

NATIONAL PRIVATE TRUCK COUNCIL NEWSLETTER



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.

NPTC ANNOUNCES 2011 SAFETY AWARDS

NPTC offers four recognition awards to individuals and companies for their loyalty, hard work and accomplishments.

□ **FLEET SAFETY AWARDS:** These awards, co-sponsored by Bridgestone Bandag Tire Solutions, 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 that have reduced their vehicle accident frequency rates. Applications must be postmarked by Friday, January 28, 2011.

□ **DRIVER HALL OF FAME:** The NPTC Driver Hall of Fame, sponsored by Bridgestone Bandag Tire Solutions, honors four exceptional drivers each year. A driver must have driven two 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 postmarked by Friday, January 14, 2011.

□ **NPTC HUMANITARIAN AWARD:** This award will recognize any individual from an NPTC member company who has demonstrated a continuing voluntary commitment to improving the human condition. Applications must be postmarked by Friday, January 14, 2011.

These awards will be given out at the NPTC 2011 Annual Conference in Cincinnati and are open to NPTC members only. For more information, contact Serena Porter, NPTC's membership manager, at 703-838-7960 or e-mail her at sporter@nptc.org.

IN-DEPTH TRAINING, ALL-STAR FACULTY AT PFMI

NPTC will hold its annual Private Fleet Management Institute (PFMI) January 15-19, 2011, at the Omni Jacksonville Hotel in Jacksonville, FL. PFMI is a five-day intensive educational program offering courses on fleet finance, operations, legal, regulatory and safety compliance, human resources, maintenance and equipment.

"The NPTC 2011 Private Fleet Management Institute is a great learning opportunity packed with tremendous take-home value," said Bedford Monday, CTP, chairman of the NPTC Institute Board of Governors and logistics manager for Schwan's Logistics. "In today's turbulent economic environment, private fleet managers must look for new ways to enhance their operating knowledge and expand their personal and professional effectiveness. The Private Fleet Management Institute provides the resources and tools to capture, translate and enhance the private fleet value proposition."

The five-day Institute is an immersion into best practices, benchmarking and operational excellence in the private fleet community. A faculty consisting of some of the nation's most experienced and respected private fleet management professionals will guide the learning experience through a series of workshops, panel discussions, lectures and interactive formats designed to enhance the attendees' educational experience and ensure their grasp of key private fleet management disciplines.

Specific sessions will focus on network analysis; supply chain integration and strategic partnerships; justifying the private fleet through proper costing methodologies; best practices in customer service; fleet planning; benchmarking strategies to improve the private fleet; and transportation alternatives. Four of the most pressing challenges facing private fleet operations—data management and integration, fuel economy, backhaul optimization, and environmental stability—will be featured in multiple presentations.

Financial strategies for the private fleet executive will be another area of concentration with topics to include communicating private fleet value; financial models for the private fleet; profit center vs. expense center; financial reporting and budgeting; key performance indicators; and return on investment measures. The Institute will also feature an in-depth look at maintenance strategies for the private fleet including establishing a system for compliance; managing multiple sites; trade cycle strategies; improving fuel economy; and outsourcing strategies. Other topics will include recruiting, hiring, and developing drivers; driver compensation; incentives; and scorecards. On the safety front, attendees will learn the basics of how to develop an effective safety program and how to survive a DOT compliance review.

The program provides an excellent resource for those studying to take the Certified Transportation Professional certification examination scheduled for February 12, 2011, at some 40 locations across North America. In fact, the Private Fleet Management Institute is preceded by a full-day workshop to help candidates prepare for the exam.

For more information, visit NPTC's website at www.nptc.org, or call Tom Moore at 703-838-8898.

coming events...

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

**NPTC DRIVER HALL OF FAME,
HUMANITARIAN AWARD APPLICATIONS DUE**
January 14, 2011

CTP® EXAM PREP WORKSHOP
January 14, 2011 at the Omni Jacksonville Hotel in
Jacksonville, FL.

PRIVATE FLEET MANAGEMENT INSTITUTE
January 15-19, 2011, Omni Jacksonville Hotel, Jacksonville, FL.

NPTC SAFETY AWARD APPLICATIONS DUE
January 28, 2011

CTP® EXAM
February 12, 2011, offered at 40 locations across the country

NPTC ANNUAL CONFERENCE 2011
April 17-19, 2011 at the Hilton Cincinnati Netherland Plaza
Hotel and the Duke Energy Center in Cincinnati, OH.

NPTC WELCOMES NEW MEMBERS

The following companies have recently joined NPTC:

Fleet

Farmer Bros. Co.
Firestone Industrial Products
J. Polep Distribution Services
Safety-Kleen Systems Inc.
Snap-On Inc.

Allied

Matson Integrated Logistics
Methode Electronics
Stevens Transport
Nicklaus & Associates, PA
Wabash National Corp.

CTP CLASS OF 2011 NOW FORMING

Candidates for the Certified Transportation Professional® (CTP) program are encouraged to register now for their places in the Class of 2011. By earning the CTP designation, you join a group of transportation professionals who have made a commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuing enhancement of their knowledge and skills. Top management will readily identify you as a professional with the experience and knowledge to direct and administer a private fleet, traffic, or transportation operation.

Since 1993, more than 700 transportation professionals have earned the right to use the CTP® designation after their names. To learn more about the CTP® program, visit www.nptc.org, or contact Kristen Todd at ktodd@nptc.org or 703-838-8841.

LEGISLATIVE/REGULATORY COMMITTEE CONFERENCE CALLS

NPTC's Legislative & Regulatory Advisory Committee meets monthly to assist in the development of official NPTC policy as it relates to legislative and regulatory issues. All NPTC Fleet and Allied members are invited and encouraged to participate in the monthly conference call, which features NPTC General Counsel Rick Schweitzer's Legislative and Regulatory Update. The meeting is held on the first Tuesday of each month at 4 p.m. Eastern. For further information, contact Serena Porter at sporter@nptc.org.

NPTC 2011 ANNUAL EDUCATION MANAGEMENT CONFERENCE

Make your plans now to attend the NPTC 2011 Annual Education Management Conference and Exhibition in Cincinnati April 17-19, 2011, at the Hilton Cincinnati Netherland Plaza Hotel and the Duke Energy Center in Cincinnati, OH. NPTC 2011 will feature general sessions on private fleet justification in addition to top-shelf keynote speakers:

- **Tom Nartker**, vice president of transportation, Safeway Inc.
- **Dan Baker**, nationally known speaker, teacher and consultant to the trucking industry.
- **John Hill**, principle of The Hill Group and former administrator of the Federal Motor Carrier Safety Administration.

The Annual Conference Planning Committee, representing both Fleet and Allied NPTC Member companies, will offer more than 20 high-impact education workshops.

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!

WEBINAR FOCUSES ON DRIVER RECRUITING AND RETENSION

More than 150 people registered to attend a free webcast on driver recruiting and retention sponsored jointly by NPTC and J.J. Keller & Associates. Attendees learned about the looming driver shortage and how they could continue to attract and retain the cream of the crop to maintain their competitive edge. This webcast provided insight into how to accomplish the objective of acquiring 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.

NPTC board member Mike Pughes, CTP, corporate director of traffic/logistics for General Parts Inc./CAR-QUEST was the featured speaker and detailed the recruiting and retention initiatives he has developed for his fleet. A download of the webcast, along with all previous webcasts, is available by visiting www.jjkeller.com/nptcinfo.