

# CTP Insider

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

Spring 2023

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# NPTC 2023

MAY 7-9 • ORLANDO, FL

## You Must Be Present To Win!



**W**E ARE NOW JUST OVER ONE MONTH AWAY FROM THE NPTC 2023 ANNUAL EDUCATION MANAGEMENT CONFERENCE AND EXHIBITION, MAY 7-9, 2023, AT THE ORANGE COUNTY CONVENTION CENTER AND HYATT REGENCY HOTEL IN ORLANDO, FL. Based upon the registrations received thus far, this looks to be the biggest and best show in the history of the National Private Truck Council. Make plans now to be a part of it.

The NPTC Annual Conference Planning Committee has put together an excellent line-up of workshops and speakers for NPTC 2023. Make your plans now to attend this value-packed program featuring:

**INFORMATION:** General sessions featuring professional leadership and **Driver Hall of Fame** recognition award ceremonies; **Certified Transportation Professional Class of 2023** graduation; industry benchmarking insights; and the **latest legislative and regulatory affairs update**.

**EXHIBITS:** A world-class exhibit hall packed with more than 180 companies offering products, resources and solutions that will increase the effectiveness of your private fleet.

**NETWORKING:** Unparalleled peer-to-peer interaction forged in an environment of trust, confidentiality and non-disclosure.

**EDUCATION:** More than 50 top fleet practitioners will serve as speakers and panelists at 25 workshops showcasing the latest, most innovative and best ideas in private fleet management. Leading topics featured are automated trucking; procurement, maintenance, and total cost of ownership; best cultural fit for drivers through recruiting, interviewing, and onboarding; electric vehicles in the real world; equipment availability and extended trade cycles; prognostic maintenance; and performance-based pay. Also included are infrastructure and electrification; graphic and branding on trailers; lowering driver in-cab risks; state of for-hire capacity; efficiencies in multi-stop operations;

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2300 Wilson Blvd, Suite 700  
Arlington, VA 22201  
(703) 683-1300; (703) 683-1217 fax  
www.nptc.org

Editor:  
Tom Moore, CTP  
Executive Vice President  
tmoore@nptc.org

Managing Editor:  
Kristen M. Todd  
Director of Education and Certification  
ktodd@nptc.org



improving driver retention; and sustainability strategies.

**BEST PRACTICES:** More than 30 best practices breakfast roundtable sessions in which private fleet professionals share in a culture of trust and confidentiality - challenges and opportunities.

**RECOGNITION:** Honoring the private fleet community's best and brightest practitioners for achievements in safety, leadership, and certification, and for their years of innovative leadership and contributions to the industry.

**SOCIAL:** Meals, events, and activities that create an engaged earning atmosphere.

**LOCATION:** A brand new professional setting with numerous flight options to optimize your travel time and expense.

NPTC has reserved a block of sleeping rooms at the Hyatt at a special discounted rate\* of \$229.00 per night. To guarantee availability at the \$229.00 rate, make your reservation by April 15, 2023. Call the hotel at (402) 593-5048 and identify yourself as attending the "NPTC Conference." Rooms are sold out on Friday and Saturday night at the **NPTC 2023 Headquarters Hotel, the Hyatt Regency Orlando**. However, we still have rooms available for both Sunday and Monday nights. You can call directly at (402) 593-5048.

NPTC has secured an additional block of sleeping rooms at the

nearby Rosen Shingle Creek at \$229.00\* per night. **Call the Rosen Shingle Creek at (866) 996-6338 by April 5, 2023 to make your reservation at the guaranteed rate availability.** Reference "National Private Truck Council Annual Conference" to receive the discounted room rate. The Rosen SC is about 1.5 miles from the Convention Center and Hyatt.

The Hyatt Regency Orlando is located on International Drive in the heart of Orlando's entertainment, dining and shopping district, all within a two-mile radius of the hotel. The popular Sunday evening **Gala Reception & Dinner**, for all attendees and sponsored by the Allied Committee for the Trucking Industry (ACT-1), will be held at the Hotel in the Plaza Ballroom and Atrium Foyer on the Lower Level (Convention Level). The Saturday Board luncheon and meetings will also be held at the Hotel in the Barrel Room on the Lobby Level.

