

CTP Insider

A quarterly publication for the Certified Transportation Professional published by the NPTC Institute.

Winter 2022

Quarterly Highlights

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PRIVATE FLEET MANAGEMENT INSTITUTE BEGINS IN TWO WEEKS



NPTC IS PLEASED TO ANNOUNCE THE PRIVATE FLEET MANAGEMENT INSTITUTE (PFMI) WILL BE HELD LIVE AND IN PERSON AT JANUARY 15-19, 2022, at the Marriott Jacksonville Downtown Hotel in Jacksonville, Florida. The PFMI content is specially developed to provide you with the tools and resources to respond effectively to today's transportation and logistics environment in a COVID-shaped world. The program promises to deliver insights into the most forward-thinking solutions of the day.

PFMI provides a rigorous learning environment in which attendees will be exposed to a series of general session presentations; roundtable break-out discussion groups; structured networking activities; applied learning exercises, and collaborative team-building through case study analysis and competitive presentations on the final day. Every attendee is expected to know transportation, have experience in the industry, and be a contributor.

The Institute provides one of the most effective ways of refreshing your knowledge base and preparing for the 2022 CTP Examination set for Saturday, February 12, 2022. ***This accelerated five-day "graduate level" program details the core curriculum deemed by the industry's leading practitioners as essential for on-the-job success.*** The knowledge you'll acquire in this interactive learning experience will provide you with a strong foundation in the following areas:

- Private Fleet Benchmarking, Key Metrics and Best Practices
- Understanding and Using Financial Reports and Budgeting
- Developing Effective Communications Strategies
- Data Management Strategies to Strengthen Your Fleet
- Creating a Culture of Retention
- Inbound Logistics, Backhauling & Collaborative Logistics
- Determining True Fleet Costs
- Delivering Customer Service: The Private Fleet Advantage
- Establishing Key Performance Indicators (KPIs) That Drive Improvement
- Network Optimization: Right Sizing the Private Fleet vs. Outside Carrier Capacity
- Implementing Active Safety Technologies



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PFMI Continued

- Environmental Sustainability Initiatives
- Total Cost of Ownership, Life Cycle Costing and Trade Cycles
- The Hiring Process: Organizational Assessment and Interviewing
- Lessons Learned from COVID-19
- Optimization Protocols: Routing and Trailer Utilization
- Financial Models for Private Fleets: Profit Center vs. Cost Center
- Managing Remote Locations
- Spec'ing Strategies
- Driver Incentives, Rewards and Recognition
- Return on Investment Measures
- Onboarding and In-Service Training and Coaching
- Integrating Third Parties into Private Fleet Management Protocols
- Key Compliance Strategies – Raising the Bar
- Compensation and Performance Incentive Strategies
- Increasing Driver Utilization
- In-House vs. Outsourced Maintenance Management
- Best Practices in Driver Recruiting and Screening

PFMI FACULTY

NPTC thanks the following private fleet professionals for sharing their insights, best practices and experiences as members of **The Faculty of the 2022 Private Fleet Management Institute:**



Eric DeJesus, CTP
*National Fleet Safety Manager
Pitney Bowes Inc.*



Ellen Ingram, CTP
*Director of Human Resources
America's Service Line, LLC*



Mari Roberts, CTP
*Vice President of Transportation
Frito-Lay, Inc.*



Gene Tierney, CTP
*Director, Transportation Operations
Albertsons Companies*



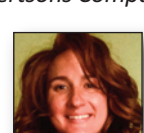
Jeff Eisaman, CTP
*Regional Manager of Transportation
CLI Transport / Sheetz*



Randy Maddox, CTP
*Local Category Manager-Mobile Equipment
CRH Americas Materials*



Steven Roberts, CTP
*Manager, Fleet Operations
Deseret Transportation*



Cris Wallace, CTP
*Sr. Manager Fleet Operations,
North America
Suez Water Technologies & Solutions*



Kathy Fellenstein, CTP
*Recycling EHS Manager
International Paper*



Tom Moore, CTP
*Executive Vice President
National Private Truck Council*



Nicole Schubring, CTP
*Controller
America's Logistics / America's Service Line*



Tracy Whisnant, CTP
*Driver/Dispatch Manager
Merchants Distributors, LLC*



Keith Frantz, CTP
*DOT Manager
ADM Trucking, Inc.*



Gary Petty, CTP
*President and CEO
National Private Truck Council*



Mike Schwersenska, CTP
*Director of Transportation & Logistics
Brakebush Transportation, Inc.*

CTP EXAM PREP WORKSHOP

NPTC WILL ONCE AGAIN OFFER THE CTP EXAM PREP WORKSHOP ON FRIDAY, JANUARY 14 at the Marriott Jacksonville Downtown Hotel in Jacksonville, FL. **Offered in conjunction with the PFMI**, and which requires a separate registration fee, the Workshop is one of the most effective ways to prepare for the CTP Exam.

