

CTP Insider

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

Fall 2016

Quarterly Highlights

- **PFMI 2017 Curriculum**
PAGE 2
- **National Driver All Stars**
PAGE 4

Inside This Issue:

- **CTP PROFILE – Dennis Updike, CTP**
PAGE 3
- **Coming Events**
PAGE 4
- **In the News**
PAGE 5
- **Benchmarking**
PAGE 5
- **Webcast Series**
PAGE 6

NPTC NATIONAL SAFETY CONFERENCE SETS

high bar of excellence!

MORE THAN 225 PRIVATE FLEET PROFESSIONALS PARTICIPATED IN THE NPTC 2016 NATIONAL SAFETY CONFERENCE held last week near Dulles International Airport in Washington, D.C. "It was one of our best safety meetings ever," said **Carol Heinowski** (right), Vice Chair of the NPTC Board of Directors, Chair of the NPTC Safety Committee, and Logistics Manager for Meijer, Inc., based in Lansing, Michigan. Leading off the morning of the first day, the program schedule featured **Earl Weener**, Member, National Transportation Safety Board; **Jeff Burns**, Partner, Dollar, Burns, & Becker, L.C.; **Mike Noble**, Senior Director of Private Fleet Safety, Wal-Mart Transportation; and **Rick Schweitzer, Esq.**, NPTC General Counsel.

The afternoon concurrent "safety-in-the-round" sessions were moderated by **Michael M. Meyer**, Southern Glazer's Wine & Spirits; **Cameron Hafer, CTP, MSHR**, Trans Papa Logistics; **Laura Johnson, CTP**, NIC Federal; **Randy Perry, CTP**, Frito-Lay, Inc; **Nick Cindrich, CTP, CDS**, CVS Health; **Victor Hart**, Dot Transportation; **Bryon Adkins, CTP, CDS**, Sunbelt Rentals; and **Joe Laskowski, CTP**, MedTrans, LLC.

Thank you to our supportive sponsors! The evening's reception was sponsored by 25 Allied/Supplier Members of NPTC, listed below:

| | |
|--|--|
| Alcoa Wheel & Transportation Products | Lytx DriveCam |
| Breg Environmental | Meadow Lark-Over the Road Apparel |
| CEI Group | Mobileye |
| CPC Logistics Inc. | Morgan Corporation |
| Custard Insurance Adjusters | NIC Federal, LLC |
| EBE Technologies | Omnitracs, LLC |
| Element Fleet Management | PeopleNet |
| Fleet Advantage | Propel GPS |
| GreenRoad Technologies | SafetyVision |
| IMMI | Subrogation Division, Inc. |
| Instructional Technologies | SuperVision |
| ITS Compliance, Inc. | Telogis, a Verizon Company |
| J. J. Keller & Associates, Inc. | |

The Conference's second day began with a general session presentation by **Todd Porter**, Sentinel Transportation. This was followed by four concurrent "safety-in-the-round" sessions moderated by **Ricky Abell, CTP, CDS**, MedTrans, LLC; **Cameron Hafer, CTP, MSHR**, Trans Papa Logistics; **Christy Lemoine, CTP**, Allied Building Products Corp.; **Carol Heinowski**, Meijer, Inc.; and **Brett Pulley**, The Britt Hunt Company.



REGISTRATION OPEN!

JANUARY 14-18, 2017 JACKSONVILLE, FL

PRIVATE FLEET MANAGEMENT INSTITUTE

NPTC IS PLEASED TO ANNOUNCE THE 2017 PRIVATE FLEET MANAGEMENT INSTITUTE scheduled for January 14-18, 2017, at the Omni Jacksonville in Jacksonville, Florida.

