

CTP Insider

A quarterly publication for the Certified Transportation Professional published by the NPTC Institute.

Winter 2016

Quarterly Highlights

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PRIVATE FLEET MANAGEMENT INSTITUTE
JANUARY 16-20, 2016 JACKSONVILLE, FL 

Private Fleet Management Institute:

In-Depth Training & All-Star Faculty

"The NPTC 2016 Private Fleet Management Institute will be breaking new ground..."

THE NATIONAL PRIVATE TRUCK COUNCIL (NPTC) WILL HOLD ITS ANNUAL PRIVATE FLEET MANAGEMENT INSTITUTE JANUARY 16-20, 2016 AT THE OMNI JACKSONVILLE HOTEL IN JACKSONVILLE, FL. This accelerated five-day "graduate level" program helps navigate the five core disciplines of private fleet management: Finance, Human Resources, Safety, Operations and Equipment and Maintenance. This is the core curriculum deemed by the industry's leading practitioners as essential for on-the-job success. The PFMI curriculum provides a rigorous learning environment in which attendees will be exposed to the foundational core disciplines of private fleet management through a series of presentations, round-table discussions, structured networking activities and applied learning exercises.

"The NPTC 2016 Private Fleet Management Institute will be breaking new ground," said Mari Roberts, CTP, Chair of the NPTC Institute Board of Governors and Director, Logistics, Distribution and Transportation for Frito-Lay's Dallas Metroplex. "In today's constantly changing business environment, private fleet managers are being challenged by rising equipment costs, rising labor costs, and rising data demands all while constantly demonstrate a positive return on the corporate investment in the private fleet."

"Not only does the Private Fleet Management Institute help them justify their private fleet operations," she added, "it helps them uncover new ways to enhance their operating knowledge and expand their personal and professional effectiveness."

The five-day course will feature some of the industry's leading private fleet practitioners (see following article) and a larger line-up of highly interactive roundtable discussions featuring multiple, dynamic cross-currents of new ideas and best practices—all centered around the five core private fleet management disciplines.

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The 2016 PFMI offers a broader and deeper immersion into best practices, benchmarking and operational excellence found among leading private fleet practitioners—many operating at world class levels of excellence. Attendees will be exposed to dozens of new, innovative take-away ideas which can be put into practice in managing or providing services to a private fleet operation.

These ideas come from a wide range of topics including: the long-range outlook for private fleets as a major component in the matrix of corporation transportation solutions; benchmarking strategies to enhance fleet value; justification of the private fleet up the chain of command; understanding the importance of constantly “selling” and communicating to customers and upper management the continued private fleet differentiated value; private fleet and supply chain integration; capacity management strategies; collaborative logistics; technology integration; optimization of data collection/analysis into actualized behavior change; measuring and enhancing customer service standards; network analysis; financial models; meaningful KPIs; financial reports and budget analysis (grasping the fully-loaded costs versus differentiated service outcomes); backhaul/reverse logistics strategies; building a culture of driver relationships based on standards of solid recruitment assessment; holding drivers to high expectations balanced with excellent reward and recognition programs; turning

driver wellness ideals to realistic practice; lifecycle costing of equipment, and understanding the importance of continuing education for fleet practitioners to keep up with latest technology and products.

The program provides an excellent resource for those studying to take the Certified Transportation Professional certification examination scheduled for February 13, 2016 at some 60 locations across the country. In fact, the Private Fleet Management Institute is preceded by an optional full-day CTP Exam Prep workshop to help... candidates prepare for the exam.

All learning sessions and networking opportunities for the 2016 Private Fleet Management Institute will be held at the Omni Jacksonville Hotel, 245 Water Street, Jacksonville, Florida, 32202. NPTC has reserved a block of sleeping rooms at the special discounted rate of \$142 per night. Call the Omni Jacksonville Hotel at (904)355-6664 and identify yourself as attending the “NPTC Private Fleet Management Institute.”