Tom Moore, CTP, Executive VP of the National Private Truck Council, will guide attendees through a series of instruction and applied learning exercises to provide insights into the construction of the CTP Exam, strategies to successfully navigate the exam.



For more information about the Private Fleet Management Institute and how to register, visit NPTC's website at www.nptc.org.



It's Not Too Late to Join the Class of 2022

NPTC is pleased to announce that more than 70 people will be sitting for the CTP Exam on February 12. If you are interested in earning your Certified Transportation Professional® (CTP) designation, there is still time. Candidates are encouraged to register immediately for their places in the Class of 2022. NPTC is pleased to thank J. J. Keller & Associates, Inc., the official sponsor of the CTP program.

The Certified Transportation Professional exam shall be delivered virtually, administered by the candidates themselves in an open-book, honor-system format without proctors. The grading of the exam shall be conducted using a virtual model with graders working in teleconference calls and online team meetings, replacing "live, in-person meetings and eliminating the expense of lodging and travel.

By earning the CTP designation, private fleet professionals demonstrate a commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuing enhancement of their knowledge and skills. Since 1993, more than 1,500 transportation professionals have earned the right to use the CTP® designation after their names.

For program information, please email Kristen Todd, Director of Education and Certification at ktodd@nptc.org with any questions.

The CTP exam will take place on Saturday, February 12. Register immediately to sit for the exam!



CTP EXAM AND GRADING OPPORTUNITY

THE CTP EXAM WILL TAKE PLACE ON SATURDAY FEBRUARY 12, 2022. This year, we have more than 70 candidates sitting for the test. This triggers a call to action for existing CTPs to help grade the exam, leading to the following volunteer opportunity to earn CTP Recertification Points. We need CTPs to grade the short answer essays and case study portions of the exam. Your assistance is vital in the process. While it is demanding work, everyone who has graded CTP exams in the past has found it an enjoyable and informative learning experience. As in 2021, this year the grading will take place virtually—no travel is required..

Participants will receive 25 recertification points for their participation. If you are able to participate in this valuable volunteer opportunity, please let Kristen Todd know by February 7, 2022.

See
Recertification
requirements on
Page 6



Scott Roberts, CTP

Director of Safety, Compliance, and Risk Management
Daryl Flood Relocation & Logistics

“Best in Class” — Dallas-based Company’s Top Safety Award Journey

A FORMER LAW ENFORCEMENT OFFICER, **Scott Roberts, CTP**, views safety as something you live and breathe every day because of life and death consequences. “This is also true in trucking because in some respects the risks are the same,” says Roberts. Long active in NPTC as a safety professional while working for a private fleet-owned company, Roberts has served as a speaker and panelist at many NPTC events, as well as a featured Fleet expert in the Council’s webcast series sponsored by JJ Keller & Associates. Scott graduated with the CTP Class of 2009, has mentored several CTP candidates, and served as a CTP Exam Proctor and Grader.

On a note of personal interest, Scott met his wife, **Mari Roberts, CTP**, (Chair of the NPTC Institute Board of Governors, NPTC Board member, and Vice President of Transportation, Frito-Lay, Inc.) through the CTP program when they both attended the 2009 PFMI. They have two small children to care for at home. For over ten years, they have split parenting duties by attending annual NPTC events separately (Mari for the PFMI and Annual Conference; Scott, the National Safety Conference).

“As I learned from participation as a member in NPTC over many years, safety cultures take time to build and are never complete,” said Scott Roberts, Certified Transportation Professional® (CTP) and former private fleet safety expert, who for the past eight years has served as Director of Safety, Compliance, and Risk Management for Daryl Flood Relocation & Logistics, a leading agent for Mayflower Transit.

The company reached a huge goal and milestone in 2020 by winning the UniGroup (Mayflower/United) top safety award for 1-3 million-mile fleets and set numerous records in the process. “I wanted to share this and thank the NPTC for helping give me the tools to put our company on the journey of this achievement,” Roberts added.

Founded in 1982, Daryl Flood Relocation & Logistics is one of the best diversified transportation businesses in the United States. The company does about 40% of its business as a household goods moving agent of Mayflower, with a historically good safety record and low crash rate. Suddenly, in 2013 the accident frequency grew with a few crashes being very significant.

