

CTP Insider

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

Quarterly Highlights

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WELCOME CTP CLASS OF 2014

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Eighty-three transportation professionals achieved the prestigious designation of Certified Transportation Professional® (CTP) by the NPTC Institute, the educational and professional certification arm of the National Private Truck Council (NPTC). The graduates were honored during a ceremony at the Annual Education Management Conference and Exhibition held April 13-15 in Cincinnati.

Since the CTP designation was first introduced in 1993, more than 1,100 fleet and transportation professionals have earned the right to add CTP after their name. CTPs are raising industry standards, and in turn, increasing the respect and prestige of the fleet and transportation profession.

“These new Certified Transportation Professionals have demonstrated the knowledge and ability to understand complex operational and regulatory issues, identify and evaluate potential costs and savings, and develop systems and practices that best meet their company’s transportation needs and objectives,” said Mari Roberts, CTP, Chair of the NPTC Institute Board of Governors that oversees the program. “The CTP designation is a benchmark of excellence earned by a special few, but available to any fleet or transportation specialist willing to make the necessary commitment of dedicated effort.”

Each year, Fleet Owner magazine sponsors the CTP Top Graduate Award. This year’s Top Graduate was presented to **Beth Mars, CTP**, Manager of Transportation Optimization for Frito-Lay, Inc. In her current role, she and her team are responsible for the transportation planning and network efficiency for 31 Traffic Centers in the US and Canada.

She has been with Frito-Lay for more than eight years after graduating from the University of North Texas with a B.S. in Logistics and Supply Chain Management. She has held several diverse roles, all within transportation, with responsibilities including transportation network optimization, traffic center financial planning and performance tracking, revenue backhaul sourcing, and common carrier procurement.

To learn more about her, please see page 4 of the CTP Insider.



In the News



Kenneth Pruitt, CTP, has been named Division Manager at CPC Logistics Inc.

Ricky Abell, CTP, has been promoted to Senior Manager Safety and Compliance at Medline Industries, Inc.



NEW BOARD OF GOVERNORS LEADERSHIP



Ed Welch, CTP, Director of Transportation, Perdue Farms, Inc., was elected Vice-Chair of the NPTC Institute Board of Governors at the group's meeting on April 12, 2014 in Cincinnati, OH. Elected to serve on the Board were: Duane Woods, Director of Transportation, Safeway, Inc., and Tiffany L Winzell, Sr. Director of Strategic Business Development, L-3 D.P. Associates

Q&A

Q *I would be curious to know how others are calculating accident rates. We of course calculate our DOT recordable rate and then we have a total accident rate that is calculated by all accidents, both on-road and off-road (private property type) accidents. When looking at national averages for total accident rates my suspicion is that they are using on-road type accidents only, combining both DOT and non-DOT accidents and do not include off-road type (WHS, parking lot, private property, etc.) accidents.*

A The answers, as you might expect, were all over the board. One fleet responded: "We record all accidents. This would include low speed, maneuvering accidents as well as over-the-road. In addition if a driver has to be towed, it can be considered an accident even without damage or injury. We exclude animals and struck-bys in our communication."

Another laid out the following definition:

- **Accidents** – Any DOT recordable.
- **Incidents** – Any accident involving other vehicles while driving or hitting a pedestrian, (non-DOT.) Large dollar incidents (generally over \$5,000) but not a DOT recordable.
- **Incident under \$5,000** – An incident occurring with other vehicle or object ex: backing into another vehicle while parked, overhead awning, pole etc.

Another fleet said it had a complete 21-page Accident Performance Improvement Policy. "In it we spell out the three types of accidents that we acknowledge and what the consequences are for each. Examples are:

- **Incident** – Contact between our Vehicle and an object, with total damage of less than \$350.00
- **Non Serious Accident** – Contact between our vehicle and another vehicle or property of any type.
- **Serious Accident** – Any accident that re-

sults in fatality, injuries treated immediately away from the scene or requires a vehicle to be towed.

