



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 WEBCASTS ON CUSTOMER SERVICE

More than 100 people registered to attend the August 25 webcast on customer service sponsored by NPTC and J.J. Keller & Associates. The webcast, which was free for NPTC members, featured Erle Bergstrom, CTP, transportation manager of Orscheln Farm & Home. According to NPTC's 2010 benchmarking survey, customer service continues to be the overwhelming reason why companies operate a private truck fleet. In fact, 89% of the respondents report the primary reason for operating a private fleet is because it provides better customer service to key customers than is available using outside for-hire carriers. Attendees learned how to understand, define, measure, and translate this advantage. Orscheln shared how it strengthened its internal role by developing the analytics, tools, and resources and building a customer infused culture.

The next webcast, which will be held on October 20, will focus on driver recruiting and retention. 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 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. In addition, by looking at the experience of one private fleet, the webcast will identify a variety of solutions that can help you build a better team of talent including measuring and benchmarking turnover, and gathering and using driver satisfaction data.

PFMI 2011: A LEARNING OPPORTUNITY

The National Private Truck Council will hold its 2011, Private Fleet Management Institute January 15-19, 2011, at the Omni Jacksonville in Jacksonville, Florida. No matter what your official title is, today's transportation and logistics environment demands excellence. NPTC's five-day Private Fleet Management Institute provides the most comprehensive instruction, education and learning experiences designed to enhance your personal and professional mastery of private fleet management.

In addition, the Institute provides one of the most effective ways of refreshing your knowledge base and preparing for the 2011 CTP exam set for Saturday, February 12, 2011. 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:

- Justifying the Private Fleet
 - Network Optimization
 - Communicating Private Fleet Value by Partnering with Corporate Finance, HR and Safety
 - Improving Fleet Planning, Make-Up and Utilization
 - Attracting, Recruiting and Developing Drivers
 - Developing Effective Safety Programs
 - Creating, Understanding and Using Financial Reports
 - Creating Maintenance Standards – Managing Outsourced Relationships
 - Reverse Logistics: Building Backhaul Profitability
- For more information about the Private Fleet Management Institute and how to register, visit NPTC's website at www.nptc.org.

NATIONAL DRIVER ALL-STARS

Last month, 14 private fleet drivers were inducted into the NPTC National Driver All-Stars program. The recognition honors those drivers who demonstrated high performance standards against their peer drivers throughout the country based on customer service, safety, compliance with company standards, regulatory compliance and community service.

The 14 inductees are **Larry Allen**, ADM Trucking; **William Baker**, Firestone Industrial Products Co.; **Glen Foede**, TFE Toro Transport Express; **Daniel Gasper**, Baxter Healthcare Corp.; **Ray Mertz**, Marathon Petroleum; **Bobby Mann**, Hospira Worldwide; **John Nebbeling**, Spartan Stores; **Joseph Nemeth**, Kellogg Co.; **Steve Royse**, Kraft Foods Global; **Alvin Redd**, CVS Transportation; **Chris Trice**, Bridgestone Americas Tire Operations; **Wayne Schutte**, Batesville Casket Co.; **Jeffrey Van Buren**, Hill's Pet Nutrition; and **Charlie Winstead**, Frito-Lay.

For more information, go to www.nptc.org.

coming events...

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

2011 CTP EXAM APPLICATIONS DUE

November 15, 2010

2011 CTP EXAM PREP WORKSHOP

January 14, 2011, Jacksonville, FL

2011 PRIVATE FLEET MANAGEMENT INSTITUTE

January 15-19, 2011, Jacksonville, FL

NPTC ANNUAL CONFERENCE 2011

April 17-19, 2011, Cincinnati, OH

NATIONAL SAFETY CONFERENCE 2010

According to the 2010 Benchmarking Survey, NPTC members continued to improve their safety performance. Compared to the national average of 0.771 DOT reportable crashes per million miles, private fleets reported a lower rate of 0.513 crashes per million miles, a slight improvement from last year's figure of 0.55.

But that doesn't just happen. It takes a commitment to excellence. Effective training programs. Strong compliance. Precision record-keeping. And dedication to learning new strategies and best practices from best practices in the industry.

Just such an opportunity for peer-to-peer learning and exchange took place September 9-10 at the Dulles Hyatt in Herndon, Va., just outside of Washington, D.C., near Dulles International Airport. More than 170 fleet operations and safety managers from more than 50 transportation companies convened for NPTC's eighth annual National Safety Conference.

Through a unique format of presentations, discussions with key government representatives, workshops, expert panels, and networking opportunities, this year's program helped provide attendees, "Raise the Bar" on what is already an outstanding safety performance.

This year's NPTC National Safety Conference has been designed to optimize return-on-investment for all attendees. Topics and speakers were carefully chosen and represent the most relevant "state of art" safety information available in the industry today. Each presentation contained valuable "take-away" items that attendees could take back and implement in their operation. This value-focused approach helps attendees find just the right combination of safety ideas best suited for adaptation at their own companies.

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 program, visit www.nptc.org or contact Kristen Todd at ktodd@nptc.org or 703-838-8841.

2010 BENCHMARKING SURVEY

NPTC is pleased to issue its 2010 Annual Benchmarking Survey, which examines a number of private fleet related issues and is designed to validate private fleet performance based on comparative peer data; to identify areas of improvement and opportunity; and to highlight significant trends affecting private fleet practitioners.

Working together with a Benchmarking Steering Committee, NPTC staff designed and updated a 60-question survey that was emailed to all NPTC Fleet Member companies.

The survey period ran from February through June. Like last year's survey, the 2010 survey asked open-ended questions that encouraged respondents to answer in their own words. The information contained herein represents operating data for calendar year 2009. We are pleased to thank a total of 75 companies which participated in the survey.

Private fleets represent the largest sector of the trucking industry. Some 200,000 companies (not including farmers) operate private fleets in the U.S., as an extension of their primary business, according to FleetSeek. Some 60% of the survey respondents report that they expect their fleet to handle more freight over the next five years. In those cases, the average growth is estimated at 13%. For the 10% of respondents who indicated their fleets would contract (down by 45% from last year), the average size of shrinkage is estimated at 10%.

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The significant differences of fleets in the high growth category (as opposed to those in the contraction category) are summarized in the following table:

	Growth Fleets	Declining Fleets
Cost Per Mile	\$1.84	\$2.13
Empty Miles	24%	29%
Turnover	11%	16%
Accident Rate	0.379	0.52
Slip Seating	42.8	26.7

The above chart is just a sample of what the 2010 Benchmarking Survey includes. The full survey is available to NPTC members on our website. Just visit www.nptc.org.