In quick response, owner Daryl Flood made safety a “top-line growth” priority and a new safety culture was born. Roberts was brought on in 2013 with a mandate to meet the highest safety standards possible over the long haul. He began with basic improvements: constant communication, accountability, and better teamwork between management and drivers. A performance turnaround began with results within the first year.

At the beginning of 2014, the company’s safety performance rating (SPR) under Mayflower’s safety scoring program was only 18 points into “satisfactory—barely getting by.” But by the end of the year, ratings improved 209%. The next year, the

company stepped up to a “five-star” rating, Mayflower’s highest rating; requiring a score of 3,680 or better, and ranked first or second nationwide for several months among similarly sized Mayflower agents. Non-compliance fines against drivers were reduced by 50% and CSA scores continued to improve.

Over the next four years, Daryl Flood’s SPR score with Mayflower continued to improve in the range of 7,000 to 8,000 (UniGroup’s average is 5,500), then in 2020 the company “hit a home run” with an SPR score that increased to 20,000, earning the Daryl Flood team UniGroup’s top safety award. By the end of the first quarter of 2021, safety performance has continued to climb reaching an astounding score of 24,000! What changes made this possible?

“Enhancing the driver
experience through
greater engagement
and technology.”

Continued on next page

CTP Profile Continued

"First, the foundation of our safety culture is based on serving and good stewardship. As a safety team, our goal is that every interaction we have with a driver is a positive one and we want them to be happy with our service and dignified in the process. Today, drivers come visit with safety when years ago safety was a place a driver avoided."

"We set goals with the drivers and developed a strong incentive program," says Roberts. "We piloted the use of cameras, which is optional but with incentives to participate. Our annual recognition ceremony and awards program got much bigger. We honored safety performance more than ever, adding recognition posters at each location. Customized crystal truck trophies, commemorative coins and other engraved gifts are now given annually to top drivers."

Roberts initiated a monthly safety message via video to replace a standard safety newsletter. This new format was intended to make a more personal and direct link to drivers, to share safety information, industry news, success stories, and bring together the geographically scattered drivers in raising and reaching higher safety standards.

The company hired a full-time manager devoted entirely to coaching the OTR fleet of owner-operator drivers. "Coaching helps enhance the driver experience," says Roberts. "We start each coaching session discussing what the driver is doing right. With our coach, drivers feel they have their own person. They feel more engaged to help each other, more motivated to be even safer drivers."

Use of in-cab cameras has had a major impact. Just 25% of drivers now use cameras; however, these are the drivers with the top safety scores. Testimonials from drivers are a powerful influence for others: "I did not feel as safe going down the road without a camera", "I did not feel protected without my camera", and "It's a layer of protection" are typical statements from drivers.

"There have been many exonerations of our drivers because of cameras," says Roberts. "By the end of 2021, all of our drivers will have outward-facing cameras."

What is the company's ROI beyond higher safety performance itself? Better hires and bottom-line savings. "We can elevate the standard and now onboard better drivers. This factor raises the bar of safety from the start of onboarding a new hire."

Roberts says with the company's self-insurance retention model and added-value safety improvements, "you are betting on yourself with better odds." "We are beating our 'loss pick' targets by hundreds of thousands of dollars every year. We can benchmark the significant savings of an exonerated accident. In the future, technology will penetrate our business even further, providing greater opportunities to enhance safety performance and save money."

"Our insurance broker says we are 'best in class'. But we know lots of companies are getting better. Today's best will be next year's good and the following year's ok."

"To stay at the top, we plan for better results everyday".

NPTC 2★22

CINCINNATI
APRIL 10-12, 2022

You must be Present to Win!



SAVE THE DATE!

MAKE YOUR PLANS NOW to attend the NPTC 2022 Annual Education Management Conference and Exhibition in Cincinnati April 10-12, at the at the Hilton Cincinnati Netherland Plaza Hotel and the Duke Energy Convention Center in Cincinnati, OH. NPTC 2022 will feature general sessions, workshops and interactive roundtable discussions as well as an exhibit – all geared at improving your knowledge of private fleet operations, awareness of best practices from other leading private fleet professionals, and exposure to top private fleet resources, solutions and suppliers.

The Annual Conference Planning Committee, representing both Fleet and Allied NPTC Member companies, has assembled an expanded line-up of 30 high-impact education workshops that will be offered.

