

human resources **safety**
finance operations
equipment and maintenance

PFMI
PRIVATE FLEET MANAGEMENT INSTITUTE
January 12-16, 2019 Jacksonville, FL

Five Amazing Days

Private Fleet Management Institute Sets High Bar



by Gary Petty
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NPTC IS PLEASED TO ANNOUNCE THE 2019 PRIVATE FLEET MANAGEMENT INSTITUTE (PFMI) scheduled for January 12-16, 2019, at the Omni Jacksonville Hotel in Jacksonville, Florida. This Institute, which has been conducted annually for two decades, is widely praised by participants as an absolutely first-class learning experience like no other in the industry. For many, it is remembered as “five amazing days” and the best conference ever attended.

For Jody Sandy, CTP, like many attendees over the years, the PFMI was her first event and initial introduction to NPTC. Jody has 17 years of experience as a supply chain expert with Hy-Vee, Inc., an Iowa-based grocery retailer with more than 245 store locations in eight states across the Midwest.

The company’s private fleet of 227 tractors, and 573 trailers provides a quality level of differentiated customer service to the stores. Drivers are typically out and back from their runs each day

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Jody Sandy

and are home at night, a strong selling point for driver recruitment and retention. Hy-Vee’s reputation as a great place to work is aided by word-of-mouth “advertising” from drivers who have been with the company for many years; in fact, employee longevity is a company hallmark.

Jody joined Hy-Vee as a summer intern while completing her B.S. degree in Supply Chain Management at Iowa State University. She assumed a full-time position as supply chain analyst after graduation. After serving in progressively more responsible positions, she was promoted to her current position of vice president of supply chain last year.

Last year, she noticed an article about the Institute in a trade press publication and thought this might be a good refresher on the latest corporate transportation practices. “I assumed it would be a useful state-of-industry overview for my purposes, but what I experienced was beyond anything I could have imagined,” says Jody.

“The Institute operates at a very high level. There is great take-away value, in-depth yet practical solutions, new ideas and practices, which can improve your company’s private fleet and overall transportation network. I have never learned so much at one event in my entire career. In fact, this is by far the best conference I’ve ever attended.”

The PFMI curriculum consists of the five core disciplines of private fleet management, and are also the subjects covered in the CTP Examination: finance, human resources, operations, equipment maintenance, and safety.

The latest developments in technology and data management are featured as well. Typical group discussion topics are right-sizing the fleet’s business model; building KPIs; true fleet versus outside carrier costs; defining customer service; justifying the private fleet; ROI for active safety technologies, etc.

A faculty of 20 leading private fleet managers, virtually all CTPs, designs the Institute program as an interactive learning experience. Attendees are exposed to core disciplines exemplified in best policies, practices, and proven solutions used by successful private fleets.

“You need to know transportation and have industry experience,” Jody cautions. “Every attendee is expected to be a contributor. The combination of fleet and supplier representatives worked well and added value to every discussion. I found this very helpful.”

An unanticipated side benefit for Jody was earning her CTP designation. She did not register separately for the CTP Exam Prep Workshop or plan to become a CTP. Going through the Institute changed her mind, however.

“After learning so much and being inspired by CTP candidates in attendance who were preparing for the CTP exam, I felt motivated enough to go for it. I studied really hard including practice writing several case studies.”

Jody did well enough to be honored at the NPTC Annual Conference as the recipient of Fleet Owner magazine’s “Top Graduate” award among the Certified Transportation Professional (CTP®) Class of 2018 graduates. This recognition is for being first-in-class with the highest examination score.

“Hy-Vee is a growing company with a great future,” Jody concludes. “Continuous improvement in transportation will help drive success. Involvement with NPTC produces significant benefits for Hy-Vee and justifies further participation.”