Mari Roberts, CTP (right), Chair of the NPTC Institute Board of Governors and Director, LD&T Dallas Metroplex, Frito-Lay, Inc., and PFMI attendee and member of the CTP Class of 2009, says, "No matter what your official title is, today's transportation and



logistics environment demands excellence. You need a variety of skills that lead to outstanding performance in every aspect of your job. NPTC's Five-Day Private Fleet Management Institute provides the most comprehensive and intensive instruction, education and learning experiences led by the industry's top practitioners and designed to enhance your personal and professional mastery of private fleet management."

In addition, the Institute provides one of the most effective ways of refreshing your knowledge base and preparing for

the 2017 CTP Examination set for Saturday, February 11, 2017. 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.

PFMI CURRICULUM

Strategic Components of the Private Fleet

- Sustaining Upper Management Support: Ongoing Communications and Justification Selling
- Long-Range Outlook for Private Fleets
- Converting Data Into Actionable Intelligence and Behavioral Change
- Lean Transportation Management Disciplines
- Establishing Performance Driven Key Performance Indicators (KPIs)

Organizational Strategies to Drive Operational Excellence

- Delivering Tailored Customer Service Value: The Private Fleet Advantage
- Optimization Protocols: Routing, Trailer Utilization, Capacity Management
- Inbound Logistics, Backhauling & Collaborative Logistics
- Right-Sizing Business Models: Private Fleet vs. Outside Carrier Capacity Ratios

Financial Strategies and Protocols

- Financial Models for Private Fleets: Profit Center vs. Cost Center
- Determining True Fleet Costs
- Understanding and Using Financial Reports and Budgeting to Drive Excellence
- Return on Investment Measures

Human Resources: Building a Culture of Excellence

- Recruiting, Cultural-Fit Assessment, Interviewing, Screening and Hiring
- Scorecarding, Rewards, and Recognition Programs
- Onboarding and In-Service Training, Coaching, and Professional Development
- Compensation and Performance Incentive Strategies

Safety and Compliance

- Managing CSA Scores
- Compliance Strategies
- Behavior-Based Safety
- In-Service Performance Metrics

Equipment and Maintenance

- In-House vs. Outsourced Maintenance: Management Best Practices and Standards
- Spec'ing Strategies
- Life Cycle Costing and Trade Cycles
- Improving Driver-Shop Communications through Vehicle Inspection Reports

For more information about the Private Fleet Management Institute and how to register, [click here](#).



Interested in extra corporate visibility at the PFMI? Sponsor the Monday evening networking reception!

[Click here for sponsorship details.](#)

CTP PROFILE BY GARY PETTY PRESIDENT AND CEO NATIONAL PRIVATE TRUCK COUNCIL



Dennis Updike, CTP
Logistics, Safety and Compliance Manager
Alliance HealthCare Radiology

Put Yourself Out There

Born and raised in Toledo, Ohio, the youngest of three brothers, **Dennis Updike, CTP**, learned early on the value of hard work and the importance of taking initiative, of being a self-starter.

His father was a self-employed Standard of Ohio (SOHIO) service station dealer who later started another business repairing and refurbishing service stations. His mother was a bookkeeper for a residential home builder and later a Rexall Drug store. She also “kept the books” on family finances. During their high school years, all three boys worked at their father’s filling station. After high school, Dennis attended the University of Toledo for three years majoring in business.

Married with two grown daughters, Dennis and his wife Sharon now live and work in Canton, Ohio. Joining the company in 2001, Dennis now serves as the primary non-patient safety compliance professional at Alliance Imaging, a division of Alliance Health Care Services, which is the largest premier provider of advanced diagnostic imaging services in the United States with more than 1,000 hospital partners and other health care clients located in 46 states. The company’s in-house managed private fleet of mobile trucks with trailers (aptly named “medical coaches”) consists of 150 drivers and 135 trucks, makes 46,000 moves to customer locations per year and travels more than 8 million miles. In his spare time, Dennis is president of his local county bicycle club. In that capacity, he refurbishes bicycles in a home workshop and has donated over 150 bicycles to people that would otherwise not own a bike—the vast majority going to Toys for Tots every December.

