

# CTP<sup>®</sup> Insider

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

Fall 2018

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## NPTC NATIONAL SAFETY CONFERENCE WINS HIGH PRAISE!



### DESPITE THE POTENTIAL THREAT OF HURRICANE FLORENCE LAST MONTH,

a sizable majority of the 207 registered attendees participated in the NPTC 2018 National Safety Conference held last month near Dulles International Airport in Washington, D.C.

**Carol Heinowski**, Logistics Manager, Meijer, Inc.; Chair of NPTC's Board of Directors, and Chair of the NPTC Safety Committee, said, "NPTC is pleased to thank everyone who participated. Fortunately, we got a great turnout and everyone seemed very pleased with our program of leading topics and speakers, breakout sessions, sponsors, and recognition of our 2018 National All-Star Drivers!"

Carol introduced the opening keynote speaker, **Deborah Hersman**, President and CEO of the National Safety Council. Hersman's speech was sponsored by SafetyServe, an operating company of TransForce, Inc., and the official NSC online training site.

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This year's National Safety Conference featured two days of keynote speakers, breakout sessions, safety-in-the-round discussions, and well-deserved driver recognition.





NPTC President and CEO Gary Petty welcomed attendees with the introduction of Carol Heinowski, Logistics Manager, Meijer, Inc., as the NPTC Board of Directors chair as well as Chair of the NPTC Safety Committee.



Noting that motor vehicle crashes are the number one cause of workplace fatalities in the United States, National Safety Council President Debbie Hersman exhorted attendees at the NPTC National Safety Conference to strive for zero fatalities.

In her keynote address to the NSC, Ms. Hersman asserted that substantial reductions in fatalities in the aviation and railroad industries have occurred due to industry commitment and revised practices, and suggested that similar results could be obtained in the motor carrier industry. The NSC has created the **Road to Zero Coalition**, which is designed to eliminate all preventable highway deaths.

The coalition has identified three main initiatives to reduce roadway fatalities:

- Double down on what works through proven, evidence-based strategies;
- Advance life-saving technology in vehicles and infrastructure; and
- Prioritize safety by adopting a safe systems approach and creating a positive safety culture.

She suggested that companies adopt everyday practices to encourage seat belt use, reduce speeding, eliminate use of cell phone while driving, avoid drowsy driving, ban driving while impaired by prescription or illegal drugs, and incorporate safety technology.



NPTC's General Counsel **Rick Schweitzer** followed with the **"NPTC Washington Report: Legislative and Regulatory Update"**, sponsored by Vigillo, a SambaSafety Company, covering major regulatory and legislative issues affecting private fleet daily

operations.

**John Lobenberg**, Kroger Company, led a session on integrating active safety technology systems into safety programs, with **Troy Kays, CTP**, *Trans Papa Logistics – Papa John's*. Next **Chris Fada, CTP**, *Ross Transportation Services*, and **John Gillenwater, CTP**,

*Home City Ice*. followed with a discussion on driver training and coaching best practices.

The program for the rest of the afternoon included concurrent "safety-in-the-round" discussions by the following fleet professionals: **Larry Ogg, CTP**, *Universal Forest Products, Inc.*, **"Enhancing Background Searches"**; **Kathy Fellenstein, CTP**, *International Paper*, **"Electronic Logging Devices"**; **Brian Johnson, CTP**, *Core-Mark International, Inc.*, **"Driver Scorecarding That Enhances Safety"**; **Victor Hart, Dot Transportation, Inc., **"Road Tests That Get Results"**; **Doug Simpson, CTP**, *Castellini Group of Companies*, **"Dealing With An Aging Driver Workforce"**; **Eric Eveslage, CTP**, *Coborn's Inc.*, **"Enhancing Safety Minutes"**; **Jeff Wermuth, CTP**, *Clifford W. Perham/Shaw's*, **"Surviving a DOT Audit"**; **Carol Heinowski, Meijer, Inc.**, **"Screening Protocols: What's The Future"**; and **Shawn Hyche, Essendant Co.**, **"Mitigating Distracted Driving"**; **Cameron Hafer, CTP**, *Trans Papa Logistics – Papa John's*, **"Reducing Injuries And Workers' Compensation"**.**

Friday morning's session began with a keynote address by **Rob Moseley**, Partner & Transportation and Logistics Industry Team Leader, *Smith Moore Leatherwood, LLP*. He spoke on **"How To Make The Bad Accident Worse: What Makes Truck Litigation Turn Sour?"** Moseley described how preventive steps by fleet managers can play a key role in litigation case evaluation.