The Exhibit Hall is quickly filling up with companies that will be showcasing state-of-the-art equipment, technology and services catering to the transportation industry.

DON'T FORGET THAT "YOU MUST BE PRESENT TO WIN," SO MAKE YOUR PLANS TO JOIN US IN CINCY!

In the News



Mike Flavin CTP, has been named Senior Custom Content Executive-ELearning Brothers



Rick Ochsendorf, CTP, has been named Vice President of Customer Operations for Platform Science

CTP Recertification

AT ITS FOUNDING AND FROM THE TIME OF ITS CHARTER CLASS GRADUATION IN 1993, the National Private Truck Council's Certified Transportation Professional (CTP ®) program's guiding vision was to create a widely recognized and respected credential of professional achievement for private fleet managers and suppliers. By earning your Certified Transportation Professional (CTP) designation, you joined a group of transportation professionals who have made the commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuous enhancement of the necessary knowledge and skills. You should feel proud of the accomplishment you have achieved for both yourself and your company and a designation you will want to keep for your entire career.

In order to maintain your certification in the program, there are several points you must remember:

- CTPs must recertify **every three (3) years**;
- 50 recertification points must be earned during the 3-year period (*to check your current point balance and recertification year cycle, [click here](#)*);
- A Recertification Application need only be filed once during the 3-year period to register recertification points or may be filed annually; and,
- Recertification Applications are available for completion online ([click here](#)). (*For a matrix of opportunities to earn points, [click here](#)*).

Earlier last month, you received your annual **\$100 invoice required to maintain active status**. While your company may pay your annual \$100 fee, ultimately you are responsible for payment of this fee as the certification is a personal designation. You can pay your \$100 CTP annual fee [online here](#).

Aside from the prestige of holding the industry's highest certification achievement, CTPs receive:

- The NPTC Weekly Update, a timely, comprehensive summary of current legislative and regulatory issues that affect private fleets
- More educational programs that reach beyond your current level of achievement and allow for continued advancement
- Increased opportunities for networking with fellow CTPs
- Access to our Training and Certification specialist to answer all questions relating to private fleet operations

Please do not hesitate to contact **Kristen Todd** (ktodd@nptc.org) with any questions.

NPTC/J. J. KELLER WEBCAST SERIES 2022 Lineup Announced!

NPTC AND J.J. KELLER & ASSOCIATES, INC. HAVE ANNOUNCED THE LINEUP OF TOPICS for the 2022 webcast series. Each year, thousands of fleet executives tune-in to these educational webcasts, which are free to NPTC members, to learn more about regulatory compliance, risk management, safety enhancements and more. NPTC Members are invited to access the archive of previously-presented topics at jjkeller.com/nptcinfo. In addition, existing CTPs can earn recertification points by participating in the webcast series.

The 2022 lineup includes:

March 30	Entry Level Driver Training
April 27	Coping with COVID Restrictions and Mandates
May 25	Automatic Emergency Braking and Other Electronic Safety Systems
June 29	Understanding and Improving Your CSA Scores
July 27	Surviving a Roadside Inspection and an Audit
August 31	Drug and Alcohol Clearinghouse
September 28	Attracting, Screening and Retaining Drivers in an age of Driver Shortages (Including a Look at the Under 21 Apprentice Program)
October 26	Living with ELDs and the Hours of Service Regulations

COMING EVENTS:

CTP EXAM PREPARATION WORKSHOP

January 14, Jacksonville, FL

PRIVATE FLEET MANAGEMENT INSTITUTE

January 15-21, Jacksonville, FL

CTP EXAMINATION

February 12

ANNUAL CONFERENCE & EXHIBITION

April 10-12, Cincinnati, OH

NATIONAL SAFETY CONFERENCE

September 7-9, Orlando, FL

NPTC INSTITUTE BOARD OF GOVERNORS

Chair: Mari Roberts, CTP, Vice President, Transportation, Frito-Lay, Inc.

Vice Chair: Duane Woods, CTP, Sr. Director of Transportation Operations, Albertsons Companies

Doug Adamson, SVP Sales and Marketing, Transervice Logistics, Inc.

Teresa Allen-Tignor, CTP, Assistant Vice President, National Transportation, Custard Insurance Adjusters

John Anderson, CTP, Director, Sales Engineering, Omnitrac, LLC

Brian Antonellis, CTP, Senior Vice President Fleet Operations, Fleet Advantage

Dave Belter, VP/GM Transportation Management-Supply Chain, Ryder System

Erle Bergstrom, CTP, Transportation Manager, Orscheln Farm and Home, LLC

Jared Bertoni, Transportation/Fleet Operations Manager, Wegmans Food Markets, Inc.

