# **CTPInsider**

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

Winter 2024

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# NPTC'S 2024 PRIVATE FLEET MANAGEMENT INSTITUTE BEGINS IN TWO WEEKS!

PTC IS PLEASED TO ANNOUNCE THE PRIVATE FLEET MANAGE-MENT INSTITUTE (PFMI) WILL BE HELD JANUARY 13-17, 2024, at the Omni Orlando Resort in Championsgate 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. 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 2024 CTP Examination set for Saturday, February 10, 2024. 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
- Establishing Key Performance Indicators (KPIs) That Drive Improvement

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#### **PFMI** Continued

- Creating a Culture of Retention
- Inbound Logistics, Backhauling & Collaborative Logistics
- Determining True Fleet Costs
- Delivering Customer Service: The Private Fleet Advantage
- Network Optimization: Right Sizing the Private Fleet vs.
   Outside Carrier Capacity
- Implementing Active Safety Technologies
- 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 SPONSORS











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#### **NPTC ANNOUNCES PFMI FACULTY**

NPTC is pleased to thank the following private fleet professionals for sharing their insights, best practices and experiences as members of the faculty of the 2024 Private Fleet Management Institute:



Scott Duvall, CTP Logistics Manager Oldcastle Building Products



Jeff Eisaman, CTP
Director of Transportation
CLI Transport/Sheetz



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



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



Randy Maddox, CTP America's Region Category Mgr., Mobile Equipment CRH Americas Materials



Paul Miller, CTP
Director of Transportation
Merchants Distributors, LLC



Kate Mirise, CTP Central Ohio Logistics Mgr. The Royal Group



Tom Moore, CTP Executive Vice President National Private Truck Council



Gary Petty
President and CEO
National Private Truck
Council



Ed Reardon, CTP Sr. General Manager CF Logistics, LLC



Sydney Reveal, CTP Fleet Compliance Mgr. HC Transport



Mari Roberts, CTP V.P. of Transportation Frito-Lay, Inc.



**Steven Roberts, CTP** *Fleet Operations Mgr. Deseret Transportation* 



Nicole Schubring, CTP Controlle, America's Service Line



Mike Schwersenska, CTP General Manager Brakebush Transportation, Inc.



Gene Tierney, CTP
Director, Transportation
Operations
Albertsons Companies



Cris Wallace, CTP Fleet Safety Manager Holland Company, L. P.



Tracy Whisnant
Driver/Dispatch Manager
Merchants Distributors, LLC



Duane Woods, CTP Logistics Coordinator Tillamook County Creamery Association.

### NPTC/J. J. KELLER & ASSOCIATES, INC.

# 2023 WEBCAST SERIES AVAILABLE TO DOWNLOAD

VERY YEAR, THOUSANDS OF PRIVATE FLEET EXECUTIVES TUNE-IN to the NPTC/J. J. Keller Educational Webcasts to learn more about regulatory compliance, risk management, safety enhancements and more. The webcasts are free to NPTC member and existing CTPs can earn recertification points by participating in the webcast series. In 2023, NPTC and J. J. Keller & Associates co-sponsored the following eight webcasts:

- In March, we kicked off the Webcast series with **Screening**, **Hiring**, **and Qualifying Successful Drivers**, featuring fleet presenter, **Greg Whisenant CTP**, **CDS**, Corporate Risk, Fleet Services Director with Shaw Industries Group.
- In April, the webcast covered the topic of the **Drug & Alcohol Clearinghouse** and featured fleet presenters from HC Transport **John Gillenwater, CTP**, Vice President, Fleet Operations & CSO, and **Sydney Reveal, CTP**, Fleet Compliance Manager.
- In May the webcast on the **Entry-Level Driver Training** featured fleet presenter **Ed Reardon**, **CTP**, Sr. General Manager, Fleet Safety & Compliance, CF Logistics/Country Fresh.
- June's webcast on **Vehicle Inspections and Maintenance** featured fleet presenter **Brian Damon**, Senior Fleet Manager, New South Express, Inc.
- July featured webcast covered CSA Scores and featured fleet presenter from Jessica Tincher, CTP, Safety & Compliance Manager, Bob Evans Transportation Co.
- August featured Active Safety Technologies with fleet speaker Norlene Gray,
   CTP, Manager of Safety & HR, Brakebush Transportation, Inc.
- September's webcast **Hours of Service** featured **Shana Barton**, **CTP**, Director Logistic Support, Oldcastle Building Products.
- In October the Webcast 2023 series concluded with **Driver Performance Monitoring** featuring **Joe Seijakowski**, Director, Operations, Lumina Foods.