"The discipline is also spelled out, but the overriding factor is anyone experiencing three "preventable" accidents or incidents in a rolling 12 months is terminated. All accidents determined by the supervisor to be "preventable" can be challenged by the driver and a hearing will be held for the driver and supervisor to present their findings and reasons for said findings. The hearing will consist of the driver, his investigating manager, two other drivers performing the same type of work who have been accident/incident free for at least twelve months, or fleet manager, our safety manager and me. After reviewing the evidence and vote is taken with an outcome of the determination is upheld or overturned. Some have been overturned over the past 12 years of this program. To this point this program has worked well and has been accepted by our teamster union locals, although sometimes grudgingly.

As for a driver involved in a fatality, it is also based on the determination of the investigating manager; if it is a preventable accident resulting in death, the driver is terminated. If it is a non-preventable accident and our driver was not issued any tickets, it is on his/her record of a non-preventable accident but he/she continues to drive for us, if they are willing to do so."

Another fleet defined an accident as any damage to company property or other property done by our equipment operated by our employee. They are classified as preventable or non-preventable. No limits.

Another fleet responded by saying that it classifies its collisions based on DOT recordable or not recordable. "We then subcategorize them as Preventable or Non-

preventable. We do not consider cost or severity."

Another shared the following classification:

- **ATA accident** – Basically any time a truck makes contact with anything they are not supposed to with the driver behind the wheel – with the following exceptions: 1) if the vehicle is legal parked and the driver is hit, 2) low hanging items over a public road, 3) road debris, 4) animals
- **DOT Accident** – DOT criteria
- **NON ATA or DOT accident** – Any time a vehicle makes contact with a item that does not meet the qualification above.
- **Incident** – Any time CVS loses money for any reason (fork lift hits trailer unloading, freight falls on a car, stolen fuel)
- **Injury** – Any injury to a driver during work must be reported if it did not meet the OSHA criteria is just called a injury.
- **OSHA Injury** – Meets the OSHA criteria for a injury
- **Lost Time injury** – Time away from work is required because the injury

"All are ruled on by Accident Review boards as preventable or non preventable. At no time does money value or severity come into play, just the actions of the driver. Why do we this? If you backed into a bumper of a 1974 Pinto that was falling apart and the repair costs you \$35 dollars or you backed into the bumper of a high end Mercedes and it costs you \$3,500 dollars – was the driver's action any different? No. Remember, drivers don't want to hit either."

Finally, another fleet said its collisions are based on damage amounts. These are events that are deemed preventable.

- (1 pt) **Incident** – 0-\$750
- (2 pts) **Minor** – \$751-\$5,000
- (4 pts) **Serious** – \$5,001-\$10,000 with no injuries
- (8 pts) **Major** – \$10,001 and higher or any injury incurred

NPTC 2014 ANOTHER GREAT SUCCESS!

With a record-setting count of attendees, the NPTC 2014 Annual Conference registered more than 1,150 of the best private fleet professionals in the United States – the largest attendance in more than two decades. Twenty-five workshops – many filled to standing-room-only capacity – featured nearly 80 speakers/panelists and all received consistently high ratings from participants. A new feature introduced this year – the NPTC 2014 Mobile App – was put to effective use by most attendees and received rave reviews by all!

The conference set another record with the CTP Class of 2014 having the highest number of graduates – 83 – in the history of the Certification Transportation Professional® program, bringing the total number of CTPs graduated since the founding year, 1993, to more than 1,100!

The conference honored elected leadership in both the NPTC Board of Directors and NPTC Institute Board of Governors. Bedford Monday, Jr., CTP, General Manager of Schwans Food Company, was elected Chair of the Board of Directors; Bill Hartman, CTP, Fleet Director, NEP Broadcasting, as Board Vice Chair; Harry Haney, Associate Director of Logistics Operations, Kraft Foods Group, Inc., as Treasurer; and Gary Strausbaugh, CTP, Vice President of Transportation, The Mennel Milling Company, as Board Secretary.

