

CTP Insider

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

Fall 2020

Quarterly Highlights

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A LEARNING OPPORTUNITY

PREPARE FOR A NEW DAY. Take away a lifetime of information, resources and friendships. NPTC is pleased to announce **Private Fleet Management Institute (PFMI) scheduled for January 16-20, 2021**, at the OMNI Jacksonville Hotel in Jacksonville, FL.

Today's transportation and logistics environment in a COVID-shaped world demands professionals with state-of-industry expertise. They need insights into the most forward-thinking solutions of the day. The best source for this expertise is other fleet practitioners you meet through NPTC. No matter what your job title or years of experience, the recycled old ways of yesteryear will not cut it. You need to constantly upgrade your knowledge and skills to stay at the top of your game.

In addition, the Institute provides one of the most effective ways of refreshing your knowledge base and preparing for the **2021 CTP Examination** set for Saturday, February 13, 2021. This accelerated five-day "graduate level" program details the core curriculum deemed by the industry's leading practitioners as essential for on-the-job success. The knowledge you'll acquire in this interactive learning experience will provide you with a strong foundation in the following areas:

- ▲ Justifying the Private Fleet
- ▲ Network Optimization
- ▲ Communicating Private Fleet Value by Partnering with Corporate Finance, HR and Safety
- ▲ Improving Fleet Planning, Make-Up and Utilization
- ▲ Attracting, Recruiting and Developing Drivers
- ▲ Developing Effective Safety Programs
- ▲ Creating, Understanding and Using Financial Reports
- ▲ Creating Maintenance Standards – Managing Outsourced Relationships
- ▲ Reverse Logistics: Building Backhaul Profitability

For more information about the Private Fleet Management Institute and how to register, visit NPTC's website at www.nptc.org.



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NEW VIRTUAL TOWN HALL SERIES

LAST WEEK, NPTC AND J. J. KELLER & ASSOCIATES, TEAMED UP TO PRESENT THE FIRST IN A SERIES OF FOUR VIRTUAL TOWN HALL MEETINGS. Thanks to **Scott Duvall, CTP**, Regional Supervisor of Driver Operations, MedTrans LLC, and NPTC Board Member and Chair of the NPTC Safety Committee for presenting his case study in safety excellence.

These virtual town hall meetings feature fleet member speakers presenting case studies of excellence in various disciplines as well as data analysis from the *2020 Benchmarking Survey Report*. In addition, the Town Hall Meetings will be a forum for our members to engage by sharing their best practices or asking questions to gain a better understanding.

The Virtual Town Hall Meetings are hosted by **Gary Petty**, NPTC President and CEO, and moderated by **Tom Moore, CTP**, NPTC Executive Vice President. Upcoming town halls include:

October 20th, 11am – “Driver-Related Best Practices,” featuring **Mari Roberts, CTP**, Senior VP of Transportation, Frito-Lay, Inc., NPTC Institute Board Chair, and Member, NPTC Board of Directors

November 27th, 11am – “Equipment/Technology and Maintenance Best Practices,” featuring **Randy Maddox, CTP**, Local Category Manager – Mobile Equipment, CRH—Americas Material, and NPTC Board Member and Chair of the NPTC Membership Committee

December 15th, 11am – “Operations Best Practices,” featuring **Mike R. Schwersenska, CTP**, Director of Transportation & Logistics, Brakebush Transportation, Inc., Chair, NPTC Board of Directors, and Member, NPTC Institute Board of Governors



Duvall



Roberts



Maddox



Schwersenska



a great way to stay connected with other NPTC members and share information

The Town Hall Meetings will provide a great way to stay connected with other NPTC members and share information in an environment of total trust and confidentiality. Our culture of engagement has never been more important than during this unprecedented Coronavirus pandemic.

[Register Now](#)

NPTC/J.J. KELLER & ASSOCIATES, INC. PRESENT

WELCOME TO NPTC TESTIMONIAL ROUNDTABLE DISCUSSIONS

WELCOME TO THE CLUB

11:00 a.m. – 12:00 noon, EST

Tuesday, October 27

Advantages and Benefits of the Certified Transportation Professional (CTP) program

IN AN EFFORT TO HELP MEMBERS’ PROFESSIONAL CAREER GROWTH, NPTC has scheduled two **Virtual Testimonial Roundtables**. Hosted by **NPTC President and CEO Gary Petty**, moderated by **NPTC Executive Vice President, Tom Moore, CTP**, and featuring **Mari Roberts, CTP**, Sr. Director of Transportation of Frito-Lay and Chair of the NPTC Institute Board of Governors and member of the NPTC Board of Directors, along with testimonials from Fleet members **Jody Sandy, CTP**; **Steven Roberts, CTP**; **Jeff Eisaman, CTP**, and **Marley Bebout, CTP**, these roundtable discussions will focus on **JOINING THE CTP CLASS OF 2021** and **ATTENDING THE 2021 PFMI**.