Greg Whisenant, CTP



John Gillenwater, CTP



Sydney Revea



Ed Reardon, CTP



Brian Damor



Jessica Tincher, CTF



Norlene Gray, CTP



Shana Barton, CTF



Joe Seijakowsk

All webcasts have been archived and are available for download at www.jjkeller.com/nptcinfo.



AKE YOUR PLANS NOW TO ATTEND THE NPTC 2024 ANNUAL EDUCATION MANAGEMENT CONFERENCE AND EXHIBITION in April 21-23, 2024, at the at the Hyatt Regency Hotel and the Orange County Convention Center in Orlando, FL. NPTC 2024 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.

SAVE THE DATE: April 21-23, 2024 — You Must be Present to Win!





Sponsored by



Ed Reardon, CTP
Senior General Manager
Fleet Safety And Compliance
CF Logistics, LLC
EHS Division, The Giorgi Companies

## **Phenomenal Contacts**

GRADUATE OF THE CERTIFIED TRANSPORTA-TION PROFESSIONAL (CTP®) PROGRAM, CLASS OF 2022, Ed Reardon, CTP, Senior General Manager for Fleet Safety and Compliance, CF Logistics, LLC, began participation in NPTC just under three years ago. Since that time, he has become one of the Council's "rising star" volunteers as a frequent speaker and expert fleet management presenter at NPTC's Annual Conference, National Safety Conference, and Webcast Series.

"I knew about NPTC and the CTP program through a former col-

league who gave me his CTP Resource Study Guides," said Ed. "I got involved in NPTC as part of a 'deal' with my employer. When our two companies merged, I requested that the new company become a member of the Council and I be allowed to go through the Certified Transportation Professional program."

As soon as CF Logistics joined NPTC, Ed enrolled in the CTP Exam Prep Workshop. "The prep course was exceptionally thorough and really helped me focus. After that, it was all studying on my own since I couldn't break away from work to attend

the Private Fleet Management Institute. I cracked the books for several weeks and, fortunately, passed. It was a great experience and very challenging—to say the least—but I would not want to do it again."

Ed was born in Philadelphia and raised in South Jersey. He enrolled in a local community college after high school, transferred to Glassboro State Teachers College (now Rowan University), and then enlisted in the service. However, Ed didn't walk cap and gown until many years later. He graduated from Thomas Edison University at the age of 53. As a military veteran, Ed served in the United States Coast Guard for several years with honors and commendations.

Before getting into the trucking business, Ed worked a few years for Wells Fargo at night as an undercover investigator of cases involving employee theft. His next job was in retail management working for pharmacy chain stores where he helped train store managers. He "lucked into" trucking almost by happenstance.

"My dad was in trucking all his life. Before retiring as a terminal manager, he offered me a position working nights loading trucks. After a while, I switched to long-haul truck driving." Ed was an OTR professional for 22 years and drove around 2.5 million miles without an accident or driving violation. He and his father later owned their own hauling business, providing home deliveries for Sears and Roebuck. Ed also owned a landscape business for nine years.

"I eventually decided that fleet management was where I wanted to be," says Ed. He maintains a valid Class A CDL License and earned a Certified Smith System Instructor Certificate. These credentials and his exceptional record as a driver qualified him as a driver trainer/outside contractor helping companies build teams of professional drivers. Ed was responsible for putting into service the first 37 drivers working for the private fleet of a major grocery supermarket chain.

Ed has been in his current job for seven years. He oversees the safety and compli-

ance of a private fleet consisting of 88 drivers and 227 tractors and reefer trailers. Involvement with NPTC has brought many benefits to the fleet's operation. "Our return-on-investment has been unbelievable--more than ten-fold in a few years," says Ed.

"The contacts I have met being a CTP are nothing short of phenomenal. Engagement with the NPTC culture means going far beyond your own four walls. I have found being a frequent speaker is a very rewarding learning experience in and of itself. I get great take-away insights listening to other presenters and members of the audience. You really must be on your game to present at an NPTC event."

Ed took advantage of services provided by NPTC General Counsel, Rick Schweitzer, when his employer was going through the merger process. "Rick laid out a plan of action for us to follow and

"Engagement with the NPTC culture means going far beyond your own four walls."

#### **Profile** Continued

it worked perfectly. I can't stress enough the value that Rick brings to the NPTC membership. I faithfully follow his monthly Washington Report to stay on top of legislative and regulatory changes going on in the industry.

"The Council's annual Benchmarking Survey Report is a tremendous resource which I use constantly," says Ed. "The information helps validate, verify, or set a new course of correction. I also used other resources of NPTC to set up a new safety program for our company fleet almost from scratch."

"Getting active in NPTC provides a steady flow of critical information which I use to continuously improve our private fleet. In my forty-five years in the trucking industry, the Council is the best-value organization I've ever known."