New members elected to the Board of Directors were: Steven Garrish, Senior Director, Private Fleet Safety, Wal-Mart Transportation LLC; Brian McLaughlin, President, PeopleNet; Mari Roberts, CTP, Director, Network Optimization, Frito-Lay, Inc.; and, Douglas Sanford, CTP, Vice President, Distribution, The Britt Hunt Company. NPTC Institute's Board of Governors elected Mari Roberts, CTP, Frito-Lay, as Chair of the Board. Edward A. Welch, CTP, Director of Transportation, Perdue Farms, was elected Vice Chair of the Board.

NPTC says “thank you – thank you – thank you” to the many individuals and companies which helped make NPTC 2014 an unqualified success. In addition to those individuals and companies named above, and the 1,150 attendees including nearly 100 first-timers, we wish to recognize our Conference Planning Committee who spent the previous 12 months planning the workshop topics and speakers; our generous sponsors who supported NPTC 2014 various events during the conference; our keynote speakers:



Eric Alexander, James Bradley, Rick Schweitzer, and John Woodrooffe, our ACT-I sponsors who supported the fabulous Sunday evening gala reception and premier dinner, and our Five-Star Members, including three new companies – Safeway, Inc.; Telogis, Inc.; and L3 DP Associates.

A very special word of thanks and appreciation goes out to our 171 Exhibitors in our world-class Exhibit Hall. This was our largest trade show by total square footage in NPTC history. Next year looks to be even bigger – NPTC 2015 Exhibitor Pre-Sale at the conference sold 121 booths for a total 28,800 square feet. This means 70%+ of exhibit hall space is already booked next year. This compares to 117 booths for a total of 26,700 square feet at the conference last year at the NPTC 2014 Exhibitor Pre-Sale. If you haven't reserved your booth yet, please email gmundell@nptc.org for details. Note: As of June 30, the exhibitor pre-sale count has grown to 136!

A slide show, capturing scenes and images from NPTC 2014, is now available by [clicking here](#). Tune in to see recall some of the memories of this exciting 72-hour event or to see what you missed. And don't forget to make plans to attend NPTC 2015, April 26-28, 2015, Cincinnati, OH.

NPTC/J.J. KELLER WEBCAST

How to Survive a DOT Audit



On July 23, NPTC and J.J. Keller & Associates will offer a webcast, **free** to all NPTC members, on the subject of: **How to Survive a DOT Audit**. The webcast will feature insights from **Renante Redmon**, National Fleet Manager for NPTC Fleet Member PepsiCo Chilled DSD (Tropicana).

As a result of the new CSA program, more and more motor carriers are facing the reality of a DOT intervention. Reduce your risk and your anxiety! Get the latest on DOT's increased enforcement activities and how to prepare for a DOT intervention. Here are some of the topics that will be covered: questions asked by DOT auditors, a list of paperwork they'll review, what they'll look for in your files, the key factors assessed in a compliance review, and interpreting your SafeStat score. To download previous webcasts or register for the July webcast, [click here](#).

CTP PROFILE



Beth Mars, CTP
Manager of Transportation Optimization and Technology
Frito-Lay, Inc.

Beth Mars, CTP, Manager of Transportation Optimization and Technology, Frito-Lay, Inc., earned the CTP Top Graduate award for 2014. The award was presented by long-time award sponsor, *Fleet Owner*, during the opening general session of NPTC's Annual Education Management Conference and Exhibition, April 13-15, 2014 in Cincinnati.

Mars and her team are responsible for the transportation planning, network efficiency and technology solutions for 31 Traffic Centers in the U.S. and Canada. She holds a B.S. in Logistics and Supply Chain Management from the University of North Texas. Prior to assuming her current role, Mars did a variety of other transportation-related jobs at Frito-Lay, including transportation network optimization, traffic center financial planning and performance planning, revenue backhaul sourcing and common carrier procurement.

