



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.

2011 PRIVATE FLEET MANAGEMENT INSTITUTE

With 81 attendees, the NPTC Private Fleet Management Institute, held January 15-19 in Jacksonville, was one of the highest-rated programs in the history of the Institute. The quality and interest of the attendees, combined with insightful presentations, led to an unprecedented level of interest and engagement as reflected in the evaluations received from the participants. For the first time this year, the program moved to a more interactive discussion group format. This allowed 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. The quality of the instruction and training generated outstanding ratings across the board, thanks in large part to the contributions of a faculty consisting of some of the nation's most experienced and respected private fleet management experts.

The tone of the meeting was set early by Harry Haney, associate director of logistics operations for Kraft Foods Inc. Haney shared how his fleet integrated with other transportation alternatives to deliver exceptional value.

Attendees wrestled with just how to accomplish that goal. Through a series of open forums, fleets discussed various strategies including financial strategies to understand all freight-related costs; the development of appropriate key performance indicators; enhancement of customer service objectives; improvement of safety functions; human resource strategies; and leveraging equipment and maintenance practices to optimize the corporate return on its private fleet investment.

Throughout the five-day institute, attendees were exposed to five core management disciplines of finance, human resources, safety, operations, and equipment and maintenance. Key workshop leaders and speakers included NPTC board vice chair Gary Strausbaugh, CTP, Mennel Milling Co., and treasurer Harry Haney, associate director of logistics operations, Kraft Foods. Also making presentations were board members Larry Ahlers, vice president-transportation, Oldcastle Architectural Inc.; George Carpenter, CTP, Army and Air Force Exchange Service; Randy Perry, fleet safety manager, Frito-Lay Inc.; Robert Polka, CTP, director-fleet services, Iberdrola USA Management Corp.; Sam Richardson, assistant vice president-operations, ADM Trucking Inc.; and Edward Welch, CTP, Perdue Farms Inc.

Other speakers included Board of Governors Chair Bedford Monday, CTP, Schwan's Consumer Brands; Jim Angel, CTP, PeopleNet; John Burton, ACT Research; Amy Catalano, CTP, Iberdrola USA Management Corp.; Bill Cromling, III, CTP, Ross Transportation Services; Billy D'Souza, CTP, BCT Inc.; Dave Helge, CTP, Idealease of North America; Brett Quigley, CTP, Kellogg Co.; Dan Norris, CTP, The Pepsi Bottling Group; Mari Roberts, CTP, Frito-Lay Inc.; Scott Roberts, CTP, Joseph Cory Holdings LLC; Dave Rodenroth, CTP, Unisource Worldwide Inc.; Jim Rogers, CTP, McKee Foods Transportation LLC; Kirk Rutherford, CTP, Bridgestone Americas Tire Operations; and Jeff Simon, CTP, Optima Associates.

NPTC/IDEALEASE SAFETY SEMINARS

NPTC, in partnership with Idealease of North America, is again offering a series of one-day Safety & Compliance Seminars in 25 locations throughout North America. The 2011 seminars are designed to simplify compliance with federal and state regulations, hours of service, drug and alcohol testing rules, vehicle maintenance and inspection, accident record-keeping, CSA overview and more. Recent regulatory changes and how to enhance your safety program beyond regulations are also covered in the seminars. The seminars are free to all NPTC members. For more detailed information, visit the NPTC website.

NPTC KICKS OFF BENCHMARKING RESEARCH

The National Private Truck Council has begun collecting information for its 2011 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.

SAFETY COMMITTEE MEETING

The NPTC Safety Committee met in Jacksonville on January 20-21 and heard from NPTC general counsel Rick Schweitzer; Dan Murray, vice president of the American Transportation Research Institute; Ron Knipling, consultant for Safety for the Long Haul; and Kevin Tribbett, senior account manager, IMMI, Lifeguard Technologies. The NPTC Driver Hall of Fame judging took place following the safety committee meeting.

coming events...