# CTP EXAM PREP WORKSHOP

NPTC WILL ONCE AGAIN OFFER THE CTP EXAM PREP WORKSHOP ON FRIDAY, JANUARY 12,

2024 at the Omni Orlando Resort in Championsgate Florida. Offered in conjunction with the PFMI and requiring 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.



Sponsored by



## IT'S NOT TOO LATE TO JOIN THE CTP CLASS OF 2024

PTC IS PLEASED TO ANNOUNCE THAT MORE THAN 100 PEOPLE WILL BE SITTING FOR THE CTP EXAM ON FEBRUARY 10. 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 2024. NPTC is pleased to thank J. J. Keller & Associates, Inc., the official sponsor of the CTP program.

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 1,700 transportation professionals have earned the right to use the CTP® designation after their names.

The CTP exam will take place on Saturday, February 10, 2024. For program information, please email Kristen Todd, Director of Education and Certification at ktodd@nptc.org with any questions.

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

#### In the News



**Shana Barton, CTP**, has been promoted to Director Logistics Support for Oldcastle APG.



**Marley Bebout, CTP**, has been promoted to Director, Outboard Transportation, for AutoZone, Inc.



Michael Eccleston, CTP, has started a new position as Sr. Business Analyst at Cargill.



**Jeff Eisaman, CTP**, has been promoted to Director of Transportation for CLI/Sheetz.



**Ben Pettine, CTP**, has been named Regional Sales Manager for Netradyne, Inc.



**Jeff Wermuth, CTP**, has been named Director of Customer Logistics for Ryder System Inc.



**Taylor Wise, CTP**, has been promoted to Transportation Manager at Dot Transportation Inc. in Manchester, TN.



HE NATIONAL PRIVATE TRUCK COUNCIL'S NPTC 2024 ANNUAL CONFERENCE AND EXHIBITION IS PROJECTED TO DRAW ANOTHER RECORD-SETTING NUM-BER OF PRIVATE FLEET PROFESSIONALS. The event will take place April 21-23 at the Hyatt Regency Orlando and Orange County Convention Center. Registrations are expected to exceed last year's all-time high of

1,325 attendees. Representatives from more than 180 supplier/vendor companies will exhibit at the show.

Education and networking are the event's core focus. NPTC's Conference Planning Committee, made up of some 50 fleet and allied/supplier company representatives, has been at work over the past several months selecting top speakers and subject-matter content for breakout sessions and workshops.

Over three days, 45 fleet expert practitioners will present and moderate more than three dozen sessions with discussions on topics of current interest to private fleets. Breakfast best-practice roundtable meetings in back-to-back mornings will take up over twenty specialty topics, each coordinated by an expert moderator.

Highlighting topics will include: "net zero" policy mandates for trucks set by government regulation; a review of "clean truck" legislation passed in California and several other states; a truck industry coalition advocating for sound public policies in the transition toward zero-admissions; and insights into EV adoption strategies from a major utility company with a large private fleet.

Other subjects on the program include driver performance systems; integration of onboard telematics; lessons in recruiting, interviewing, and onboarding the new driver; equipment availability and extended trade cycles; maintenance and total cost of ownership; competitive compensation and benefits in today's market; automated trucking; driver coaching and videos; the role drivers play in spec'ing equipment; and fleet justification strategies.

The schedule begins Saturday evening, April 20, with an invitationonly **WELCOME RECEPTION**, sponsored by Penske Truck Leasing, which will recognize first-timers and the CTP Class of 2024. Sunday morning, April 21st, starts off with concurrent workshops featuring NPTC general counsel, **Rick Schweitzer**, presenting the Washington Report, sponsored by Centerline Drivers LLC. During the **GENERAL SES-**



**SION KICK-OFF BRUNCH** which follows, the **NPTC PROFESSIONAL LEAD-ERSHIP AWARDS** program, sponsored by E.A. Dion, will recognize the top fleet managers for 2024 in the private fleet community.

NATIONAL PRIVATE TRUCK COUNCIL

NPTC's Certified Transportation Professional® program, sponsored by J.J. Keller & Associates, will present the CTP

**CLASS OF 2024 GRADUATION CEREMONY** honoring over a hundred new CTPs. The CTP Graduate of the Year, sponsored by *Fleet Owner* magazine, also will be announced. The evening features a **GALA NET-WORKING RECEPTION** from 6:00 – 7:30, sponsored by ACT 1, the Allied Committee for the Trucking Industry.

**THE EXHIBITION AND TRADE SHOW**, open for three hours on Sunday and Monday afternoon, will have a near-record number of exhibitors displaying a wide range of equipment, technologies, specialty resources, and third-party services. The exhibits are one of the most important educational features of the conference.