For more information about the Fleet Management Institute or the special one-day certification exam workshop, visit NPTC’s website at www.nptc.org, or call Tom Moore at (703) 838-8898.

PFMI has been described as “absolutely a first class learning experience”. Enroll now and find out why in 2016!

CTP *Recertification*

At its founding and from the time of its charter class graduation in 1993, the National Private Truck Council’s Certified Transportation Professional (CTP®) program’s guiding vision was to create a widely recognized and respected credential of professional achievement for private fleet managers and suppliers. By earning your Certified Transportation Professional (CTP) designation, you joined a group of transportation professionals who have made the commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuous enhancement of the necessary knowledge and skills. You should feel proud of the accomplishment you have achieved for both yourself and your company and a designation you will want to keep for your entire career.

In order to maintain your certification in the program, there are several points you must remember:

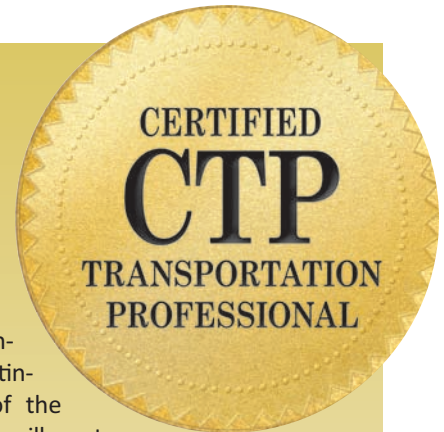
- CTPs must recertify **every three (3) years**;
- 50 recertification points must be earned during the 3-year period (*to check your current point balance and recertification year cycle, [click here](#)*);
- A Recertification Application need only be filed once during the 3-year period to register recertification points or may be filed annually; and,
- Recertification Applications are available for completion online ([click here](#)). (*For a matrix of opportunities to earn points, [click here](#)*).

Earlier this month, you received your annual **\$100 invoice required to maintain active status**. While your company may pay your annual \$100 fee, ultimately you are responsible for payment of this fee as the certification is a personal designation. You can pay your \$100 CTP annual fee [online here](#).

Aside from the prestige of holding the industry’s highest certification achievement, CTPs receive:

- The NPTC Weekly Update, a timely, comprehensive summary of current legislative and regulatory issues that affect private fleets
- More educational programs that reach beyond your current level of achievement and allow for continued advancement
- Increased opportunities for networking with fellow CTPs
- Access to our Training and Certification specialist to answer all questions relating to private fleet operations

Please do not hesitate to contact **Kristen Todd** (ktodd@nptc.org) with any questions.



PFMI's All-Star Faculty

A faculty consisting of some of the nation's most respected and experienced private fleet management professionals—the largest number in PFMI history—will guide the learning experience through a series of workshops, panel/individual discussions, and lecture formats to enhance the educational experience of attendees and ensure an enriched understanding and appreciation for the key private fleet management disciplines.



Mike Ahart
Vice President of Transportation
Dean Foods Company



Lewis Allen, CTP
Fleet Operations
Aaron's, Inc.



Brian Antonellis, CTP
Fleet Manager
Pepsi Beverages Company



Meghan Chan, CTP
Fleet Safety & Compliance
Manager
Mondelez Global LLC



Jeremy C. Decker, CTP
Transportation Safety
Manager
Mennel Milling Company



Gerald W. (Billy) D'Souza, CTP
Financial Manager
Transportation Packaging
Corporation
of America



Chris Fada, CTP
General Manager
Ross Transportation Services,
Inc.



Robyn Goldberg, CTP
National Manager, Fleet
Operations
Southern Wine & Spirits –
Supply Chain Management



**Cameron Hafer, BAOL,
MSHR, CTP**
DOT Compliance,
CMV Driver Development
Trans Papa Logistics, Inc.



Bill Hartman, CTP
Mobile Unit Fleet Director
NEP Broadcasting



Keith A. McWilliams, CTP
Regional Transportation &
Commercial Motor Vehicle
Safety Manager
Kellogg Company



Dan Norris, CTP
Fleet Director
Pepsi Beverages Company



Todd E. Porter, Esq., ARM
Vice President – Safety &
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Mari Roberts, CTP
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Metroplex
Frito-Lay, Inc.



