



DECEMBER 2020

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



PRIVATE FLEET MANAGEMENT INSTITUTE

NPTC is pleased to announce the Private Fleet Management Institute (PFMI) scheduled for Jan. 16-20, 2021, at the Omni Jacksonville Hotel in Florida. PFMI content provides you with the tools and resources to respond effectively to today's transportation environment in a COVID-19 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.

NPTC and the Omni Jacksonville Hotel are following the guidelines established by the Centers for Disease Control and are committed to providing a meeting environment incorporating the latest safety, health and sanitation protocols to ensure the well-being of PFMI attendees. For more information, please visit <https://www.omnihotels.com/omni-safe-and-clean>.

In addition, the Institute provides one of the most effective ways of refreshing your knowledge base and preparing for the 2021 CTP examination, which is set for Feb. 13, 2021. This accelerated five-day "graduate level" program details the following curriculum deemed by the industry's leading practitioners as essential for on-the-job success:

- 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 That Drive Improvement
- Creating a Culture of Retention
- Inbound Logistics, Backhauling and Collaborative Logistics
- Determining True Fleet Costs
- Delivering Customer Service
- Network Optimization: Rightsizing the Private Fleet
- Active Safety Technologies
- Environmental Sustainability
- Total Cost of Ownership, Life Cycle Costing, and Trade Cycles
- Organizational Assessment, Hiring, and Interviewing
- Lessons Learned from COVID-19
- Routing and Trailer Utilization
- Financial Models for Private Fleets
- Managing Remote Locations
- Spec'ing Strategies
- Return on Investment Measures
- Onboarding and In-Service Training and Coaching
- Integrating Third Parties into Private Fleet Management Protocols
- Compliance Strategies
- Compensation and Performance Incentive Strategies
- Increasing Driver Utilization
- In-House vs. Outsourced Maintenance Management
- Best Practices in Driver Recruiting and Screening

For more information about the Private Fleet Management Institute and how to register for this live and in-person event, visit NPTC's website at www.nptc.org.

NPTC'S NEW VIRTUAL TOWN HALL SERIES

NPTC and J. J. Keller & Associates have teamed up to present a series of four virtual town hall meetings. These meetings featured fleet member speakers presenting case studies of excellence in various disciplines as well as data analysis from the 2020 Benchmarking Survey Report.

The town hall meetings provided a great way to stay connected with other NPTC members and share information in an environment of total trust and confidentiality. Our culture of engagement has never been more important than during these unprecedented challenges from the COVID-19 global pandemic.

The virtual town halls included the following sessions:

- "Safety Best Practices" featured Scott Duvall, CTP, regional supervisor of driver operations at MedTrans LLC, NPTC board member, and chair of the NPTC Safety Committee.
- "Driver-Related Best Practices" featured Mari Roberts, CTP, senior vice president of transportation at Frito-Lay Inc., NPTC Institute board chair, and member of the NPTC Board of Directors
- "Equipment/Technology and Maintenance Best Practices" featured Randy Maddox, CTP, local category manager of mobile equipment at CRH—Oldcastle, NPTC board member, and chair of the NPTC Membership Committee
- Dec. 15—"Operations Best Practices" will feature Mike R. Schwersenska, CTP, director of transportation & logistics at Brakebush Transportation Inc., chair of the NPTC Board of Directors, and member of the NPTC Institute Board of Governors.

CTP CLASS OF 2021 NOW FORMING

Candidates for the Certified Transportation Professional (CTP) program are encouraged to register for their places in the Class of 2021. The eligibility application deadline was October 1, however, NPTC will hold open the submission deadline for readers of *FleetOwner* who want to enroll in the program. NPTC is pleased to thank J. J. Keller & Associates, 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 1,400 transportation

professionals have earned the right to use the CTP designation after their names.

Beginning in fiscal-year 2021, 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 meeting systems, replacing "live" in-person meetings and eliminating the expense of lodging and travel.

The CTP exam will take place on Feb. 13, 2021. Please email Kristen Todd, education manager at ktodd@nptc.org for program information.

SAVE THE DATE FOR NPTC'S ANNUAL CONFERENCE

Make plans now to attend the NPTC 2021 Annual Education Management Conference and Exhibition in Cincinnati on April 25-27, 2021, at the Hilton Cincinnati Netherland Plaza Hotel and Duke Energy Convention Center.

NPTC 2021 will feature general sessions, workshops, and interactive roundtable discussions as well as an exhibit. All will be 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 lineup of 30 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.

2021 SAFETY AWARD APPLICATIONS

NPTC and Lytx Inc. 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 Feb. 5, 2021.

• **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.

Applications must be received by Feb. 5, 2021.

Contact NPTC Membership Manager Serena Porter (sporter@nptc.org) for further information.

coming events...

Mark your calendars now for the following upcoming events:

- **Dec. 15**—NPTC/J.J. Keller virtual town hall meeting, "Operations Best Practices"
- **Jan. 15, 2021**—CTP Exam Prep Workshop, Jacksonville, Fla.
- **Jan. 16-20**—Private Fleet Management Institute, Jacksonville, Fla.
- **Feb. 13**—CTP Exam
- **April 25-27**—NPTC Annual Conference & Exhibition, Cincinnati, Ohio
- **Sept. 8-10**—National Safety Conference, Orlando, Fla.

PFMI FACULTY ANNOUNCED

NPTC would like to thank the following private fleet professionals for sharing their insights, best practices and experiences as members of the faculty of the 2021 Private Fleet Management Institute:

- Lewis Allen, CTP, Aaron's Inc.
- Jessica Dalessandro, CTP, Weinstein Wholesale Meats/Perishable Distribution Solutions
- Scott Duvall, CTP, MedTrans LLC
- Jeff Eisaman, CTP, Sheetz Inc./CLI Transport LP
- Chris Fada, CTP, Ross Transportation Services Inc.
- Keith Frantz, CTP, ADM Trucking Inc.
- Ellen Ingram, CTP, America's Service Line
- Randy Maddox, CTP, CRH—Oldcastle
- Bedford Monday, CTP, Schwan Food Company
- Steven Roberts, CTP, Deseret Transportation
- Mike Schwersenska, CTP, Brakebush Transportation Inc.
- Gene Tierney, CTP, Albertsons Companies
- Cris Wallace, CTP, Matthews Aurora Funeral Solutions