



# NATIONAL PRIVATE TRUCK COUNCIL NEWSLETTER

## ACTIVITIES AND EVENTS OF THE NATIONAL PRIVATE TRUCK COUNCIL



**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 ANNOUNCES WEBCAST SERIES

More than 500 people registered to attend the February 3 free webcast on CSA 2010 sponsored by NPTC and J.J. Keller & Associates Inc. Many thanks to Larry Ahlers, vice president of transportation for Oldcastle Architectural Inc., a division of CHR. The CSA 2010 webcast is available for downloading at [www.jjkeller.com/nptcinfo](http://www.jjkeller.com/nptcinfo).

Upcoming calendar of events for this year will feature:

#### **Enhanced Driver Qualifications, June 2**

This webcast will cover the pitfalls of driver qualification, provide a regulatory update, and discuss the requirements and best practices related to drug and alcohol tests, driver physicals and background investigations. In looking at one fleet's program, the program will provide practical insights into the legal implications, costs and benefits of going beyond DOT requirements. Visit [www.jjkeller.com/nptcinfo](http://www.jjkeller.com/nptcinfo) for your free registration.

#### **Enhance Customer Service, August 25**

Learn how to enhance your customer service profile and see how one private fleet strengthened its internal role by developing the analytics, tools and resources to build a customer-infused culture. Attend this webcast and learn how to understand, define, measure, and translate this advantage.

#### **Driver Recruiting & Retention, October 20**

Despite boasting a highly loyal workforce, private fleet professionals recognize they must continue to attract and retain the cream of the crop to maintain their competitive edge. This webcast will provide insight into how to acquire the best talent by developing a keen and insightful understanding of the organization, its culture and its values, and matching that with candidates that reflect those same standards. By looking at the experience of one private fleet, the webcast will identify solutions that can help you build a better team of talent, including measuring and benchmarking turnover, gathering and using driver satisfaction data, using "driver managers" versus dispatchers, and elements of effective leadership.

### NPTC 2010 FEATURES ENGAGED LEARNING

The National Private Truck Council's 2010 Annual Education Management Conference and Exhibition, to be held April 18-20 in Cincinnati, promises to deliver valuable information, education, insights and exceptional value.

"There is little doubt that we are entering uncharted economic and business waters," said Ralph Benson, president of Sentinel Transportation and chairman of the NPTC Conference Planning Committee. "Private fleet professionals must call upon all resources in their search for new ideas and programs that deliver the greatest value to their fleet operations."

"In this demanding climate, and with those expectations in mind, NPTC has put together a power-packed agenda of dynamic speakers and an unparalleled lineup of hard-hitting educational workshops."

NPTC 2010 promises to deliver an unparalleled learning opportunity. Captured under one roof, and at one time, the conference promises to deliver the essential and imperative information you need to know to enhance your private fleet management skills from some of the most renowned practitioners in the private fleet community. Gain an understanding of the requirements of new legislation and recent regulations and how similar operations are handling these issues. Seek input and ideas from the largest gathering of private fleet executives in one location. Choose your participation in more than 23 workshops, general sessions, or lectures that target areas of most importance to you and that optimize your return on investment.

Why you should attend:

- ▶ Get late-breaking and up-to-the-minute information.
- ▶ Learn what your peers are thinking and how they are approaching issues in an efficient manner.
- ▶ Participate in interactive workshops that can help you focus on those issues of prime importance to your fleet.
- ▶ Receive ideas, resources and contacts you can put to use immediately.
- ▶ Visit an extensive exhibit hall offering further resources and insight.

The Annual Conference will feature general sessions on private fleet justification as well as keynote presentations that feature profiles of excellence from the private fleet community: Larry Ahlers, vice president of transportation for Oldcastle Architectural Inc., and Mike Cole, director of North American Transportation for Kraft Foods. Also, back by popular demand is Dan Baker, who will be the keynote speaker at the Driver Hall of Fame luncheon.

In addition, the NPTC 2010 Exhibition will feature an extensive showcase of fleet products and services from leading industry suppliers highlighting the latest in product development and state-of-the-art technology for today's demanding fleet operations.

NPTC affords ample networking opportunities, allowing attendees to establish and nurture relationships that provide critical insights and lasting value throughout the course of the year.

Full programming and registration information is available online at [www.nptc.org](http://www.nptc.org).