At the luncheon ceremony on Monday, April 22nd, the NPTC



**DRIVER HALL OF FAME** and **FLEET SAFETY AWARDS**, sponsored by International Truck, will recognize this year's top drivers and safest fleets. For the closing luncheon on Tuesday, April 23rd, a preliminary report on NPTC's *Benchmarking Survey Report*, sponsored by

Penske Truck Leasing, will be presented by **Tom Moore, CTP**, NPTC EVP. The conference concludes with the *Fleet Owner* 500 Top Private Fleet of the Year award ceremony.

NPTC 2024 offers extraordinary opportunities for business networking. Our conference slogan "You Must Be Present To Win" emphasizes the importance of face-to-face sharing and learning within a culture of trust and confidentiality.

"T've greatly enjoyed the NPTC annual conferences". "They get better every year." says **Chuck Amen, CTP**, chair of the NPTC's board of directors, and manager of transportation operations for Hillyard, Inc. Board Vice Chair/Chair-Elect **David Barth, CTP**, Transportation Operations Manager, Wegmans Food Markets, Inc., concurs, "The conference is a wonderful event which brings the entire culture together. It is the private fleet industry's premier annual event."





#### **NPTC INSTITUTE BOARD OF GOVERNORS**

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

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

Jill Glenn, CTP, President, Dedicated Sleep

Yvonne Glover, Director of Operations, Tyler Technologies (NIC)

James Griffin, CTP, Strategic Account Manager, Trimble Transportation

Isaac Harmon, CTP, Director of Safety, CPC Logistics, Inc.

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

Carol Heinowski, Logistics Manager, Meijer, Inc.

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

Rob Hoysgaard, Vice President, Truck & Equipment, Wheels

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

Rick Joyce, CTP, National Account Executive, FleetNet America

Adrian Knight, President & CEO, SleepSafe Drivers

Bryan Langston, President, Dot Transportation, Inc.

Kelsev Lanier, North American Fleet Director, Procter & Gamble Co

Gavin Lindores, Director of Business Development, Luma Brighter Learning

Mike Loss, CTP, Transportation Operations Manager, Wegmans Food Markets, Inc.

Steve Lovelady, Director of Sales-Truck, IMMI

Robert Mann, V.P., Government Sales & Diamond Logic Builder, International Truck Bedford Monday, CTP, Director of Warehouse Operations, The Schwan Food

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

John Robbins, CTP, Sr. Director, Fleet Operations, Standard Logistics Transportation

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

José Samperio, Vice President & GM - North America On Highway, Cummins Inc.

Gregg Stohler, VP Leasing and Rental Sales for Mack Leasing System

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Barry Weis, Director of Sales & Support, Blue Beacon Truck Wash

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

Stephen White, AVP, Enterprise Sales, Geotab USA, Inc.

Bryon Wiebold, Industry Relations, Tenstreet

Rodney Wilson, CTP, Director of Logistics, Central/Southeast Regions, Walgreen

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

## NPTC ANNOUNCES **2024 SAFETY AWARD APPLICATIONS**



**1PTC AND INTERNATIONAL TRUCKS 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 distinguish fleet companies in the operational categories of Local, Regional, and Mixed. These awards also present Gold, Silver and Bronze Seal Certificates to private fleets with terminals that reduced their vehicle accident frequency rates. Applications must be received by Friday, February 2, 2024.

**DRIVER HALL OF FAME:** The NPTC Driver Hall of Fame honors four exceptional drivers each year who are inducted into this elite group. Driver applicants must meet the minimum qualifications of 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 2, 2024.

## MONTHLY LEGISLATIVE/REGULATORY COMMITTEE CONFERENCE CALLS

S A REMINDER, ALL NPTC MEMBERS ARE INVITED AND **ENCOURAGED TO PARTICI-**

PATE IN THE WASHINGTON

**REPORT**, the monthly conference call of the Legislative and Regulatory Committee sponsored by Centerline. 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 presentations for each monthly report by logging in.





### **COMING EVENTS:**

2024 CTP ELIGIBILITY AND EXAM APPLICATIONS DUE January 24, 2024

2024 CTP EXAM PREP WORKSHOP

January 12, 2024, Orlando, FL

2024 PRIVATE FLEET MANAGEMENT INSTITUTE

January 13-17, 2024, Orlando, FL

2024 CTP® EXAM

February 10, 2024

**NPTC ANNUAL CONFERENCE** 

April 21-23, 2024, Orlando, FL

NPTC NATIONAL SAFETY CONFERENCE

September 4-6, 2024, Orlando, FL



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