J. Scott Roberts, CTP, CDS
Director of Safety, Compli-
ance & Risk Management
Daryl Flood Relocation &
Logistics,
Agent for Mayflower Transit



Kirk Rutherford, CTP
Manager, Private Fleet
Maintenance & Equipment
Bridgestone Americas Tire
Operations, LLC



Mike Schwersenska, CTP
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Brakebush Transportation,
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Doug Simpson, CTP
Driver Recruiting Manager
Castellini Group of
Companies



Gary L. Strausbaugh, CTP
Vice President, Transporta-
tion
Mennel Milling Company



Clint Wenger, CTP
Logistics Manager
Coborn's, Incorporated

Many thanks to the speakers, presenters and facilitators without whose help the Institute would not be possible.



In the News



Meghan Chan, CTP has been named Fleet Safety & Compliance Manager, for Mondelez Global LLC.



Kari Bartley, CTP, has been named Vice President of Operations and Logistics for Oldcastle.

Q&A

Q *An NPTC Fleet Member asked if any fleets were looking at their driver candidates' driving records in their personal vehicles in addition to their Commercial Motor Vehicle driving records when processing applicants. The fleet also wanted to understand the "knockout factors" from the personal vehicle.*

A *When polled, the majority of the responses indicated that driving records in a personal vehicle were fair game:*

"We don't distinguish at all as to whether it is a commercial vehicle or a Personally Owned Vehicle (POV). We want to ensure there are no DUI violations, preferably ever, but definitely none in the last 10+ years. In the past 3 years: No speed 15 mph or more over, no reckless driving, no following too close, no improper lane changes. No more than 4 moving violations in the past 36 months and no more than 2 in the past 12 months. Sometimes if the only negative the applicant has is a 15+ over and it is nearing 3 years old, we might hire them on a conditional basis. This doesn't happen often, but if we do this, any moving violation prior to that one dropping off results in termination."

"Yes, we look at all violations on an applicant's MVR regardless of the vehicle they were using. Our policy states that applicants cannot have any violations in the last 12 months, and no more than 2 in the last 3 years. The policy does not specify the type of violation. We look at that on a case by case basis."

"We look at all violations with the knock-out being any moving violation and/or speeding over 10 MPH, in the last 3 years."

"Yes we do look at Personal with the following knockouts:

- DUI last 3 years
- No more than 2 moving violations in the past 3 years."

"We look at Personal driving records revolving around serious motor vehicle convictions, suspensions, or revocations of the driver's licenses in the last 3 – 10yrs."

"We look at all violations. One and done events are DUI convictions in the past 5 years, license suspensions, and speeding over 15. Trends of any moving violations are reviewed."

"We run a DMV check on all driver applicants which shows us all their driving records including in Personal Vehicles. We also run an annual check on all drivers and ask them to sign the document which lists any and all violations. As for new applicants, the "knock outs" no matter in a POV or Commercial vehicle are:

- Accidents in the last 3 years
- Any drug or alcohol violation in last 10 years.
- Any felony convictions"

COMING EVENTS:

CTP EXAM PREP WORKSHOP
January 15, 2016, Jacksonville, FL

PFMI
January 16-20, 2016 Jacksonville, FL

2016 CTP EXAM
February 13, 2016 at regional locations

2016 CTP EXAM GRADING
February 22-23, Jacksonville, FL

2016 RETAKE EXAM
March 12, 2016, at regional locations

NPTC ANNUAL CONFERENCE
April 24-26, 2016, Cincinnati, OH

CTP PROFILE

BY GARY PETTY
PRESIDENT AND CEO
NATIONAL PRIVATE TRUCK COUNCIL



Erle Bergstrom Jr., CTP
Transportation/Fleet Manager, Orscheln Farm and Home, LLC

The Light Came On

Raised in North Central Kansas near the small town of Mayday on his family's dairy farm, Erle Bergstrom Jr., CTP, learned early on the meaning of work and personal responsibility. "To be successful, the only lifestyle choice on a dairy farm is hard work," says Erle. "Growing up, I had great parents who set a high work ethic standard which has served me well in life."