The conference continued with sessions on **"Fatigue Management Strategies"** by **Jamey Eilerman, CTP**, *Greenline Logistics/Apio*; and *Trans Papa's Troy Kays, CTP*; and **"Rewards, Recognition and Incentives"** by **Steve Ralston, Ashley Distribution Services**.

The conference concluded with sessions on **"Advanced Data Analytics"** by **John Van Geest, CTP**, *John Deere Canada*; and **"Creating a Driver Turnover Risk Metrics"**, by **Jake Allen** of *Dot Transportation, Inc.*

## THANKS TO OUR SPONSORS!





# Still The Gold Standard

## Certified Transportation Professional® (CTP) Begins Next 25 Years of Excellence



by Gary Petty  
President and CEO  
National Private Truck Council

**A**S THE ONLY RECOGNIZED NATIONAL CERTIFICATION PROGRAM DESIGNED EXCLUSIVELY FOR PRIVATE FLEET PRACTITIONERS, founded in 1993 and now officially sponsored by J.J. Keller & Associates, Inc., NPTC's Certified Transportation Professional (CTP) community is made up of more than 700 certified fleet practitioners focused on high standards and continuous improvement. Through active engagement in NPTC's networking system of peer-to-peer benchmarking and shared best practices, these CTP managers gain exceptional ROI value year after year.

A good example is Mari Roberts, CTP. Roberts has worked her entire 18-year career in progressively more responsible transportation management roles for PepsiCo (Frito-Lay), the number one ranked private fleet for the past two years, and was recently promoted as Senior Director of Transportation for Frito-Lay, Inc.

For most of the past 10 years, she has been a volunteer NPTC

under cost pressures of driver retention, safety performance, and outside carrier capacity."

Roberts says learning about optimization experiences of other NPTC members helps immensely. "A company of PepsiCo's size obviously has great resources, but it's not feasible to discover every innovation on our own. I have taken away some amazing ideas from CTP fleet managers in many different industries, some with as few as twenty trucks! The networking power of CTPs is just incredible."

"I was on a call recently with three CTPs from food companies—all of us dealing with a driver crisis like nothing we've ever seen before. At Frito-Lay, we struggle to continuously build capability with our management and dispatch teams and find enough drivers at some locations. We have had to get creative expanding from just OTR Drivers to non-CDL drivers and even cross train hourly warehouse employees to drive box trucks."

We all agreed the outdated 'general manager' model used by some companies may not always be the best model and can contribute to driver turnover. We concluded there is no substitute for professionally trained transportation specialists, preferably CTPs, with successful experience working directly with drivers.

"True transportation expertise," said Roberts, "now carries a higher premium within corporations because transportation itself demands greater priority and commands laser-like focus."

At the same time, Roberts adds, as is the case with many companies, "we are looking to continue to operate more efficiently and reduce overhead expense. And the work itself is changing with more complexity and ever-greater responsibilities."

Roberts says the CTP program has actually become even more relevant, valuable and critical than 10 years ago. "Fortunately, we have the support from our senior executives that understand the need for transportation expertise within our organization." Last year, Mari gave a presentation at a group meeting with Frito-Lay's CEO and later this year will share information about the NPTC partnership and the benchmarking survey data with both Finance and Supply Chain Senior Executives.

"Today, so much is going on simultaneously, it's hard to keep up without outside resources. My core CTP network helps me work smarter, find proven solutions at lower cost and in less time, and gives me capacity to take on additional responsibilities required in my job."

Frito-Lay's Mari Roberts says "transportation expertise now carries a higher premium within corporations... the CTP credential is more relevant, valuable, and critical than ever."



Board and Committee member; speaker; CTP Examination grader; mentor for hundreds of CTP candidates, and master of ceremonies for the CTP graduation ceremony. Under her leadership, 10 managers from Frito-Lay have earned their CTP designation.

Roberts is Chair of the NPTC Institute Board of Governors, a member of NPTC's Board of Directors, and, last year, was the recipient of one of NPTC's highest professional leadership awards, the Private Fleet Executive of the Year. In 2009, she attended the Private Fleet Management Institute as a student, gave her first general session speech at an NPTC event, and graduated with that year's Class of CTPs.