WELCOME TO YOUR NETWORK

11:00 a.m. – 12:00 noon, EST

Tuesday, November 10

Advantages and Benefits of the Private Fleet Management Institute

2020 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 is co-sponsored by International Trucks/Navistar.

“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-Star honorees are:

- Christopher Beckwith, Moen, assigned by CPC Logistics, Inc.**
- Jonathan Begay, Marathon Petroleum Company LP**
- James Bloodworth, Walgreen Oshkosh, assigned by CPC Logistics, Inc.**
- Dewey Burnett, Southwest Traders, Inc.**
- Bruce Cameron, Army and Air Force Exchange Service**
- Lawrence Conmy, Shaw Industries Group, Inc.**
- Richard Fenner, TMH Transport, LLC, assigned by CPC Logistics, Inc.**
- Gary Haynes, Fabri-Kal Corporation, assigned by CPC Logistics, Inc.**
- Donald Hill, Procter & Gamble Company, assigned by CPC Logistics**
- Roland Jarman, Core-Mark International**
- Thomas Johannsen, Orscheln Farm and Home, LLC**
- Leslie Lasenby, Bridgestone Americas Tire Operations, assigned by CPC Logistics, Inc.**
- Glen Manning, John Deere, assigned by CPC Logistics, Inc.**
- Scott Neumann, Meijer, Inc.**
- David Nunn, Avery Dennison, assigned by CPC Logistics, Inc.**
- Art Ramirez, Kroger Company/Ralphs Grocery Company**
- Cornell Richardson, Cooper Tire & Rubber Company, assigned by CPC Logistics, Inc.**
- Daryl Russell, CVS Health**

In the News



Brad Brooke, CTP, has been named Transportation Manager at Domino's Supply chain center.



Jeff Eisaman, CTP, has been promoted to Regional Manager of Transportation at CLI Transport, LP



Rick Ochsendorf, CTP, has been named SVP of Customer Operations of Transportation at Orbcomm

AT ITS FALL MEETING, the NPTC Institute Board of Governors elected the following individuals to serve on the Board:



Jared Bertoni, Transportation/Fleet Operations Manager, Wegmans Food Markets



Rich Lacey, Chief Product Officer, SambaSafety



Ed Schultes, CTP, Director of Logistics – North East Region, Walgreen Co.



Kelly Kiger, CTP, Director, Leasing & Rental Sales and Channel Sales Development, Mack Truck Leasing



Larry Parsons, SVP and Chief Legal & Risk Officer, McLane Company, Inc.



James W. Voorhees, Ph.D., President & CEO, Instructional Technologies, Inc.



Larry Ogg, CTP
Director of Transportation
UFP Industries, Inc.

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FOUNDED IN 1955 AS A SUPPLIER OF LUMBER TO THE MANUFACTURED HOUSING INDUSTRY, UFP Industries, formerly Universal Forest Products, is a U.S.-based global corporation with \$4.4 billion in sales and 14,000 employees, serving three robust markets: retail, industrial, and construction. The company operates a 350-truck private fleet dispersed between 59 separate plant locations throughout the U.S., with over 1,000 trailers ranging from flats, b-trains, curtain sides, roll off truss trailers and vans. The private fleet executes approximately 80% of outbound customer deliveries and 20% inbound raw material shipments.

The UFP fleet grew 3.5% in 2019 as two small, third-party dedicated fleets were transitioned to private fleets. The fleet's focus in 2020 is on safety and technology improvements. CSA results have continually improved over the previous three years as accident frequency has dropped. The safety team has taken an aggressive role improving the quality and timeliness of proactive and post-accident training. The fleet also added forward facing video technology in 2019 and new ELD technology that is allowing for immediate proof of delivery (POD) uploads speeding up the invoicing process. Scanning technology with driver tablets will be deployed this year, allowing for even faster and more accurate POD execution.

The UFP private fleet is a significant competitive advantage for the company in serving customers in a fluid and demanding industry especially in times of unprecedented world and industry challenges. Overseeing the leadership of the fleet is **Larry Ogg, CTP**, Director of Transportation.

Larry was born and raised in southeast Ohio near Parkersburg, West Virginia, in the coal mining area of Athens, home of Ohio University. He has an older brother and sister. While Larry was quite young, his father and mother divorced and his mother went to work full-time as a county employee.

