



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.

2015 NPTC SAFETY & DRIVER HALL OF FAME

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. Awards for first, second and third place are given to large and small fleets in each of the three operational categories (local, regional, mixed). Gold, silver and bronze seal certificate awards are also given to private fleets that have reduced their vehicle accident frequency rates. Applications must be postmarked by January 30, 2015.

□ **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 3 million mi., 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 January 30, 2015.

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.

2015 PFMI FEATURES IN-DEPTH TRAINING

The National Private Truck Council (NPTC) will hold its annual Private Fleet Management Institute January 17-21, 2015, 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 fleet management.

"The NPTC 2015 Private Fleet Management Institute will be breaking new ground," said Mari Roberts, CTP, chairman of the NPTC Institute Board of Governors and transportation optimization & technology director for Frito-Lay Inc. "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," she added, "it helps them uncover new ways to enhance their operating knowledge and expand their personal and professional effectiveness."

Attendees will be guided by a faculty consisting of 20 of the nation's most respected and experienced private fleet management professionals through a series of workshops, panel/individual discussions, and lecture formats to enhance the educational experience of attendees and ensure an enriched understanding and appreciation for the key private fleet management disciplines.

In addition, the Institute will also feature more 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.

More than ever before, the 2015 event is an even deeper, more comprehensive immersion into best practices, benchmarking and operational excellence among leading private fleet practitioners.

The program provides an excellent resource for those studying to take the Certified Transportation Professional certification exam scheduled for February 14, 2015. In fact, the Private Fleet Management Institute is preceded by a full-day workshop to help candidates prepare for the exam.

NPTC has reserved a block of sleeping rooms at the special discounted rate of \$138 per night. Please note that the early bird registration ends December 26, so act promptly to reserve your spot for this premier learning opportunity.

For more information, visit NPTC's website at www.nptc.org, or call Tom Moore at 703-838-8898.

coming events...

Mark your calendars now for the following upcoming events:

PRIVATE FLEET MANAGEMENT INSTITUTE

January 17-21, 2015
Omni Jacksonville Hotel, Jacksonville, FL

CTP® EXAM PREP WORKSHOP

January 30, 2015
Omni Jacksonville Hotel, Jacksonville, FL

NPTC DRIVER HALL OF FAME AND FLEET SAFETY AWARD APPLICATIONS DUE

February 2, 2015

CTP® EXAM

February 14, 2015
Offered at locations across the country

NPTC ANNUAL CONFERENCE 2015

April 26-28, 2015
Hilton Cincinnati Netherland Plaza Hotel and
Duke Energy Center in Cincinnati, OH.

CTP CLASS OF 2015 NOW FORMING

Candidates for the Certified Transportation Professional® (CTP) program are encouraged to register now for their places in the Class of 2015.

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 1,200 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.

SAVE THE DATE

Make your plans now to attend the NPTC 2015 Annual Education Management Conference and Exhibition April 26-28, 2015, 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.

NPTC DRIVER SAFETY LETTER

NPTC is pleased to announce that the monthly driver safety letter is now being co-sponsored by SmartDrive Systems.

The NPTC monthly driver safety letter is a Microsoft Word document that you can print out and post as is, if appropriate, or modify any way you wish to make it a better fit for your drivers, including adding your company logo. If you are already doing an in-house letter, you may find information here that you can cut and paste into your own letter. If you are interested in specific subjects or have any comments/feedback, contact Tom Moore, CTP, at tmoore@nptc.org or 703-838-8898.

PFMI CONTENT HIGHLIGHTS TOP PRIVATE FLEET DISCIPLINES

Following are some of the topics that will be discussed at the Private Fleet Management Institute that will help attendees enhance their understanding of the five private fleet management disciplines of operations, finance, human resources, safety and equipment and maintenance:

- Benchmarking private fleet excellence
- Strategic components of the private fleet
- Establishing performance-driven key performance indicators (KPIs)
 - Sustaining upper management support: ongoing communications and justification selling
 - Converting data into actionable intelligence and behavioral change
- Lean transportation management disciplines
- Organizational strategies to drive operational excellence
- Delivering tailored customer service value: the private fleet advantage
 - Optimization protocols: routing, trailer utilization, capacity management
 - Inbound logistics, backhauling and collaborative logistics
- Right-sizing business models: private fleet vs. outside carrier capacity ratios
- Financial models for private fleets
- Determining true fleet costs
- Understanding and using financial reports and budgeting to drive excellence
 - Return-on-investment measures
- Human resources: building the quality driver team
 - Recruiting, cultural-fit assessment, interviewing, screening and hiring
 - Scorecarding, rewards, and recognition programs
- Onboarding and in-service training, coaching, and professional development
 - Compensation and performance incentive strategies
 - Safety and compliance—rotational sessions
 - Managing CSA scores
 - Compliance strategies
 - Behavior-based safety
 - In-service performance metrics
 - In-house vs. outsourced maintenance: management best practices and standards
 - Spec'ing strategies
 - Life cycle costing and trade cycles