"Talking with Beth Mars, it does not take very long to appreciate that she has a place among the top CTP graduates," noted *Fleet Owner* Director of Editorial and Market Development Wendy Leavitt during the presentation. "Beth has been with Frito-Lay for eight years in a variety of mission-critical roles. Right now, she is managing routing for the company's private fleet and for its outsourced freight transportation, as well. Beth says she also enjoys lending a hand with employee training on, what else, best practices. So it is an honor to present her with this award."

For Frito-Lay, the private fleet's role in the supply chain is to ensure product is delivered to internal and external customers, on-time, in good condition, at the least landed cost. "Our private fleet provides us with several advantages including flexibility and control," says Mars. "As we look for new and better ways to reduce overall cost of goods sold, transportation plays a major part in helping to deliver those savings."

The primary metric the private fleet uses to measure customer service is on-time delivery. "The majority of our OTR truck deliveries are to our internal customers so the primary concern is that the ordered product is received in time to fulfill the needs of the sales team," she says. "As our direct deliveries to customer depots and retail store increases, however, we are looking at different aspects of customer service which involves some of the softer qualities."

For instance she notes that she personally gained some great insights on this aspect of customer service at the 2014 NPTC conference in Cincinnati where one of the presentations focused on how to prepare drivers to deliver personal, world class service to their accounts.

She says that one of our toughest challenges the fleet faces now nationally is driver staffing. "It's no secret that there is an industry-wide shortage of qualified OTR drivers. That, combined with the type of work that our drivers perform including unloading dead-stacked cases, and bringing carted deliveries directly into customers' back rooms, make the work less appealing for those that prefer to drive

and drop and hook. We also have certain domiciles that are more difficult to staff than others based on the area, but we have come up with some creative approaches to address this problem."

Mars attended college as a non-traditional student largely because she had no idea "what I wanted to be when I grew up" when I graduated high school. "Over the years, I discovered that I enjoy practical problem-solving and learning new technologies is fun for me," she says. "When I decided to pursue a degree, this all somehow translated into a Logistics and Supply Chain Management major. It turns out, I chose very well. Of all of my course work, transportation management really stood out as something that particularly interested me. After two internships, one with a for-hire carrier and one with a shipper with a private fleet, I was hooked. I really enjoy that no two days are the same, learning and growing are both necessary and unavoidable, and you get to meet and work with the best people."

Why and how did she get involved with the CTP program? "I'm very fortunate to work for a company that understands the benefit of industry collaboration and values the continuous development of its employees," she explains. "That being said, I learned about the CTP program through my department's leadership team many of which have also earned their CTP designation. I was interested in participating in PFMI to help me prepare to sit for the CTP exam as well as network with my industry peers. The workshops taught me a lot about what my company does well and where we have opportunity, as well as discussing industry trends, the changing regulatory climate, and emerging technologies. Personally, it helped me to 'know what I don't know' and gave me a chance to focus on different areas of fleet management.

Mars says she did not expect to graduate at the top of her class, but she did "expect to hold my own," adding that several CTPs at Frito-Lay offered her help preparing for the tough, two-part exam.

Earning her CTP designation has meant the opportunity to meet the best of the best in the private fleet business. "Having connections with so many others with more and differing experience from my own has given me a great network of people for sharing ideas and brainstorming," according to Mars. "If I'm trying to solve a particular problem, I can find another CTP whose company is best-in-class and start there instead of reinventing the wheel. It has also been a great learning experience so far. I learned a tremendous amount at both PFMI and the NPTC annual conference this year through participation in the workshops."

That speaks to what Mars believes to be the most meaningful portion of the program – the networking opportunities. "The people really make the organization," she says. "As the saying goes, 'you must be present to win.' When you have a room full of CTPs that are present, we all win.