Larry Ogg attended Logan High School and joined the U.S. Army after graduation. He served four years with the rank of Sgt., then enrolled at Ohio University as an R.O.T.C student and later graduated as a Second Lieutenant. He was commissioned as an infantry officer and assigned to the 82nd Airborne Division. Larry was soon promoted to First Lieutenant and infantry platoon leader with 40 men under his command.

During his active duty service of five years, Larry deployed as an executive officer in three armed military conflicts: U.S. invasion of Panama, known as "Operation Just Cause"; Desert Storm; and Desert Shield. While still on active reserve status, he deployed to Iraq for eighteen months. He led his platoon in both Kuwait and Iraq. After the active duty phase of military service, Larry transitioned into reserve status and civilian life. After a full 20 years of service, he retired with the rank of Lt. Colonel.

His first job in the trucking industry was with Schneider National as Service Team Leader. The company's CEO, Don Schneider, a Korean War veteran in the 1950s, started a tradition of recruiting former military personnel in leadership positions. After more than three years in that role, he took a job at Advanced Drainage in private fleet management, then moved on to Target Distribution in Sacramento and held positions as Regional Transportation Manager and Senior Distribution Manager.

Early in 2011, Larry joined Perdue Farms as Senior Transportation Manager, then later was promoted to Director of Transportation. He was introduced to NPTC by former NPTC Board member, Ed Welch, CTP, who worked in fleet management at Perdue for many years and was himself a former U.S. Army officer. Larry went through the Private Fleet Management Institute in 2014 and graduated with the CTP Class of 2014.

"I was not sure what to expect at PFMI," says Larry, "but it turned
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"NPTC is a great resource for networking with top fleet managers in the industry."

Larry Ogg, CTP *Continued*

out to be a good mix of people from various positions and levels of experience. The culture of NPTC is a great resource for networking and connection to some of the top fleet managers in the industry. The Benchmarking Report and the Washington Report are especially valuable services by the Council.” While at Perdue, Larry sent staff colleagues through PFMI and the CTP program, and participated as a speaker and moderator at NPTC events.

Beginning a few years ago when Larry assumed his current role as Director of Transportation, he continued active participation with NPTC. He encouraged his fleet managers to go through the CTP program and otherwise get engaged with the Council at various levels. In recognition of his leadership contributions to the Council over several years, Larry was elected in 2019 as a member of the NPTC Board of Directors.

NEW NPTC WEBSITE LAUNCHED

NPTC IS PLEASED TO ANNOUNCE THAT ITS NEW WEBSITE OFFICIALLY LAUNCHED

earlier this summer. With an ungraded, intuitive design, the new website continues to provide the most comprehensive resource for the private fleet professionals available online. Visit www.nptc.org now to start taking advantage of NPTC’s new online experience. New features include:

- ✓ **Enhanced user experience** with a responsive design that is mobile-device friendly
- ✓ Reorganized and **streamlined member resources** such as Benchmarking, Safety, Compliance, and Best Practices
- ✓ **Upgraded user accounts** with NPTC participation and transaction history
- ✓ **Online exhibit booth reservation system** and CTP Eligibility Application
- ✓ **Searchable member directories** and Buyers Guide
- ✓ **Enhanced security for online purchases** and user information
- ✓ Integrated **social media** functionality



COMING EVENTS:

2021 CTP ELIGIBILITY APPLICATIONS DUE
October 1, 2020 — DEADLINE EXTENDED

NPTC/J.J. KELLER 2020 WEBCASTS

- *October 20 – NPTC/J.J. Keller Virtual Town Hall Meeting, “Driver-Related Best Practices”*
- *October 27 – Virtual Testimonial Roundtable – “Welcome to the Club”*
Advantages and Benefits of the Certified Transportation Professional (CTP) program
- *November 10 – Virtual Testimonial Roundtables – “Welcome to your Network”*
Advantages and Benefits of the Private Fleet Management Institute
- *November 27 – NPTC/J.J. Keller Virtual Town Hall Meeting, “Equipment/Technology and Maintenance Best Practices”*
- *December 15 – NPTC/J.J. Keller Virtual Town Hall Meeting, “Operations Best Practices”*

2021 CTP EXAM APPLICATIONS DUE
November 15, 2020

2021 CTP EXAM PREP WORKSHOP
January 15, 2021, Jacksonville, FL

2021 PRIVATE FLEET MANAGEMENT INSTITUTE
January 16-20, 2021, Jacksonville, FL

2021 CTP® EXAM
February 13, 2021

NPTC 2021 ANNUAL CONFERENCE AND EXHIBITION
April 25-27, 2021, Cincinnati, OH

NATIONAL SAFETY CONFERENCE
September 8-10, 2021, Orlando, FL

CTP Class of 2021

NOW FORMING!

