

# **K.J. (Kerny) KORCHINSKI**

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Kerny Joseph Korchinski was born in Ituna, SK and grew up in Strongfield, SK. He says that growing up in small town Saskatchewan, there was little exposure to the transportation industry. He believes that is what intrigued him—the uniqueness and mystique and the image of sheer power and supremacy. He remembers the only truck that came to town in the early 1950s was a blue CPR International Boot. Not many people remember that model, but to him it was like a space shuttle. He was in awe every time it arrived to deliver articles to the local CP station.

Early in adolescence, Kerny realized that academics were not his forte and he decided to quit school before completing grade ten. He was more interested in working with his hands and enrolled in a pre-employment mechanical course in Edmonton.

Following several jobs as a heavy duty mechanic in different locations and a year after getting married and becoming somewhat responsible, he decided to follow his dream and bought the family's first truck. This move was certainly not the choice his wife Pat would have made, but he selfishly made it anyway.

Kerny's trucking career took him to places throughout North America. His travels allowed him to meet many interesting people and he developed a strong network of people who he respected and whose company he enjoyed. When it became necessary to stay closer to home he made a career change and sold cars in Lloydminster, another one of his passions, and ultimately he got his dream job selling trucks in the Lloydminster area.

In 1981, he and Pat were approached to take on a minor partnership in the Peterbilt dealership in Saskatoon, a decision that was quickly made. However, less than six months later, the parent company went into receivership. That left the new partners to either give up or get creative. They chose the latter and, along with three partners, sustained the economic downturn and 23 per cent interest rates. Not only did they survive but, in 1984, expanded to serve the Lloydminster market. In 1989 another expansion took place to serve the Regina market. In 1996 the Collision Center in Saskatoon was started and, in 2008, the Estevan store was opened.

When the Korchinskis became involved in the Saskatoon Peterbilt dealership, there were only four Petes in northern Saskatchewan. They felt they were pioneering a new venture and, as a result, the name and the logo of the frontiersman with rifle evolved. To establish their own identity they were determined to promote the Frontier Peterbilt image rather than using the established Peterbilt oval. This proved to be a successful strategy.

Kerny believes he has been blessed over the years with the support he received from the industry, customers, suppliers and staff, all of which resulted in his wonderful success. He and Pat have become involved in many initiatives to reciprocate that support. He has chaired the STA Associate Trades and has been involved in several school-to-work programs such as Junior Achievement with which he is still active as a Governor. They pioneered the Youth Internship Program that allows schools to provide work placement programs that qualify as credits. For the past 17 years they have supported Saskatchewan immigration programs and served on government advisory boards.

Kerny and Pat, along with their children and their families, are very proud to have been a part of this incredible industry and province. In retirement they plan to balance their time between Saskatoon and their other home in Puerto Vallarta, Mexico. They plan to continue their involvement in community activities in both places and want to be able to make a difference in the lives of those who are much less fortunate than they are. They believe the greatest blessing they have experienced is in being able to give something back.

Inducted into  
The Saskatchewan Transportation Hall of Fame  
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