Erle worked the farm with his dad during high school and for five years afterwards before enrolling in college and starting his career in transportation serving as office manager with an owner-operator trucking company with 22 trucks which hauled livestock and related refrigerated products.

When Erle finished Marymount College with a dual degree in business administration and accounting with heavy emphasis in finance, he joined Farmland Industries where he held management roles in the Foods and Grain divisions, in production, warehousing, transportation, and—for a few years—in the brokerage department working the grain floor as a transportation broker.

He later served as Transportation Manager for Tracker Marine/Bass Pro, a boat manufacturer with a private fleet of specialized trailers which shipped directly to stores and dealerships around the country. From there, Erle was recruited to be the Transportation/Fleet Manager for Orscheln Farm and Home where he has been since 2006.

Orscheln operates a successful private fleet which consists of 31 tractor employee drivers and 28 leased owner-operator drivers, with 204 trailers and 80 storage trailers delivering a wide range of products to over 170 stores in 13 states located mostly in small, rural communities throughout the Midwest. An article about Orscheln's fleet was published a few years ago in *Fleet Owner* magazine.

"I feel very fortunate," says Bergstrom. "We have wonderful support from owners and upper management, a great office staff and a terrific group of drivers. We all work together well to get a little better every day at what we do."

To help address the "driver shortage" challenge, Orscheln developed a partnership with a local public college to specifically train selected employees through a thirteen-week course to earn their CDL. "A typical candidate is a warehouse worker sent to school and then coached under a senior driver for several weeks before being assigned a truck and joining the driver team," says Bergstrom. Many innovations like this have been introduced in recent years to continuously improve the fleet's effectiveness.

Erle credits his involvement with NPTC as a "plus" factor in this effort. "Attending the Private Fleet Management Institute was an unbelievable experience. It was like the light came on, a real eye-opener, seeing how the NPTC culture works so uniquely well to help fleet managers. I met so many outstanding people with great ideas and a willingness to learn from each other, to share experiences, in a comfortable setting of mutual trust and confidence."

Erle also attended the CTP Exam Preparation Workshop and heard the Top Graduate of the previous year's class speak. "Right away, I felt a burning desire to become a CTP." He achieved his goal by graduating with the Class of 2010 and has been active in NPTC ever since.

The NPTC Annual Conference has become a "must attend" event for Erle over the past several years. "NPTC is the best resource for private fleets and the annual meeting is a high value opportunity for me through peer-to-peer networking, sharing/receiving ideas of exceptional take-away value. I come back each year with new insights, better ways, in running a private fleet. Our entire approach to spec'ing trucks was greatly improved by what I learned on the NPTC Exhibit Hall Trade show floor in discussions with key equipment suppliers. This experience alone has been absolutely priceless for us in finding the best truck features for drivers at the best overall cost to the company."

Bergstrom says that Cincinnati is a great location, easy to drive to from Moberly, Missouri, an excellent value all-around for the money. "I like the fact everyone is there for business and seriously focused on learning. The workshops are just exceptional—you can just see the look in many people's eyes, thinking, 'I wonder if I can make this work in my fleet'. The hotel food is out of this world, the staff exceptional, the convention hall staff and service excellent as well. In my mind, the experience we have at Cincinnati is about as optimal as it can get—just right for the great majority who attend year after year."

After earning his CTP, Erle became a member of the Conference Planning Committee; has spoken several times at NPTC events; has been the featured fleet expert at a NPTC/J.J. Keller webinar presentation on customer service; has sent two drivers through the NPTC National Driver All-Star program, and has involved NPTC as presenters at two of Orscheln's annual driver appreciation dinners. Orscheln's has won safety awards from NPTC.

