board of Directors and Members, we believe he will provide added leadership and innovation in these changing times for the trucking industry."

Saskatchewan born and raised, Mr. Rosseker's expertise has centred on communications, business consulting and information technology. A former city editor of the Regina Leader-Post, Mr. Rosseker's consulting company has branched out into successful working partnerships with ISM Saskatchewan, IBM Global Services, IBM World Trade, the University of Saskatchewan, Trinity Communications Inc., and, most recently, the Saskatchewan Architectural Heritage Society.

With specialization in Quality Management Systems, Business Processes and Change Management, Mr. Rosseker will oversee operations of the STA's provincial operations.

Now in its 70th year of operation, the STA is a not-for-profit, non-political trade association that represents the trucking industry. More than 95% of the goods moved in Saskatchewan are dependent on truck transport. As well, the STA is the only provincial organization affiliated with the Canadian Trucking Alliance, the Ottawa-based voice of the Canadian trucking industry. The STA provides driver training to the industry through Commercial Truck Services and also offers full service insurance products through its subsidiary, Highway Agencies Ltd.

"Like so many other sectors, the trucking industry is facing various challenges, including driver shortages, fuel costs, emission standards and such," Mr. Prud'homme added. "Al Rosseker will help us to establish processes and best practices to deal effectively with these challenges. We welcome him to this exciting industry."

-30-

For further information contact:

Denis Prud'homme, (306) 721-0845, dprudhomme@prudhomme-trucks.com

Al Rosseker, (306) 569-9696 or (306) 536-3765, arosseker@sasktrucking.com



1335 Wallace Street
Regina,
Saskatchewan
S4N 3Z5

Phone: (306) 569-9696

Fax: (306) 569-1008

Email: sta@sasktrucking.com

1-800-563-7623

www.sasktrucking.com