Prior to joining Alliance Imaging, Dennis spent many years in the grocery store business. After playing sports for a few years during high school, Dennis starting working at age 16 for a local grocery store of a supermarket chain helping out in all departments except meats. In due course, he was offered a position in warehousing and dispatch and stayed with the company 17 years. While there, he got involved in setting up systems of optimized deliveries; “component pay” plans for drivers, and productivity and efficiency initiatives which reduced driver and equipment counts and lowered costs.

Dennis then moved to central Ohio and worked for Super-

foods for 14 years as Transportation and Warehouse Manager and then Director of Operations. Superfoods was a member of NPTC and this was Dennis’s first introduction to the Council. He began preparation to take the CTP Examination in the mid-1990’s but was assigned to a warehouse management position and had to delay getting certified for another 10 years.

He was reintroduced again to NPTC and the Certified Transportation Professional® program in 2006 by former NPTC Board Chair Matt Peterson, CTP, Director, Mack Leasing Company, which sponsored Alliance Imaging’s complimentary one-year NPTC Fleet membership under a special introductory fleet membership recruitment program available at the time.

In preparation for the CTP Examination, Dennis was not able to attend the Private Fleet Management Institute or the CTP Examination Prep Workshop. He studied on his own and took the exam (along with Nick Cindrich, CTP, CVS Health) at Giant Eagle/Talon Logistics in Pittsburgh under the proctorship of former NPTC Board member Mike Lickert, CTP. Dennis passed his exam and joined the CTP Class of 2008.

Getting his CTP certification inspired a long-standing commitment to NPTC. In 2008, Dennis attended his first NPTC Annual Conference and has registered for eight straight annual meetings and five straight National Safety Conferences. In 2016, Dennis was elected to the NPTC Board of Directors.

“The value of NPTC’s culture—networking and one-on-one engagement—really works over time, particularly among CTP’s, but you must take the initiative to get the most out of the experience. I highly recommend the CTP as it has been a game changer in my career.

“I introduce many new safety and business practices at my company each year from what I learn at NPTC meetings and from fellow CTPs. New ideas, however, will not just walk up and present themselves. You must take the first step, introduce yourself to people you don’t know in the hallways during breaks at meetings where some of the most productive, ‘take-away value’ conversations occur.

“Put yourself out there!—and get more “YOU MUST BE PRESENT TO WIN” value from each NPTC meeting you attend!”

NPTC RECOGNIZES 27 NATIONAL DRIVER ALL-STARS

TWENTY-SEVEN PRIVATE FLEET TRUCK DRIVERS who have demonstrated high performance standards against their peer drivers throughout the country based on customer service, safety, adherence to company standards, regulatory compliance, and community service have been honored by the National Private Truck Council (NPTC) as National Driver All-Stars. The award, co-sponsored by International Truck/Navistar, Inc., was presented at a ceremony that took place in conjunction with NPTC's National Safety Conference, September 15-16, 2016.

"These drivers embody all the characteristics, skills and attitudes that are the heart of what enables the private fleet to continue to deliver exceptional levels of customer service," according to NPTC President and CEO Gary Petty. "They are ambassadors, not only for their company, but for the entire private fleet community. We are honored to recognize these private fleet drivers for meeting high performance standards in the fields of customer service, safety and compliance."

NPTC initiated the National Driver All-Stars program in 2009 to recognize those drivers of NPTC fleet member companies based on how they perform against their own internal customer service metrics. Specific measures of the recognition include:

- Customer service (uniform/appearance; on-time deliveries; attitude/conduct; customer feedback; loading/unloading; cooperation)
- Safety (number of DOT reportable accidents; number of OSHA reportable injuries; number of traffic violations verified by current MVR)
- Compliance with company standards (attendance, attendance at safety meetings, training, paperwork, etc.)
- Regulatory compliance (hours of service, DVIR, MVR, etc.)
- Community service



This year's National Driver All-Stars are:

Edward "Bo" Baker, CPC Logistics, Inc. assigned to Toyota Motor Sales U.S.A., Inc.