"I believe that the NPTC is an organization that I will be able to learn from and give back to for many years to come. I was honored to be asked to speak during one of the workshops at this year's annual conference. I certainly plan to attend the annual conference each year and hopefully will have the opportunity to speak on other topics either there or at PFMI in the future."

NPTC INSTITUTE BOARD OF GOVERNORS

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Neil Vonnahme, PACCAR Leasing Company

David Wehmeyer, CTP, Safety Vision

Tiffany Wenzel, L-3 D.P. Associates

Duane Woods, CTP, Safeway, Inc.

NPTC ANNOUNCES

NATIONAL SAFETY CONFERENCE

The National Private Truck Council will hold its National Safety Conference September 11-12, 2014 at the Hyatt Dulles in Herndon, VA, just outside of Washington, D.C. and adjacent to Dulles International Airport.

The National Safety Conference is an intense, concentrated overview of key issues of interest and importance to running private fleet operations at an exceptionally high standard of safety," said Carol Heinowski, logistics manager for Meijer, Inc. and chair of the NPTC Safety Committee. "The program includes an update on federal regulations; private fleet case studies; a recap of several leading safety technologies; a recognition ceremony honoring top performing drivers; safety-in-the round breakout sessions; liability mitigation strategies; data mining and predictive modeling; and best safety practices. Speakers are recognized experts, including more than 15 private fleet practitioners who manage outstanding safety programs at their respective companies."

"Because of its timely and relevant subject matter and the outstanding lineup of speakers representing various segments of truck safety, this conference promises to be one of the best opportunities to enhance safety performance. Plus, the interaction that occurs throughout the day-and-a-half meeting creates multiple opportunities to discover new safety strategies and tactics."

This highly acclaimed conference features a unique format of presentations, discussions with key industry representatives, expert panels, and leading safety advocates and practitioners—all designed to provide attendees with insights into implementing strategic safety programs and lowering the cost of risk.



This year's conference will feature concurrent, interactive sessions focused on key safety performance metrics

To enhance the level of interaction and take-home value, this year's conference will feature concurrent, interactive sessions focused on key safety performance metrics.

NPTC Driver All-Star Program

As in years past, the conference will be highlighted by the annual National Driver All-Stars recognition ceremony, in which nearly 20 drivers from individual NPTC fleet members will be recognized for their exceptional performance in the fields of safety, compliance and customer service.

NPTC's National Driver All-Stars program, sponsored by International Truck/Navistar, is designed to recognize NPTC private fleet drivers for meeting high performance standards in the fields of customer service, safety and compliance. It will recognize the top drivers of NPTC Fleet member companies based on how they perform against their own internal customer service metrics. This program provides a way to recognize any private fleet drivers for delivering the high levels of customer service with which private fleets distinguish themselves.

The ceremony recognizing this year's National Driver All-Stars will be on September 11. [Click here to download application.](#) The deadline to submit applications has been extended until Friday, July 11, 2014. For more information, please contact Tom Moore at tmoore@nptc.org. To view past award recipients, [click here.](#)

To learn more and to register for the National Safety Conference, visit the NPTC website at www.nptc.org

COMING EVENTS:

NATIONAL SAFETY CONFERENCE
September 11-12, 2014, Dulles, VA

2015 CTP ELIGIBILITY APPLICATIONS DUE
October 1, 2014

2015 CTP EXAM APPLICATIONS DUE
November 15, 2014

2015 CTP EXAM PREP WORKSHOP
January 16, 2015, Jacksonville, FL

2015 PRIVATE FLEET MANAGEMENT INSTITUTE
January 17-21, 2015, Jacksonville, FL

2015 CTP® EXAM
February 14, 2015, offered at dozens of regional locations

NPTC ANNUAL CONFERENCE 2015
April 28-30, 2015, Cincinnati, OH

Everywhere Your Drivers Are PRO-TREAD Driver Training