Erle himself was selected at the NPTC 2013 Annual Conference to receive one of NPTC's highest honors, the Professional Leadership Award for Membership Development.

NPTC/J.J. KELLER 2016 WEBCAST SERIES

NPTC HAS TEAMED WITH J. J. KELLER & ASSOCIATES to bring you an informative series of free webcasts on topics that are of high interest to unlocking improved fleet productivity, performance and efficiency. Not only are these topics included as part of the new CTP training curriculum, existing CTPs can get recertification points for “attending.”

We now have an archive of more than 40 presentations for you to download and review at your convenience. While downloading an event gives you the opportunity to review the materials on your own time, there's no substitute for having the opportunity to participate in the Q&A by attending a live webcast!

This year's schedule includes:

March 23 “Electronic Logging Devices”

The Federal Motor Carrier Safety Administration late last year released new regulations mandating electronic logging devices (ELDs) within two years for almost all commercial motor vehicle drivers. In this webcast, we will take an in-depth look at the new mandate and whether your fleet is prepared to meet the new compliance requirements. Specifically, we will be drilling down into the mandate itself (who will be required to use ELDs), the technical specifications for the next-generation devices, and the required administrative steps that will be necessary to comply with the rule.

March 24 “Hours of Service”

The federal hours-of-service changes that went into effect in 2013 reduced the number of hours per week that drivers have available for driving. Although, FMCSA was ordered to stop enforcing the restart restriction, the requirement remains in the rules and could return. In this webcast we will review how fleets are coping with this regulatory uncertainty by examining the limits, logging requirements, and the most commonly used (and mis-used!) exceptions. We will also show how the use of electronic logging devices can alleviate some of the most common challenges carriers face in the area of hours-of-service.

May 18 “The New Coercion Rule and Whistleblower Protection”

FMCSA, late last year, published rules prohibiting motor carriers, shippers, receivers, or transportation intermediaries from coercing drivers to operate commercial motor vehicles in violation of certain safety regulations such as drivers' hours-of-service; the commercial driver's license; and the drug and alcohol testing. In this webcast, we will discuss the impact of this new rule, specifically looking at the definition of “coercion,” how it ties into the topic of “harassing” drivers, who is covered by the rule, and the process for dealing with coercion complaints.

May 19 “Mitigating Accident Liability”

Over the past few years, there has been a virtual explosion of commercial truck lawsuits and nuclear verdicts against trucking operations. In this climate, a trucking company's safety performance and management philosophies are often “on trial” to expose evidence of insufficient prevention and negligence. Federal regulatory compliance simply is not protection enough from potential liability. Learn how your fleet may have vulnerabilities and what you can do to optimized best case outcomes in the event of an accident.

July 20 “Drug and Alcohol Testing (Hair Follicle Testing)”

Among the most frequently cited violations found during DOT compliance reviews are violations of the drug and

alcohol testing regulations. Pre-employment, random, and post-accident testing are always near the top of the list. With thousands of dollars in fines, public safety, and CSA scores at risk, motor carriers need to understand their role in preventing the use of drugs and abuse of alcohol by commercial drivers. In this webcast, we will examine what the regulations require and how fleets are coping with the rules and even going the extra mile – by incorporating hair follicle testing into their compliance protocols.

July 21 “The Aging Driver Workforce and Worker's Compensation (Driver Wellness)”

With an the average age of the driver population now exceeding 50 in many fleets, safety officials are witnessing an acceleration of healthcare and worker's compensation costs. How do leading fleets protect their investment in the driver? This webcast will examine the effectiveness of driver training, education and the incorporation of effective health and wellness programs.

October 12 “Ensuring Driver Quality Through Effective Screening Protocols”

With the driver shortage leading to more expansive recruiting efforts and the temptation to lower hiring standards (potentially leading to hiring more problems), it is more important than ever that carriers review their hiring process. In this webcast we will look at the requirements involved in screening and qualifying a new driver, methods to do it quickly and effectively, and strategies that can be used to keep you from “hiring your next problem.”