Jim Bennett, CPC Logistics, Inc. assigned to Bridgestone Americas Tire Operations, LLC

Lauren Keith Brown, Marathon Petroleum Company LP

Marlin Brown, CPC Logistics, Inc. assigned to Hospira, Inc.

Cortez Chapman, CPC Logistics, Inc. assigned to Moen, Incorporated

Douglas Cobb, Meijer, Inc.

Demetrius Collins, ADM Trucking, Inc.

Jason Duffy, Brakebush Transportation, LLC

Steve Dutton, Orscheln Farm and Home, LLC

Niles Frantz, CPC Logistics, Inc. assigned to Walgreen Oshkosh, Inc.

Kenneth Grogan, Shaw Industries Group, Inc.

James Hockenberry, CPC Logistics, Inc. assigned to North American Pipe Corp.

Daniel Jewell, Baxter Healthcare Corporation

Fred List, CPC Logistics, Inc. assigned to Avery Dennison

Raymond Martin, WFM Transport, Inc.

George Newman, Frito-Lay, Inc.

Kenneth Pfohl, Kellogg Company

Peter Phillips, CVS Health

Carl Reifsnyder, Contract Transportation Systems/The Sherwin-Williams Company

Jason Shay, Ralph's Grocery Company/Kroger Company

Michael Shea, CPC Logistics, Inc. assigned to John Deere

Robert Shears, CPC Logistics, Inc. assigned to TMH Transport, LLC

Dave Shurtleff, Mondelez International LLC

Kurt Snow, CPC Logistics, Inc. assigned to Northwest Food Products/Land O' Lakes, Inc.

Bradley Wacks, Army & Air Force Exchange Service

Timothy Whitten, CPC Logistics, Inc. assigned to Fabri-Kal Corporation

Stephen Williams, Advance Auto Parts

COMING EVENTS:

2017 CTP ELIGIBILITY APPLICATIONS DUE
October 1, 2016

NPTC/J.J. KELLER WEBCASTS:
October 12 Ensuring Driver Quality Through Effective Screening Protocols

October 13 Developing Effective Driver Onboarding Practices

2017 CTP EXAM APPLICATIONS DUE
November 15, 2016 — DEADLINE

2017 CTP EXAM PREP WORKSHOP
January 13, 2017, Jacksonville, FL

2017 PRIVATE FLEET MANAGEMENT INSTITUTE
January 14-18, 2017, Jacksonville, FL

2017 CTP® EXAM
February 11, 2017, Locations throughout North America

NPTC ANNUAL CONFERENCE & EXHIBITION
April 30-May 2, 2017, Cincinnati, OH

HOT OFF THE PRESS

2016 BENCHMARKING SURVEY

NPTC HAS RELEASED ITS 2016 ANNUAL BENCHMARKING SURVEY, which examines a number of private fleet related issues and is designed to validate private fleet performance based on comparative peer data; to identify areas of improvement and opportunity; and to highlight significant trends affecting private fleet practitioners.

Working together with a Benchmarking Steering Committee, NPTC staff designed and updated a 75-question survey that was emailed to all NPTC Feet Member companies. A total of 82 companies which participated in the survey.

The survey delved into key operational, safety, technology, equipment, maintenance and labor metrics. One of the primary take-aways is that private fleets remain incredibly buoyant about the future. Fully two-thirds of the respondents reported that their private fleet would grow or handle more of its company's freight over the next five years.

[Click here](#) to receive your copy.



In the News



Bedford Monday, CTP, has been named Facilities Operation Manager O at The Schwan Food Company.



Ed Welch, CTP, Capital Sourcing Manager, Perdue Farms, Inc. has been given the additional responsibility for fleet purchasing as well as all other capital expenditures for the company.

