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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](http://www.nptc.org).



## NPTC PROGRAM FOR NSC: THE ROAD AHEAD TO SAFETY

NPTC's National Safety Conference is scheduled for Sept. 13-14 at the Hyatt Regency at Dulles International Airport just outside of Washington, DC. It expects to draw nearly 250 private fleet safety professionals from a wide and diverse spectrum of private fleets and supplier companies that are focused on continuous improvement, innovative safety protocols in driver management, and world-class safety standards.

This conference is designed to optimize return-on-investment for all attendees. It is an intense, concentrated overview of issues of interest and importance to running a private fleet operation at an exceptionally high standard of safety. It features 24 of the leading safety advocates and practitioners in the private fleet community.

NPTC Chair of the Board of Directors and Safety Committee Chair Carol Heinowski, logistics manager, safety & compliance at Meijer Inc., says, "The Safety Conference is just a great venue to learn and network with fleet safety experts who really are on the leading edge of change. Attendees take away dozens of insights and ideas, which can be readily implemented in their own fleet."

The program begins with a keynote address from Debbie Hersman, former chairman of the National Transportation Safety Board and currently president and CEO of the National Safety Council. NPTC general counsel Rick Schweitzer will then deliver his Washington Report, which is sponsored by Vigillo, a Samba-Safety Company. Next will be presentations on integrating active safety

technology systems into a safety program in addition to driver training and coaching best practices.

After the luncheon and recognition of the National Driver All-Stars, a driver recognition program sponsored by International Trucks/Navistar Inc., the program resumes with two sessions of five concurrent "Safety-in-the-Round" discussions. These open-forum sessions allow participants to share freely their challenges, resources and solutions in an atmosphere of trust and confidence. The first session will feature discussions on enhancing background searches; electronic logging devices; driver scorecarding that enhances safety; road tests that get results; reducing injuries; and workers' compensation. The second session will feature discussions dealing with an aging driver workforce; enhancing safety meetings; surviving a DOT audit; the future of screening protocols; and mitigating distracted driving.

The safety conference resumes the following day with a presentation from highly respected transportation attorney Rob Moseley of Smith Moore Leatherwood LLP. His presentation will be on how to make the bad accident worse, and what makes truck litigation turn sour?

Four presentations will focus on fatigue management strategies; rewards, recognition and incentives; advanced data analytics; and creating a driver turnover risk metric. The conference wraps up with a presentation titled "Case Study in Excellence — Putting It All Together."

### KEYNOTE SPEAKERS FOR NSC ANNOUNCED

NPTC is pleased to announce two keynote speakers for its upcoming National Safety Conference. Kicking things off on Thursday morning, Sept. 13, will be Deborah A.P. Hersman, president & CEO of the National Safety Council. She will address the hidden hazards that cause crashes and share insights into how to eliminate preventable collisions and fatalities.

Prior to joining the National Safety Council, Hersman served as chairman of the National Transportation Safety Board from 2009-2014. Among her many initiatives as chairman, she focused on distracted driving, child passenger safety, and helping victims and their families.

On Friday morning, Sept. 14, attorney Rob Moseley will discuss how to make the bad accident worse, and what makes truck litigation turn sour? Attendees will learn how management can play a key role in litigation case evaluation. What happens when the plaintiff makes your driver out to be the victim—of you?

As partner and transportation and logistics industry team leader at Smith Moore Leatherwood, Moseley represents trucking companies, brokers and logistics companies (and their insurance carriers) with disputes involving commercial transportation accidents, federal and state safety regulations, commercial insurance coverage, freight claims, as well as other disputes involving trucking companies.

### NPTC/J.J. KELLER WEBCAST UPDATE

Last month, more than 1,000 people registered to participate in one of two webcasts jointly sponsored by NPTC and J.J. Keller & Associates. The first examined entry-level driver training and onboarding best practices. The featured fleet presenter was Eric Eveslage, CTP, logistics manager for Coborn's Inc.

Also highlighted was driver scorecarding as a driver development and improvement tool and as a mechanism to compare the driver's performance to ongoing employment standards. This webcast covered how to avoid pitfalls that can create

problems with scorecarding. Brian Johnston, CTP, senior director of transportation at Core-Mark International Inc., was the presenter.

Mark your calendar. The 2018 webcast series concludes with these programs:

- October 17—Hours of Service and Fatigue Management
- October 18 —How to Survive a DOT Audit

To reserve your spot at one or more of these webcasts or if you wish to download a previous earlier webcast, please visit [www.jjkeller.com/nptcinfo](http://www.jjkeller.com/nptcinfo)

### CTP CLASS OF 2019 NOW FORMING

Candidates for the Certified Transportation Professional® (CTP) program are encouraged to register now for their places in the Class of 2019. The eligibility application deadline is Oct. 1. The program is sponsored by J. J. Keller & Associates Inc.

By earning a 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.

To learn more about the CTP® program, visit [www.nptc.org](http://www.nptc.org) or contact Kristen Todd at [ktodd@nptc.org](mailto:ktodd@nptc.org) or by calling 703-838-8841.

### 2018 BENCHMARKING SURVEY UPDATE

Earlier this month, NPTC released its 2018 Benchmarking Survey Report, which examines a number of key operational and performance issues, is designed to validate private fleet performance based on comparative peer data; to identify areas of improvement and opportunity; and to highlight significant trends affecting private fleet practitioners.

The benchmarking survey delves into key operational areas such as safety, technology, driver turnover, compensation, operational costs, and equipment and maintenance to identify key trends and best practices. As in previous surveys,

the most common reasons for operating a private fleet are to gain direct control of transportation capacity on demand, to control costs, and to provide consistent and high-quality customer service.

Private fleets stand out as a dynamically growing transportation market. As the largest sector of the trucking industry, they account for approximately 50% of all Class 8 truck sales and own or lease some three out of four Class 4 to Class 8 trucks on the road. A majority of private fleet managers (more than two-thirds) plan to add trucks to their fleet capacity in the years ahead.

### coming events...

Mark your calendars now for the following upcoming events:

- ▶ August 1 — 2018 Benchmarking Survey Final Report released
- ▶ September 13-14 — National Safety Conference, Dulles, VA
- ▶ October 1 — 2018 CTP eligibility applications due
- ▶ October 17 — NPTC/J.J. Keller webcast: Hours of Service and Fatigue Management
- ▶ October 18 — NPTC/J.J. Keller webcast: How to Survive a DOT Audit
- ▶ November 15 — CTP exam applications due
- ▶ January 11, 2019 — CTP exam prep workshop, Jacksonville, FL
- ▶ January 12-16 — 2019 Private Fleet Management Institute, Jacksonville, FL
- ▶ February 9 — 2019 CTP exam, offered at 40 locations across the country
- ▶ April 14-16 — NPTC Annual Conference, Cincinnati, OH

### BOARD/COMMITTEE MEETINGS

The NPTC board and committee meetings are scheduled for Sept. 12, at the Hyatt Regency Dulles in Dulles, VA.

- 1:00 - 4:00 p.m. — NPTC Institute Board of Governors and NPTC Board of Directors meeting, combined meeting
- 4:00 - 4:15 p.m. — Break
- 4:15 - 5:30 p.m. — NPTC Board of Directors meeting
- 5:30 - 6:30 p.m. — NPTC standing committees (Legislative and Regulatory Advisory Committee, Safety Committee, Membership Committee, PR/Marketing Committee)
- 6:30 - 7:30 p.m. — Sponsored reception