October 13 “Developing Effective Driver Onboarding Practices”

Once a candidate clears the application process and begins the transition to the workplace, the first step is orientation — a process designed to teach expectations, rules and procedures to new employees in a positive and consistent manner. In this webcast we will discuss how to build an effective orientation program, including the necessary policies, protocols and procedures.

NPTC INSTITUTE BOARD OF GOVERNORS

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Official Board Roster as of 1/1/2016

CTP EXAM AND GRADING OPPORTUNITY

The CTP Exam will take place on Saturday February 13, 2016. This year, we have more than 80 candidates sitting for the test. This triggers a call to action for existing CTPs to help grade the exam, leading to the following volunteer opportunity to earn CTP Recertification Points.

We need CTPs to grade the short answer essays and case study portions of the exam. Your assistance is vital in the process. While it is demanding work, everyone who has graded CTP exams in the past has found it an enjoyable and informative learning experience. We will meet at the Omni Jacksonville Hotel in Jacksonville, FL. The hours for grading are as follows:

Monday, February 22 8:00am - 5:00pm.

Tuesday, February 23 8:00am - 4:00pm

You are responsible for making your own travel arrangements and expenses. We've secured a special room rate of \$142.00 single or double occupancy. Please click on the following link:

www.omnihotels.com/hotels/jacksonville/meetings/national-private-truck-council-2

Participants will receive 25 recertification points for their participation.

If you are able to participate in this valuable volunteer opportunity, please let Kristen Todd know by February 7, 2016.

NPTC'S 2016 DRIVER HALL OF FAME AND FLEET SAFETY AWARDS –

APPLICATIONS NOW AVAILABLE!

APPLICATIONS FOR NPTC'S DRIVER HALL OF FAME AND FLEET SAFETY AWARDS ARE NOW AVAILABLE. Each of these awards, co-sponsored by NPTC and Lytx, Inc., recognize deserving performance and accomplishments in our field. These awards are a great way to showcase the outstanding performance of your fleet. Following is brief information on each of the awards.

DRIVER HALL OF FAME: The NPTC Driver Hall of Fame, co-sponsored by **Lytx, Inc.**, honors four exceptional drivers each year who are inducted into this elite group. **NEW THIS YEAR:** Applicants will be asked to attach a copy of their current PSP record. As part of the application process, the PSP records will be provided without net cost. Detailed instructions are included in the application. Minimum requirements for Driver Hall of Fame applicants include the following: a career of at least three million miles, 20 years or 50,000 hours with no preventable accidents. Drivers must be regular employee drivers or leased drivers working on a full-time basis for an NPTC fleet member company and must be actively serving in this role at the time of induction. **Applications must be received by Friday, January 29, 2016.** [Click here to download application.](#)



NPTC/Lytx, Inc. 2015 Driver Hall of Fame Inductees are (from left): Steve Edwards, Sherwin Williams Company/Contract Transportation Systems; Mark Hannon, Upstate Niagara Cooperative, Inc.; Buddy Brawley, UNIFI; and Leon Turner, Batesville Logistics, Inc.

FLEET SAFETY AWARDS: The NPTC Fleet Safety Awards, co-sponsored by **Lytx, Inc.**, recognize member fleets for outstanding and/or improved safety records based on their crash rates. First, Second and Third Place Fleet of the Year awards are given for company applications in each of the three operational categories (local, regional, mixed). These awards also present Gold, Silver and Bronze Seal Certificates to private fleet terminals or distribution centers that have reduced their vehicle accident frequency rates since the previous year. **Applications must be received by Friday, February 5, 2016.** [Click here to download application.](#)

For more information, please contact **Serena Porter** at sporter@nptc.org.



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What coaching would be most effective?
How do you protect your drivers against false claims?

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“ WE’RE A TARGET. THE PROGRAM IS FOR OUR OWN SAFETY AND THE SAFETY OF OTHERS. ”

GARY LEGGE
17-YEAR DRIVER



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