At its meeting on September 14, the NPTC Institute Board of Governors elected the following to serve on the Board of Governors:



Keith Frantz, DOT Manager, ADM U @



Cameron Hafer, CTP, Sr. Mgr. Transportation & DOT Compliance, Trans Papa Logistics, Inc. / Papa John's International



Brant Schneider, CTP, Northeast Fleet Sales Manager, Alcoa Wheel & Transportation Products

NPTC INSTITUTE BOARD OF GOVERNORS

CHAIR: Mari Roberts, CTP, Director, LD&T Dallas Metroplex, Frito-Lay, Inc.

VICE-CHAIR: Duane Woods, CTP, Director of Transportation Albertson's Company

John Anderson, CTP, Sr. Manager, Business Development, Omnitracs, LLC

Mike Baker, Vice President, Sales, SmartDrive Systems.

Peter Borgen, Mgr., Corporate Carrier Sales, C.H. Robinson Worldwide, Inc.

Robert J. Boyich, CTP, Executive Vice President, CPC Logistics, Inc.

Steven G. Bryan, CEO, Vigillo, LLC

Brian Casey, Director, Inbound Transportation, Pepsi Beverages Company

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

Gary A. Ciapetta, CTP, Regional Director, Fleet Sales, Hendrickson

Nick Cindrich, CTP, CDS, Director, Enterprise Safety & DOT Compliance, CVS Health

Terry Clouser, CTP, Vice President, Fleet Services, Fleet Advantage

Bill Cromling, III, CTP, President, Ross Transportation Services

Luann Dunkerley, National Sales - Truck Fleets, CEI Group

Joseph N. Evangelist, Executive Vice President, Transervice Logistics, Inc.

Keith Frantz, D.O.T. Manager, ADM

David R. Gadberry, CTP, Operations & Compliance Admin., Toyota Motor Sales USA, Inc.

Steven Garrish, CDS, MBA, Sr Vice President - Business Development/New Ventures, SleepSafe Drivers, Inc.

Cameron Hafer, CTP, Sr. Mgr. Transportation & DOT Compliance, Trans Papa Logistics, Inc. / Papa John's International

Jim Harmon, Account Executive, National Accounts, Cummins, Inc.

Chair, NPTC Board of Directors Bill Hartman, CTP, Senior Fleet Manager, VF Jeanswear

Keith Hazelwood, CTP, Director of Transportation, Batesville Logistics, Inc.

David E. Helge, CTP, CDS, V.P., Maintenance & Safety, Ide-lease, Inc.

Samuel Johnson, V.P. Customer Loyalty & Market Insights/Global Mkg., Ryder System, Inc.

Stephen J. Katz, CTP, Senior Client Executive, Telogis

Jacob Klingbeil, CTP, Director, Fleet Operations, Walgreens Oshkosh, Inc.

Bob Larsen, Sr. Dir., Business Services Marketing, J. J. Keller & Associates, Inc.

Joe Laskowski, CTP, Director, Fleet Safety & Compliance, MedTrans LLC

Mike Lickert, CTP, Corporate Fleet Manager, Talon Logistics, Inc

Rick Linville, Chairman, Custard Insurance Adjusters

Del Lisk, CTP, Vice President, Safety Services, Lytx, Inc.

Brian MacKenzie, Director of Sales, Silver Eagle Manufacturing Co.

Robert L. Mann, V.P., Dealer Sales, International Truck/Navistar, Inc.

Laura McMillan, Vice President Training Development, Instructional Technologies, Inc.

Mark Melletat, Director, Field Operations, Meritor WABCO.

Michael P. Parrish, CTP, National Account Mgr., Mack Leasing System, Inc.

William E. Perry, CTP, CDS, Safety & Compliance Specialist, Hill's Pet Nutrition, Inc.

Justin Reed, Strategic Alliance Manager, HireRight

Robert Reid, Executive Vice President & Co-founder, SpeedGauge, Inc.

Gayle Robertson, President, BOLT System

Patrick R. Robinson, CTP, Driver Recruiting Manager, BCT, Inc.