"When I first got involved, I knew NPTC and the CTP program were exactly the industry connection I needed because they focus on priorities fleets face every day, here and now. At Frito-Lay, optimization is a major priority. This means hauling more volume of products on our private fleet at a lower percentage of total transportation spend, not exceeding lanes better suited for outside carriers, and doing all of this

# NPTC HONORS 18 NATIONAL DRIVER ALL-STARS



**EIGHTEEN 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 13-14, 2018.

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:

- **Stephen Barbee**, Contract Transportation Systems/The Sherwin-Williams Company
- **Robert Brown**, Moen Incorporated, assigned by CPC Logistics, Inc.
- **Thomas Bryant**, Shaw Industries Group, Inc.
- **Joe Coleman**, Core-Mark International
- **Brent Dempsey**, TMH Transport, LLC
- **Alex Diaz**, Avery Dennison, assigned by CPC Logistics, Inc.
- **James Dorsey**, Walgreen Oshkosh, Inc., assigned by CPC Logistics, Inc.
- **Matthew Dosland**, John Deere, assigned by CPC Logistics, Inc.
- **Miriam Anne Goodnough**, Fabri-Kal Corporation, assigned by CPC Logistics, Inc.
- **Tonney Holloway**, Aaron's, Inc.
- **Sam Jones**, CVS Health
- **Rick Keller**, Frito-Lay, Inc.
- **William Loomis**, Kroger Company
- **David Magers**, Orscheln Farm & Home, LLC
- **Seth Maurer**, WFM Transport, Inc.
- **Duane Moore**, Marathon Petroleum Company LP
- **Stuart Olson**, Bridgestone Americas Tire Operations, assigned by CPC Logistics, Inc.
- **Steve Williams**, Perdue Farms, Inc.

## In the News

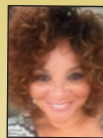


**Scott Duvall, CTP**, has joined Medline Industries, Inc. as Regional Supervisor of Driver Operations



**Mike Meehan, CTP**, has been named Vice President, Truck at Element Fleet Management

### Elected to the NPTC Institute Board of Governors were:



**Teresa Allen-Tignor**, Assistant Vice President, National Transportation, Custard Insurance Adjusters



**Abhishek Bharadwaj, CTP**, National Fleet Sales Manager, Arconic



**Jeff Bronson**, Sr. Director of Transportation, Atlas Trucking & Logistics



**Kim Castagnetta**, Senior Vice President, Sales and Marketing, TransForce Group



**Matt Hendrix, CTP**, Senior Director of Fleet Services, Fleet Advantage



**Chris Hepler, CTP**, Vice President, Truck & Equipment Group, Element Fleet Management



**Mike Schwersenska, CTP**, Director of Transportation & Logistics, Brakebush Transportation, Inc.



**Mike Willey**, Assistant General Manager, PACCAR Leasing

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



PRIVATE FLEET MANAGEMENT INSTITUTE  
 january 12-16, 2019 jacksonville, fl

**T**HE NATIONAL PRIVATE TRUCK COUNCIL WILL HOLD ITS 2019 PRIVATE FLEET MANAGEMENT INSTITUTE January 12-16, 2019 at the Omni Jacksonville in Jacksonville, Florida.

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 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.

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.

### Strategic Components of the Private Fleet

- Sustaining Upper Management Support: Ongoing Communications & 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

# A Learning Opportunity

### 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

In addition, the Institute provides one of the most effective ways of refreshing your knowledge base and preparing for the **2019 CTP Examination set for Saturday, February 9, 2019**. Please note there is a special Exam Preparation Workshop that immediately precedes the Institute, on Friday, January 11. A separate registration is required.

For more information about the Private Fleet Management Institute and how to register, visit NPTC's website at [www.nptc.org](http://www.nptc.org).



# CTP CLASS OF 2019 NOW FORMING

**“It has given me  
a great network  
of people for  
sharing ideas and  
brainstorming.”**



**Beth Mars, CTP  
Class of 2014  
Frito-Lay, Inc.**

**C**ANDIDATES FOR THE CERTIFIED TRANSPORTATION PROFESSIONAL® (CTP) PROGRAM ARE ENCOURAGED TO REGISTER IMMEDIATELY for their places in the Class of 2019.

The first step in the certification process is to submit the CTP® Eligibility Application and return it with the application fee (\$495/NPTC members, \$595/non-members). **While the Eligibility Application deadline was October 1, 2018, NPTC will hold open the submission deadline for any NPTC member that wants to enroll in the program.**

The more experience individuals have in fleet/transportation management, the more knowledge they are likely to have about subjects covered in the CTP® Examination. However, even those with substantial experience in the transportation industry will need to dedicate themselves to some study and review before taking the CTP® Examination. To increase their chances of passing the CTP® Examination, NPTC recommends that candidates begin their study preparation as soon as practical.

By earning the CTP designation, private fleet professionals demonstrate a commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuing enhancement of their knowledge and skills. It is a benchmark of excellence that is earned by a select few, but available to any private fleet executive, manager or supplier who is willing to make the necessary commitment.

Since 1993, nearly 1,700 transportation professionals have earned the right to use the CTP® designation after their names. NPTC is pleased to thank J. J. Keller & Associates, Inc., the official sponsor of the CTP program.