# COMING EVENTS

Mark your calendars now and reserve your space at the following upcoming events:

## **NPTC ANNUAL CONFERENCE 2010**

April 18-10, 2010, Cincinnati, OH

## **NATIONAL SAFETY CONFERENCE**

September 9-10, 2010, Herndon, VA

## **2011 CTP ELIGIBILITY APPLICATIONS DUE**

October 1, 2010

## **2011 CTP EXAM APPLICATIONS DUE**

November 15, 2010

## **NPTC 2010 BENCHMARKING SURVEY**

The National Private Truck Council has begun collecting information for its 2010 Benchmarking Survey. This survey is designed for the benefit of our members and the private fleet community. The purpose is to help members benchmark their operation to other best-in-class performers, thereby validating performance and identifying areas of opportunity. Preliminary results will be released at NPTC 2010 in Cincinnati, April 18-20. The full report will be available August 1 for NPTC members.

## **NATIONAL DRIVER ALL-STARS**

Applications for NPTC's National Driver All-Stars program are currently available. This unique new program is designed to recognize private fleet drivers for meeting high performance standards in the fields of customer service, safety and compliance. It provides a way to recognize those fleet drivers who deliver the high levels of customer service with which private fleets distinguish themselves. Each NPTC fleet member company is eligible to nominate one driver per year. Applicants must be regularly employed, full-time company or leased drivers and actively driving for the 12-month period beginning June 1, 2009, through May 31, 2010. Visit NPTC's web site at [www.nptc.org](http://www.nptc.org) for more eligibility and application information.

## **CTP EXAM FOLLOW-UP**

On Saturday, February 13, 53 candidates sat for the Certified Transportation Professional exam. This is the second highest number of registered candidates to sit for the exam since the 1990s. Candidates who earned this prestigious designation will be announced at a special awards ceremony during the kick-off brunch of the NPTC Annual Conference.

## **SAFETY COMMITTEE MEETING**

The NPTC Safety Committee met in Jacksonville on January 21-22 and heard from NPTC General Counsel Rick Schweitzer; Don Osterberg of Schneider National; Kirsty Kerin of Sleep Health-Centers; Jon McCormick of the FMCSA Georgia Division; Dave Helge, CTP, of Idealease Inc.; and Jim Noble of Zurich Services Corp. The NPTC Driver Hall of Fame judging took place following the meeting.

## **PRIVATE FLEET MANAGEMENT INSTITUTE RECAP**

A record turnout of 90 private fleet professionals attended the Private Fleet Management Institute in Jacksonville this past January for a concentrated, five-day immersion into the core private fleet management curriculum specifically designed to meet the demanding needs of today's private fleet professionals.

Gary Petty, president and CEO of NPTC, welcomed attendees with the inspirational story of Capt. C. B. "Sully" Sullenberger, the US Airways pilot who brought his jetliner to a safe emergency landing in the Hudson River in January 2009, saving the lives of all 155 people onboard. Shortly after take-off, the plane had encountered a flock of Canada geese at about 3,000 feet that disabled both engines, crippling the plane. The successful outcome was the result of Sullenberger's years of practice and training, an inquisitive mind, effective teamwork, a dedication to safety, and a belief that a pilot's judgment must go hand-in-hand with—and can never be replaced by—technology. In telling the story, Petty implored attendees to be wary of such bird strikes in their own personal and professional careers and to practice the same degree of dedication, diligence and preparation that served Sully so well.

According to Billy D'Souza, manager of Transport Finance and System for BCT Inc., one way to avoid such bird strikes is to preemptively deliver value to the parent company. At BCT, the formula has been to convert to a profit center and to understand all freight-related costs. With that information in hand, BCT develops metrics that are measured and benchmarked in an effort to exceed the company's definition of service.

In a subsequent presentation, however, D'Souza warned that the private fleet cannot and should not be expected to meet all of the company's freight and service obligations. He said companies should assess needs and capabilities. This includes analyzing the customer base, the service expectations, the availability of backhauls, and the company's assets and resources.

Throughout the five-day institute, attendees were exposed to five core management disciplines of finance, human resources, safety, operations, and equipment and maintenance. Aside from D'Souza, other speakers included: Jeff Simon, CTP, Optima Associates; Kris Peterinelli, CTP, CEVA Logistics; Ed Welch, CTP, Perdue Farms; Bill Perry, CTP, CDS, Hill's Pet Nutrition; Mari Adams, CTP, Frito-Lay; Don Osterberg, Schneider National Inc.; Dan Norris, CTP, Pepsi Bottling Group; Kirk Rutherford, CTP, Bridgestone Americas Tire Operations, LLC; Bedford Monday, CTP, Schwans Logistics, LLC; George Carpenter, CTP, Army and Air Force Exchange Service; and Susan Manley, Bradley University.

For a complete summary document of the meeting highlights, please visit our web site at [www.nptc.org](http://www.nptc.org).