CANDIDATES FOR THE CERTIFIED TRANSPORTATION PROFESSIONAL® (CTP) PROGRAM ARE ENCOURAGED TO REGISTER IMMEDIATELY

for their places in the Class of 2021. While the Eligibility Application deadline was October 1, the deadline has been extended. NPTC is pleased to thank J. J. Keller & Associates, Inc., the official sponsor of the CTP program.

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.

Since 1993, more than 1,400 transportation professionals have earned the right to use the CTP® designation after their names. To learn more about the CTP® program, visit www.nptc.org, or contact Kristen Todd at ktodd@nptc.org or (703) 838-8841.



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Rich Lacey, Chief Product Officer, SambaSafety

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

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Mike Willey, CTP, Assistant General Manager, PACCAR Leasing

James T. Wood, Vice President, Sales, Penske Truck Leasing Company

NPTC Releases 2020 Benchmarking Report

On behalf of the NPTC Board of Directors, Institute Board of Governors, and the entire membership, NPTC last month released the **2020 Benchmarking Survey Report**. This is an exclusive benefit made available free of charge to all NPTC members and represents operating data collected from participating fleet companies for the 2019 calendar year.

NPTC thanks **Trimble Transportation**, an NPTC Five-Star member, for its 12th consecutive year as exclusive sponsor of the Benchmarking Survey Report.

This report is produced under the leadership and direction of author and editor, Tom Moore, CTP, NPTC Executive Vice President, and is one of the largest and most comprehensive benchmarking surveys ever conducted by the Council. NPTC's Benchmarking Steering Committee was broadened this year to reflect more diverse areas of the private fleet community. With the addition of these new Committee members, numerous improvements were made to the survey questionnaire allowing this year's end-document to better reflect a greater range of key operating metrics.

To enhance the value of this report, NPTC will again offer, upon request, a special free service to help Fleet Member companies interpret their fleet's operating data against the report's national trends and metrics. As a part of this service, Tom will provide "customized data pulls" showing participating companies comparisons and contrasts of their fleets with peer fleets. More than 30 Fleet Members took advantage of this service over the past year and found added value in going through the exercise.

We wish to thank the nearly 110 Fleet Member companies for their participation in the 2020 report. These fleets represent a broad cross-section of industries, business sectors, and markets across the entire U.S. economy. This high level of participation is extraordinary considering the disruptive influence that COVID-19 has had on fleet operations. For contextual purposes, we have added to the report a brief analysis of the pandemic's impact on fleets and their evolving best practices implemented in the face of this crisis.

Key takeaways from this year's responding companies are that fleets must continue to make the case for fleet justification, although the COVID-19 crisis has caused private fleet "stock" to rise significantly at many companies. Cost containment remains a high priority. More equipment is moving from ownership to leasing with quicker trade cycles.

Backhaul efficiency continues to decline. Increasing turnover continues as a challenge as fleets find it harder to attract and retain the right kind of talent. This issue is made worse by an aging workforce. There are no wide or volatile swings in fleet size in response to capacity constraints and fleets overall have an upbeat outlook for their continued success in years ahead.

Confidentiality and trust are hallmarks of the NPTC *Benchmarking Survey Report*. Information collected from participating companies and their representatives is never disclosed and always held in strictest confidence. Aggregate data shown in the report itself is anonymous and without attribution as to individuals and their corporate affiliations.

Thank you for sharing your ideas and experience in using the report. To share your comments, or request a free "customized data pull" service, contact Tom at tmoore@nptc.org, or (703) 838-8898.





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PRIVATE FLEET MANAGEMENT INSTITUTE



Today's transportation and logistics environment in a COVID-shaped world demands professionals with state-of-industry expertise. They need insights into the most forward-thinking solutions of the day.

Against this background, there has never been a better time to attend the **2021 Private Fleet Management Institute (PFMI)**.

PFMI is an intensive 5-day program of in-depth rigorous learning, featuring courses in **Fleet Finance, Operations, Legal, Regulatory and Safety Compliance, Human Resources, Maintenance and Equipment**. This is an accelerated educational program designed to meet the demanding needs of today's private fleet professional.

In addition, PFMI provides one of the most effective ways of refreshing your knowledge base and preparing for the 2021 CTP Examination, set for Saturday, February 13, 2021.

The 2021 program has been developed to reflect changes brought about by the COVID crisis, and to meet the ever-changing and demanding challenges of what lies ahead.

Come to PFMI. Prepare for a new day.