To learn more about the CTP® program, visit [www.nptc.org](http://www.nptc.org), or contact Kristen Todd at [ktodd@nptc.org](mailto:ktodd@nptc.org) or (703) 838-8841.



**Class of 2018**

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**CHAIR:** Mari Roberts, CTP, Sr. Director of Transportation, Frito-Lay, Inc.  
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**Dave Belter**, VP/GM Transportation Management-Supply Chain, Ryder System  
**Abhishek Bharadwaj, CTP**, National Fleet Sales Manager, Arconic  
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**Keith Frantz, CTP**, DOT Compliance Manager, ADM Trucking, Inc.  
**Steven Garrish, CDS, MBA, CTP, SVP**, Safety & Regulatory Compliance, SleepSafe Drivers, Inc.  
**Jim Harmon**, Account Executive, National Accounts, Cummins, Inc.  
**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, Idealease, Inc.  
**Matt Hendrix, CTP**, Senior Director of Fleet Services, Fleet Advantage  
**Chris Hepler, CTP**, Vice President, Truck & Equipment Group, Element Fleet Management  
**Jonathan Hubbard**, CEO and Co-Founder, SpeedGauge  
**Laura Johnson, CTP**, General Manager, NIC Federal  
**Adam Kahn, CTP**, Vice President, Fleets, NetraDyne, Inc.  
**Jacob Klingbeil, CTP**, Director of Transportation, Walgreens Oshkosh, Inc.  
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**Ron Tartt, CTP**, Managing Partner, DRC, Inc.  
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**John Vosters**, Compliance Strategy Officer, Fleetworthy Solutions  
**Scott Willert**, Vice President, Logistics America's Service Line, LLC  
**Mike Willey**, Assistant General Manager, PACCAR Leasing  
**James T. Wood**, Vice President, Sales, Penske Truck Leasing Company

## NPTC AND J. J. KELLER & ASSOCIATES TWO WEBCASTS In OCTOBER

**I**N OCTOBER, NPTC AND J. J. KELLER & ASSOCIATES conclude their 2018 webcast series with two webcasts, free to NPTC members. The first, **"Hours of Service – Fatigue Management,"** will be held on Wednesday, October 17



Kays

and will feature **Troy Kays, CTP**, Sr. Manager, Corporate Transportation Safety & Compliance for Papa John's Food Service. In this session we will discuss the hours-of-service regulations as they stand today and any official action that might be underway to change them. We will also look at other methods used counter fatigue, and where information can be found to help you develop a cohesive fatigue management program.

The following day we turn our attention to **"How to Survive a DOT Audit"**. In this webcast we will discuss the different types of investigations conducted by the Federal Motor Carrier Safety Administration (FMCSA) and the regulations and processes involved in a FMCSA investigation (audit), including:

- The selection process used by the Federal Motor Carrier Safety Administration to select carriers for investigation
- The "six factors," including the required records used in each factor
- The selection method used by the investigator when deciding which drivers and vehicles to audit
- The audit scoring/carrier safety ratings

We will also discuss the how to prevent an audit, latest news related to auditing, the top violations discovered during audits, and the steps necessary to be prepared for an audit. The featured fleet speaker is **Jeffrey D. Wermuth, CTP**, Director of Transportation of Clifford W. Perham/Shaw's.



Wermuth

For more information, to download previous webcasts or register for these October webcasts, visit [www.jjkeller.com/nptcinfo](http://www.jjkeller.com/nptcinfo).

## COMING EVENTS:

### 2019 CTP ELIGIBILITY APPLICATIONS DUE

October 1, 2018

### NPTC/J.J. KELLER WEBCASTS:

October 17

Hours of Service and Fatigue Management

October 18

How to Survive a DOT Audit

### 2019 CTP EXAM APPLICATIONS DUE

November 15, 2018

### 2019 CTP EXAM PREP WORKSHOP

January 11, 2019, Jacksonville, FL

### 2019 PRIVATE FLEET MANAGEMENT INSTITUTE

January 12-16, 2019, Jacksonville, FL

### 2019 CTP® EXAM

February 9, 2019, Locations throughout North America

### NPTC ANNUAL CONFERENCE 2019

April 14-16, 2019 Cincinnati, OH



## We reduce the risks in your HOS data.

Your drivers' logs produce an incredible amount of data points each day. And you have to manage and make sense of it all in order to identify risks and address them fast.

The **J. J. Keller® Driver DataSense® Service** handles this for you by collecting all of your Hours of Service data from ELDs and paper logs, pinpointing compliance gaps, and providing you with guidance for reducing risk.

When it comes to your Hours of Service data, the riskiest step is going it alone.

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HOS Data Collection | Expert Data Analysis | HOS Compliance Guidance

