



By Gary Petty, president and CEO of the National Private Truck Council. His column appears monthly in *Fleet Owner*. The council's website is www.nptc.org.

PFMI PROGRAM TOPICS

The Private Fleet Management Institute, which is set for January 18-22, 2014, in Jacksonville, FL, will feature a wide range of topics that have been determined to be at the heart of private fleet management disciplines. These include:

- Long-range outlook for private fleets as a major component in the matrix of corporation transportation solutions
- Benchmarking strategies to enhance fleet value
- Justification of the private fleet up the chain of command
- Understanding the importance of constantly "selling" and communicating to customers and upper management the continued private fleet differentiated value
 - Private fleet and supply chain integration
 - Capacity management strategies
 - Technology integration
 - Optimization of data collection/analysis into actualized behavior change
 - Measuring and enhancing customer service
 - Network analysis
 - Financial models for the private fleet
 - Establishing meaningful KPIs
 - Financial reports and budget analysis (grasping fully loaded costs versus differentiated service outcome)
 - Backhaul/reverse logistics strategies
 - Building a culture of driver relationships based on solid recruitment assessment
 - Holding drivers to high expectations balanced with excellent reward and recognition programs
 - Lifecycle costing of equipment
 - Understanding the importance of continuing education for fleet practitioners to keep up with the latest technology and products

2014 PFMI FEATURES NEW ROI METRICS

The National Private Truck Council will hold its annual Private Fleet Management Institute January 18-22, 2014, at the Omni Jacksonville Hotel in Jacksonville, FL. The Private Fleet Management Institute is a five-day intensive educational program offering courses on the primary disciplines of private fleet management.

"The NPTC 2014 Private Fleet Management Institute will be breaking new ground," said Bedford Monday, CTP, chairman of the NPTC Institute Board of Governors and logistics manager for Schwan's Consumer Brands. "In today's convulsive business climate, private fleet managers are being challenged by rising equipment costs, rising fuel costs, and rising driver costs. Plus, they must leverage the increasing amounts of data they now have access to.

"Not only does the Private Fleet Management Institute help them justify their private fleet operations," he added, "it helps them uncover new ways to enhance their operating knowledge and expand their personal and professional effectiveness."

PFMI will have more speakers and a larger line-up of highly interactive roundtable discussions featuring multiple dynamic cross-currents of new ideas and best practices—all centered around the five core subject-matter areas of fleet finances, operations, legal/HR, safety and regulatory compliance, and maintenance/equipment.

The five-day institute is an immersion into best practices, benchmarking and operational excellence in the private fleet community. A faculty consisting of some of the nation's most respected and experienced private fleet management professionals will guide the learning experience through a series of workshops, panel/individual discussions, and lecture formats to enhance the educational experience of attendees and ensure their grasp of key private fleet management disciplines.

Also new in 2014 is a break-away metric to scorecard the PFMI as a total learning experience expressed in tactical terms. Attendees will be exposed to dozens of new and innovative take-away ideas that can be put into practice in managing or providing services to a private fleet operation.

The program provides an excellent resource for those studying to take the Certified Transportation Professional examination scheduled for February 18, 2014, at some 40 locations across the country. In fact, the Private Fleet Management Institute is preceded by a full-day workshop to help candidates prepare for the exam.

Please note that the Early Bird Registration ends December 20, so act promptly to reserve your spot at this premier learning opportunity. Go to www.nptc.org for more information.

coming events...

Mark your calendars now for the following upcoming events:

CTP EXAM PREPARATION WORKSHOP

January 17, 2014 Jacksonville, FL

PRIVATE FLEET MANAGEMENT INSTITUTE

January 18-22, 2014 Jacksonville, FL

NPTC DRIVER HALL OF FAME, HUMANITARIAN AWARD AND FLEET SAFETY AWARD APPLICATIONS DUE

February 3, 2014

CTP EXAMINATION

February 18, 2014 Various Locations

NPTC ANNUAL CONFERENCE & EXHIBITION

April 13-15, 2014 Cincinnati, OH

2014 RECOGNITION AWARDS

NPTC offers the following recognition awards to deserved individuals and companies for their loyalty, hard work and accomplishments:

□ **FLEET SAFETY AWARDS:** These awards recognize fleets for outstanding and/or improved safety records based on their crash rates. First, second and third place awards are given for large and small fleets in each of the three operational categories (local, regional, mixed). These awards also present gold, silver and bronze seal certificates to private fleets that have reduced their vehicle accident frequency rates. Applications must be postmarked by February 3, 2014.

□ **DRIVER HALL OF FAME:** The NPTC Driver Hall of Fame honors four exceptional drivers each year who are inducted into this elite group. A driver must have driven 2 million miles, 20 years, or 50,000 hours with no preventable accidents. In addition, NPTC awards "honorable mention" to up to another four drivers. Drivers must be a regularly employed full-time, leased, or dedicated driver of an NPTC member company who is actively driving until time of induction. Applications must be received by February 3, 2014.

SAVE THE DATE

Make your plans now to attend the NPTC 2014 Annual Education Management Conference and Exhibition April 13-15, 2014, at the Hilton Cincinnati Netherland Plaza Hotel and the Duke Energy Convention Center in Cincinnati, OH. The conference will feature general sessions on private fleet justification as well as top-shelf keynote speakers.

The Annual Conference Planning Committee, representing both fleet and allied NPTC member companies, has assembled more than 25 high-impact education workshops that will be offered. Companies will be showcasing state-of-the-art equipment, technology and services catering to the transportation industry.

REMINDER ...

All NPTC members are invited and encouraged to participate in the monthly conference call of the Legislative and Regulatory Committee, which features NPTC General Counsel Rick Schweitzer's Washington Report. The meeting is held on the second Monday of each month at 11:30 a.m. EST. Last month, more than 70 members registered to participate in the conference call.

NPTC, J.J. KELLER ANNOUNCE 2014 FREE WEBCAST LINEUP

NPTC, in partnership with J.J. Keller & Associates, has announced its lineup of webcasts, free to all members, for 2014. They are:

- **March 5** — Hours of Service
- **May 14** — CSA Scoring, Managing the Data
- **July 23** — How to Survive a DOT Audit
- **October 22** — Regulatory Update with FMCSA

To date, NPTC and J.J. Keller have produced more than 30 separate webcasts, with more than 8,000 attendees and more than 20,000 downloads.

To register for an upcoming webcast or to download a past webcast, please visit www.jjkeller.com/nptcinfo.

CTP CLASS OF 2014 NOW FORMING

Candidates for the Certified Transportation Professional® (CTP) program are encouraged to register now for their places in the Class of 2014. By earning the CTP designation, you join a group of transportation professionals who have made a commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuing enhancement of their knowledge and skills. Top management will readily identify you as a professional with the experience and knowledge to direct and administer a private fleet, traffic, or transportation operation.

Since 1993, nearly 1,100 transportation professionals have earned the right to use the CTP® designation after their names. To learn more about the CTP® program, visit www.nptc.org, or contact Kristen Todd at ktodd@nptc.org or 703-838-8841.

NPTC SETS EXAM PREP WORKSHOP

On January 17, 2014, NPTC will offer its CTP Exam Prep Workshop in conjunction with the Private Fleet Management Institute. The one-day workshop helps candidates sitting for the CTP exam learn how to best prepare for the test.

Attendees at the workshop not only learn the philosophy behind the construction of the exam but key preparation tactics. By navigating through a series of drills and hands-on activities, attendees work throughout the day to master skills needed to pass the exam.

For more details on the Exam Prep Workshop, which carries a separate registration from the Private Fleet Management Institute, please visit www.nptc.org.