

7:30 AM

## REGISTRATION AND CONTINENTAL BREAKFAST

8:30 AM

## GENERAL SESSION

- ▶ **WELCOME, INTRODUCTIONS, OVERVIEW AND ORIENTATION**  
Tom Moore, CTP | Executive VP | National Private Truck Council
- ▶ **PRIVATE FLEET BENCHMARKING, KEY METRICS, AND BEST PRACTICES**  
Tom Moore, CTP | Executive VP | National Private Truck Council
- ▶ **PRIVATE FLEET CASE STUDY IN EXCELLENCE**  
Mike Schwersenska, CTP | Director of Transp. & Logistics | Brakebush Transportation, Inc.

12:00 Noon

## LUNCH

1:00 PM | 2:00 PM | 3:00 PM | 4:00 PM ROTATIONAL SESSIONS

## STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

- ▶ **UNDERSTANDING AND USING FINANCIAL REPORTS AND BUDGETING**  
Steven Roberts, CTP | Manager, Fleet Operations | Deseret Transportation
- ▶ **DEVELOPING EFFECTIVE COMMUNICATIONS STRATEGIES**
- ▶ **DATA MGMT. STRATEGIES TO STRENGTHEN YOUR FLEET**  
Scott Duvall, CTP | Regional Supervisor of Driver Ops. | MedTrans LLC
- ▶ **ESTABLISHING KEY PERFORMANCE INDICATORS (KPIs) THAT DRIVE IMPROVEMENT**  
Tom Moore, CTP | Executive VP | National Private Truck Council

5:00 PM

## REVIEW AND ADJOURN

5:30 PM

## NETWORKING MEET AND GREET



7:30 AM

## NETWORKING BREAKFAST

8:00 AM | 9:00 PM | 10:00 AM | 11:00 AM ROTATIONAL SESSIONS

## STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

- ▶ **CREATING A CULTURE OF RETENTION**  
Scott Duvall, CTP | Regional Supervisor of Driver Ops. | MedTrans LLC
- ▶ **INBOUND LOG., BACKHAULING & COLLABORATIVE LOG.**  
Mike Schwersenska, CTP | Dir., Transp. and Log. | Brakebush Transportation
- ▶ **DETERMINING TRUE FLEET COSTS**  
Bedford Monday, CTP | Dir., Warehouse Operations | Schwan Food Co.
- ▶ **DELIVERING CUSTOMER SERVICE: THE PRIVATE FLEET ADVANTAGE**  
Jeff Eisaman, CTP | Reg. Mgr. of Transportation | Sheetz Inc./ CLI Transport

12:00 Noon

## LUNCH

1:00 PM | 2:00 PM | 3:00 PM | 4:00 PM ROTATIONAL SESSIONS

## STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

- ▶ **NETWORK OPTIMIZATION: RIGHT SIZING THE PF VS. OUTSIDE CARRIER CAPACITY**
- ▶ **IMPLEMENTING ACTIVE SAFTY TECHNOLOGIES**  
Gene Tierney, CTP | Dir., Transportation Ops. | Albertsons Companies
- ▶ **ENVIRONMENTAL SUSTAINABILITY INITIATIVES**  
Cris Wallace, CTP | Fleet Manager | Matthews Aurora Funeral Solutions
- ▶ **TOTAL COST OF OWNERSHIP, LIFE CYCLE COSTING AND TRADE CYCLES**

5:00 PM

## ADJOURN



7:30 AM

## NETWORKING BREAKFAST

8:00 AM | 9:00 PM | 10:00 AM | 11:00 AM ROTATIONAL SESSIONS

## STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

- ▶ **THE HIRING PROCESS: ORGANIZATIONAL ASSESSMENT AND INTERVIEWING**  
Ellen Ingram, CTP | Dir., Human Resources | America's Service Line, LLC
- ▶ **LESSONS LEARNED FROM COVID**  
Gene Tierney, CTP | Dir., Transportation Ops. | Albertsons Companies
- ▶ **OPTIMIZATION PROTOCOLS: ROUTING AND TRAILER UTILIZATION**  
Jeff Eisaman, CTP | Reg. Mgr. of Transportation | Sheetz Inc./ CLI Transport
- ▶ **FINANCIAL MODELS FOR PRIVATE FLEETS: PROFIT CENTER VS. COST CENTER**  
Bedford Monday, CTP | Dir., Warehouse Operations | Schwan Food Co.

12:00 Noon

## LUNCH

1:00 PM | 2:00 PM | 3:00 PM | 4:00 PM ROTATIONAL SESSIONS

## STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

- ▶ **LEASE VS. BUY: EQUIPMENT ACQUISITION STRATEGIES**  
Steven Roberts, CTP | Manager, Fleet Operations | Deseret Transportation
- ▶ **MANAGING REMOTE LOCATIONS**  
Cris Wallace, CTP | Fleet Manager | Matthews Aurora Funeral Solutions
- ▶ **SPEC'ING STRATEGIES**  
Gene Tierney, CTP | Dir., Transportation Ops. | Albertsons Companies
- ▶ **DRIVER INCENTIVES, REWARDS, AND RECOGNITION**

6:30 PM

## SPONSORED NETWORKING RECEPTION



7:30 AM

## NETWORKING BREAKFAST

8:00 AM | 9:00 PM | 10:00 AM | 11:00 AM ROTATIONAL SESSIONS

## STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

- ▶ **RETURN ON INVESTMENT MEASURES**  
Bedford Monday, CTP | Dir., Warehouse Operations | Schwan Food Co.
- ▶ **ONBOARDING, IN-SERVICE TRAINING, AND COACHING**  
Chris Fada, CTP | General Manager | Ross Transportation Services, Inc.
- ▶ **INTEGRATING 3<sup>RD</sup> PARTIES INTO PF MGMT. PROTOCOLS**  
Randy Maddox, CTP | Local Category Mgr. | Oldcastle Building Products
- ▶ **KEY COMPLIANCE STRATEGIES: RAISING THE BAR**  
Keith Frantz, CTP | DOT Manager | ADM Trucking, Inc.

12:00 Noon

## LUNCH

1:00 PM | 2:00 PM | 3:00 PM | 4:00 PM ROTATIONAL SESSIONS

## STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

- ▶ **COMPENSATION AND PERFORMANCE INCENTIVE STRATEGIES**  
Ellen Ingram, CTP | Dir., Human Resources | America's Service Line, LLC
- ▶ **INCREASING DRIVER UTILIZATION**  
Scott Duvall, CTP | Regional Supervisor of Driver Ops. | MedTrans LLC
- ▶ **IN-HOUSE VS. OUTSOURCED MAINTENANCE MGMT.**  
Randy Maddox, CTP | Local Category Mgr. | Oldcastle Building Prod.
- ▶ **BEST PRACTICES IN DRIVER RECRUITING AND SCREENING**

5:00 PM

## WRAP-UP SESSION

- ▶ **MAKING THE MOST OF WHAT YOU'VE LEARNED**  
Tom Moore, CTP | Executive VP | National Private Truck Council

7:00 AM

WED., JAN. 20

2021 PRIVATE FLEET MANAGEMENT INSTITUTE

## NETWORKING BREAKFAST

8:00 AM

## GENERAL SESSION



### ENGAGING THE NPTC CULTURE

Gary Petty | President & CEO | National Private Truck Council

8:30 AM

## CASE STUDY PRESENTATIONS

12:00 NOON

## LUNCH AND ADJOURN