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

NPTC 2011

April 17-19, 2011 — Cincinnati, OH

SUMMER ON-SITE SAFETY COMMITTEE MEETING

June 13-15, 2011 — Indianapolis, IN

NATIONAL SAFETY CONFERENCE

September 15-16, 2011 — Dulles, VA

CTP ELIGIBILITY APPLICATIONS DUE

October 1, 2011

CTP EXAM APPLICATIONS DUE

November 15, 2011

PRIVATE FLEET MANAGEMENT INSTITUTE

January 14-18, 2012 — Jacksonville, FL

NPTC/J.J. KELLER ANNOUNCE 2011 FREE WEBCAST SERIES

More than 400 people registered to attend the February 9-10 free webcast on CSA sponsored by NPTC and J.J. Keller & Associates Inc. The webcast examined in depth the Federal Motor Carrier Safety Administration's (FMCSA's) new safety enforcement and compliance model. Many thanks to Scott Willert and Jeff Jones of Kraft Foods for lending their insights and perspectives. The CSA webcast is available for downloading at www.jjkeller.com/nptcinfo.

Our upcoming calendar of events will feature:

□ May 11—The EOBR Rule and E-Logs

The FMCSA issued a sweeping new rule governing the manufacture and use of electronic on-board recorders (EOBRs) in commercial motor vehicles. The rule will require thousands of carriers to install EOBRs and encourage others to install them voluntarily to monitor their drivers' hours of service. This webcast will examine the impact of the EOBR rule, including information on who is affected, when the rule takes effect, the incentives available for EOBR installation, how EOBRs will affect the auditing and enforcement process, the new list of 24 rules that can result in your company being forced to install EOBRs, and what you need to do to stay in compliance.

□ July 13—Fleet Excellence: Driver Wellness and Sleep Apnea

The FMCSA is planning to move forward on new driver health regulations that will include screening/testing for sleep apnea. At the heart of this issue is what to do about driver wellness. This webcast will feature an overview on FMCSA regulatory measures concerning driver physicals, driver wellness and sleep apnea; creative tactics NPTC members are using to improve driver wellness; and a profile of one NPTC member fleet's driver wellness programs.

□ October 12—Fleet Excellence: Driver Discipline and Coaching

While the economic downturn offered an opportunity to be more selective in driver recruiting and retention efforts, the 100,000+ driver shortage projected by FTR Associates in the next couple of years may cause fleets to re-evaluate driver qualification standards. This webcast will investigate alternatives to lowering your standards, including driver discipline and coaching. We'll cover such topics as temp-to-hire programs, probationary periods, safety equipment (e.g., speed regulators, in-cab video monitoring, text message locking devices, etc.), driver monitoring, ride-alongs, coaching strategies and techniques.

Registration is open to all NPTC members free of charge. For more information, please visit www.jjkeller.com/nptcinfo.

NPTC 2011 ANNUAL EDUCATION MANAGEMENT CONFERENCE

The National Private Truck Council's 2011 Annual Education Management Conference and Exhibition, to be held April 17-19, 2011, in Cincinnati, promises to deliver valuable information, education, insights and exceptional value.

NPTC 2011 promises to deliver an unparalleled learning opportunity. 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. Understand the requirements of new legislation, recent regulations and how other, 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.

Following are the main selling points and benefits of attending:

□ **Benchmarking Summit**—New this year—and free to all attendees of the Annual Conference—is a Benchmarking Summit, which will allow attendees to do a “deep-dive” into operationally specific characteristics.

□ **General Sessions**—NPTC 2011 features two new general sessions focusing on the latest legislative and regulatory information as well as environmental sustainability.

□ **Exhibits**—A world-class exhibit hall packed with an expected 150 companies showcasing products and solutions that will increase the effectiveness of your private fleet.

□ **Networking**—Unparalleled peer-to-peer interaction.

□ **Recognition**—Honoring the private fleet community's best and brightest practitioners for their achievements in safety, graphics, leadership and environmental responsibility.

□ **Social**—Meals, events and activities that create an engaged learning atmosphere.

□ **Location**—A central setting that allows you to minimize your travel time and expense.

□ **Education**—More than 20 workshops and seminars that provide illuminating insights and best practices that will help demystify some of the critical issues and challenges that are at the center of your day-to-day world.

The headquarters hotel for NPTC 2011 is the Hilton Cincinnati Netherland Plaza Hotel, 35 West Fifth Street, Cincinnati, OH 45202. NPTC has a block of sleeping rooms reserved at the Hilton at the special rate of \$125 per night (single/double). For reservations, call 513-421-9100 or 1-800-HILTONS.

For more information, please visit www.nptc.org.