Ken Roemer, President, PACCAR Leasing Company

Brant Schneider, CTP, Northeast Fleet Sales Manager, Alcoa Wheel & Transportation Products

Angela Shue, General Manager, PeopleNet

John Simourian, II, President & CEO, Lily Transportation Corp.

Robert W. Slaughter, CTP, Director of Fleet Maintenance, Murphy-Brown LLC

Gary L. Strausbaugh, CTP, Vice President, Transportation, Mennel Milling Company

Ron Tartt, CTP, Managing Partner, DRC, Inc.

David Wehmeyer, CTP, Mobile Video & AVL Solutions Advisor, Safety Vision

Scott Willert, Vice President, Logistics America's Service Line, LLC

NPTC/J.J. KELLER SET TWO WEBCASTS FOR OCTOBER

IN OCTOBER, NPTC AND J. J. KELLER & ASSOCIATES CONCLUDE THEIR 2016 WEBCAST SERIES WITH TWO WEBCASTS, FREE TO NPTC MEMBERS.

Wednesday, October 12 Ensuring Driver Quality Through Effective Screening Proto- cols.

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." The special fleet speaker will be **Lewis Allen, CTP,** Director, Fleet Operations, Aaron's, Inc.



Thursday, 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. **Dennis Updike, CTP,** Logistics Safety & Compliance Manager, Alliance HealthCare Radiology, will be the featured fleet speaker.



For more information, to download previous webcasts or register for these October webcasts, [click here](#).

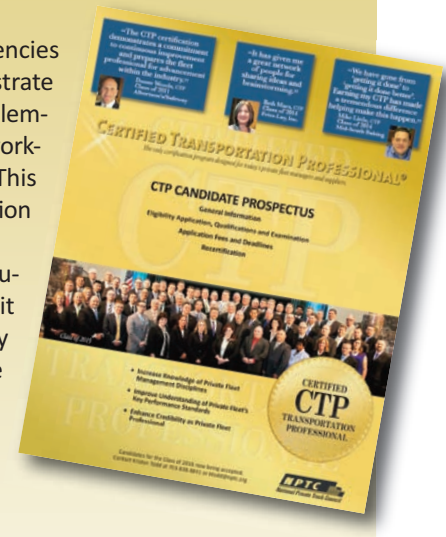
CTP APPLICATION DEADLINE: OCT. 1



THE DEADLINE TO SUBMIT YOUR 2017 CTP ELIGIBILITY APPLICATION IS OCTOBER 1. Take your first step to professional success and get the recognition you deserve! Become a Certified Transportation Professional® (CTP). This is the only certification program designed for today's private fleet/transportation managers and suppliers.

Today's CTP Exam focuses on analytical competencies and assessments that require students to demonstrate depth of knowledge and advanced capacities in problem-solving, writing, analytic reasoning, and prescriptive workable management solutions to real-job situations. This objective is measured in the short answer essay question and case study formats.

The next CTP Exam is scheduled for Saturday, February 11, 2017 at locations across the country. Submit your completed Eligibility Application and fee by October 1, 2016. For a detailed prospectus about the CTP program, including program requirements and application forms, [click here](#). For more information, contact Kristen Todd at ktodd@nptc.org or (703) 838-8841.





PROTECT YOUR BRAND. PROTECT YOUR FLEET.

When is your fleet at the most risk?
What coaching would be most effective?
How do you protect your drivers against false claims?

For Private Fleets, safe driving is good for business. Video provides the fleet insights your company needs to protect your brand by helping your good drivers become great drivers.

SmartDrive gives you the flexibility to align our program with your safety priorities, not the other way around.

Click below to learn how SmartDrive Private Fleet Customers have used our video safety program to reduce collisions and remove risk from their fleets.

LEARN MORE

WWW2.SMARTDRIVE.NET/PRIVATE-FLEETS

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

GARY LEGGE
17-YEAR DRIVER



TRYUSON@SMARTDRIVE.NET
WWW2.SMARTDRIVE.NET/PRIVATE-FLEETS