

7:30 AM

REGISTRATION AND CONTINENTAL BREAKFAST

8:30 AM

GENERAL SESSION

Program Overview Tom Moore, CTP

Private Fleet Benchmarking and Best Practices Tom Moore, CTP

11:00 AM

PRIVATE FLEET CASE STUDY IN EXCELLENCE

The Albertsons' Private Fleet Advantage Duane Woods, CTP

12:00 PM

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 Bedford Monday, CTP

Developing Effective Communications Strategies Kathy Fellenstein, CTP

Integrating Third Parties into Private Fleet Management Protocol Randy Maddox, CTP

Data Management Strategies to Strengthen Your Fleet Jeff Eisaman, CTP

5:00 PM

REVIEW AND ADJOURN

5:30 PM

ATTENDEE NETWORKING MEET AND GREET

SATURDAY, JANUARY 14

2023 PRIVATE FLEETMANAGEMENT INSTITUTE

7:00 AM

NETWORKING BREAKFAST

7:30 AM

PRIVATE FLEET CASE STUDY IN EXCELLENCE

The Frito-Lay Private Fleet Advantage Mari Roberts, CTP

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

STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

Creating a Culture of Safety Kathy Fellenstein, CTP

Inbound Logistics, Backhauling & Collaborative Logistics Mike Schwersenska, CTP

Determining True Fleet Costs Bedford Monday, CTP

Delivering Customer Service: The Private Fleet Advantage Cassie Wood, CTP

12:00 PM

LUNCH

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

STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

Key Compliance Strategies – Raising the Bar Keith Frantz, CTP

In-House vs. Outsourced Maintenance Management Tracy Whisnant, CTP

Total Cost of Ownership, Life Cycle Costing and Trade Cycle Randy Maddox, CTP

Return on Investment Measures Nicole Schubring, CTP

5:00 PM

ADJOURN

SUNDAY, JANUARY 15

2023 PRIVATE FLEET MANAGEMENT INSTITUTE

7:00 AM

NETWORKING BREAKFAST

7:30 AM

PRIVATE FLEET CASE STUDY IN EXCELLENCE

The Brakebush Private Fleet
Advantage

Mike Schwersenska, CTP

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

STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

Network Optimization: Right Sizing the
Private Fleet vs. Outside Carrier
Capacity

Steven Roberts, CTP

The Hiring Process: Organizational
Assessment and Interviewing

Ellen Ingram, CTP

Optimization Protocols: Routing and
Trailer Utilization

Jeff Eisaman, CTP

Financial Models for Private Fleets:
Profit Center vs. Cost Center

Nicole Schubring, CTP

12:00 PM

LUNCH

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

STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

Improving Driver Utilization

Cassie Wood, CTP

Managing Remote Locations

Cris Wallace, CTP

Implementing Active Safety
Technologies

Eugene Tierney, CTP

Driver Incentives, Rewards and
Recognition

Tracy Whisnant, CTP

6:30 PM

SPONSORED NETWORKING RECEPTION

MONDAY, JANUARY 16

2023 PRIVATE FLEET MANAGEMENT INSTITUTE

7:00 AM

NETWORKING BREAKFAST

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

STRATEGIC TOOLS TO ENHANCE THE PRIVATE FLEET VALUE PROPOSITION

Lease vs. Buy: Equipment Acquisition Strategies Steven Roberts, CTP

Spec'ing Strategies Eugene Tierney, CTP

Lean Transportation Strategies Mari Roberts, CTP

Creating a Culture of Retention Ellen Ingram, CTP

12:00 PM

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 Mari Roberts, CTP

Onboarding and In-Service Training and Coaching Kathy Fellenstein, CTP

Environmental Sustainability Initiatives Cris Wallace, CTP

Best Practices in Driver Recruiting and Screening Keith Frantz, CTP

5:00 PM

WRAP-UP SESSION

Perspectives, Key Learnings, Next Steps and Developing Your CTP Examination Success Strategy Duane Woods, CTP

Tom Moore, CTP

Mari Roberts, CTP

TUESDAY, JANUARY 17

2023 PRIVATE FLEET MANAGEMENT INSTITUTE

7:00 AM

NETWORKING BREAKFAST

8:00 AM

GENERAL SESSION

Panel Discussion: Engaging the NPTC Culture
Gary Petty

8:30 AM

CASE STUDY PRESENTATIONS

12:00 PM

LUNCH AND ADJOURN



WEDNESDAY, JANUARY 18

2023 PRIVATE FLEET MANAGEMENT INSTITUTE