Abhishek Bharadwaj, CTP, National Fleet Sales Manager, Alcoa Wheels

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David Broome, Executive Chairman, TransForce Group, Inc.

Hayden Cardiff, CTP, Founder and Chief Innovation Officer, Idelic

Brian Casey, Director, Inbound Transportation, Pepsi Beverages Company

Nick Cindrich, CTP, CDS, Director, Enterprise Safety & DOT Compliance, CVS Health

Bill Cromling, III, CTP, President, Ross Transportation Services

Luann Dunkerley, Sales Leader – NE Territory, CEI Group

Jeff Ferrell, CTP, Director of Field Sales-National Accounts, J. J. Keller & Associates, Inc.

Keith Frantz, CTP, DOT Compliance Manager, ADM Trucking, Inc.

Jill Glenn, CTP, President, Dedicated Sleep

Bill Hartman, CTP, Regional Transportation Manager, Thyssenkrupp Supply Chain Services

Keith Hazelwood, CTP, Director of Transportation, Batesville Logistics, Inc.

Carol Heinowski, Logistics Mgr, Safety & Compliance, Meijer, Inc.

David E. Helge, CTP, CDS, V.P., Maintenance & Safety, Idealease, Inc.

Ron Honken, Executive Director - National Sales Leader, Transportation and Logistics Practice, Commercial Risk Solutions, Aon

Jonathan Hubbard, CEO and Co-Founder, SpeedGauge

Gary Johnson, Director, Risk and Compliance Management, Lytx

Laura Johnson, CTP, General Manager, NIC Federal

Rick Joyce, CTP, National Account Executive, FleetNet America

Adam Kahn, CTP, President, Commercial Fleet Team, NetraDyne, Inc.

Kelly Kiger, CTP, Director, Leasing & Rental Sales, Channel Sales Development, Mack Leasing System

Kris Kolbe, CTP, Director of Safety and Operations, CPC Logistics

Rich Lacey, Chief Product Officer, SambaSafety

Bryan Langston, President, Dot Transportation, Inc.

Joe Laskowski, CTP, Director, Fleet Safety & Compliance, MedTrans LLC

Gavin Lindores, Director, Business Development, Luma Brighter Learning

Robert L. Mann, V.P. & Assistant General Manager, Vocational Business, International Truck/Navistar, Inc.

J. Bedford Monday, Jr., CTP, Director of Warehouse Operations, Schwan Food Company

Milke Pawlowski, Manager - Strategic Capacity Development, C.H. Robinson Worldwide

Larry Parsons, Chief Administrative Officer, McLane Company, Inc.

Jill Quinn, President, Centerline Drivers, LLC

Jerry Robertson, CTP, Chief Technology Officer, BOLT System

José Samperio, Executive Director, Sales, Cummins Inc.

Ed Schultes, CTP, Director of Logistics – North East Region, Walgreen Co.

Mike Schwesenska, CTP, Director of Transportation & Logistics, Brakebush Transportation, Inc.

Ron Tartt, CTP, Managing Partner, DRC, Inc.

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Daniel E. Vits, CTP, General Manager, Private Fleet, Bridgestone Americas Tire Operations, LLC

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Don White, CTP, Vice President of Business Development, Cooling Concepts, LLC

Scott Willert, President, America's Service Line, LLC

Mike Willey, CTP, Assistant General Manager, PACCAR Leasing

James T. Wood, Vice President, Sales, Penske Truck Leasing Company

NPTC ANNOUNCES

2022 SAFETY AWARD APPLICATIONS

Co-sponsors NPTC and Omnitrac, LLC have teamed up once again to offer two different ways in which your fleet and your drivers can be recognized for their commitment to improving highway safety:

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 with locations that have reduced their vehicle accident frequency rates. Applications must be received by Friday, February 4, 2022.

DRIVER HALL OF FAME: The NPTC Driver Hall of Fame honors four exceptional drivers each year who are inducted into this elite group. The minimum qualifications – a driver must have driven three million miles, 20 years or 50,000 hours with no preventable accidents. 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 Friday, February 4, 2022.

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MONTHLY LEGISLATIVE/ REGULATORY COMMITTEE CONFERENCE CALLS

AS A REMINDER, ALL NPTC MEMBERS ARE INVITED and encouraged to participate in the **Washington Report**, the monthly conference call of the Legislative and Regulatory Committee. The call 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.

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