Located immediately across the street from the Hyatt is the **Orange County Convention Center**, a state-of-the-art convention and networking center and the location of the NPTC registration desk, exhibit hall (West Hall D), educational workshops, general sessions and awards ceremonies, and Monday and Tuesday meal functions.

## NPTC PROFESSIONAL LEADERSHIP AWARDS

**N**PTC IS PLEASED TO ANNOUNCE A NEW SPONSOR FOR THE NPTC PROFESSIONAL LEADERSHIP AWARDS, **E. A. Dion, Inc.** These awards recognize individuals who have made significant contributions to the National Private Truck Council, their profession and the private trucking community. The award recipients will be recognized at the **NPTC Annual Conference, May 7-9, 2023 in Orlando.**



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**Dion**



# PFMI

## PFMI 2023: ALL-TIME GREAT!

**P**PFMI 2023 SET AN ALL-TIME ATTENDANCE RECORD JANUARY 14-18, 2023 at the ChampionsGate Resort in Orlando, FL with 125 registered attendees representing dozens of NPTC Fleet and Allied member companies. 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 core curriculum presented during the five day event, has been deemed by the industry’s leading practitioners as essential for on-the-job success. The Institute provided a rigorous learning environment in which attendees were 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.

A full house of 121 attendees also participated in the **CTP Exam Prep Workshop**, which was held on January 13, just before the start of the PFMI. The program provided an excellent resource for those studying to take the Certified Transportation Professional certification examination held last month.

NPTC would like to express its heartfelt thanks and appreciation to the twelve Institute Faculty and Case Study Judges who tirelessly gave of their time and talent in training and judging sessions during the five-day program. The faculty, led by **Duane Woods, CTP**, Chair, NPTC Institute Board of Governors and Sr. Director of Transportation for Albertsons Companies, featured other expert star performers:



**Jeff Eisaman, CTP**  
*Sheetz Inc./CLI Transport*



**Kathy Fellenstein, CTP**  
*International Paper*



**Keith Frantz, CTP**  
*ADM Trucking, Inc.*



**Ellen Ingram, CTP**  
*America's Service Line*



**Randy Maddox, CTP**  
*CRH/Oldcastle Building Products*



**Mari Roberts, CTP**  
*Frito-Lay, Inc*



**Steven Roberts, CTP**  
*Deseret Transportation*



**Nicole Schubring, CTP**  
*America's Service Line*



**Mike Schwersenska, CTP**  
*Brakebush Transportation*



**Gene Tierney, CTP**  
*Albertsons Companies*



**Cris Wallace, CTP**  
*Holland LP*



**Tracy Whisnant, CTP**  
*Merchants Distributors*



**Cassie Wood, CTP**  
*BCT, Inc.*

NPTC would also like to thank the following **Allied/Supplier Member Companies of NPTC** who generously contributed as **Sponsors of the Networking Reception** on Monday evening, January 16th:





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## Steven Roberts, CTP

Fleet Manager, Deseret Transportation  
Board Member-Elect, NPTC Board of Directors

## “I WOULD GLADLY GO THROUGH PFMI AND CTP PROGRAMS AGAIN”

**STEVEN ROBERTS, CTP, IS A 22-YEAR EMPLOYEE AND FLEET MANAGER OF DESERET TRANSPORTATION**, the private fleet of The Church of Jesus Christ of Latter-day Saints. The word “deseret” means honeybee in the Book of Mormon—a symbol of industry. Steven is a Board Member-Elect of the NPTC Board of Directors, a Faculty Member of the Private Fleet Management Institute, and frequent speaker at the NPTC Annual Conference and National Safety Conference.

Steven was born in Washington State and raised in Utah. His mother grew up in Bronx, New York, as a Lutheran, graduated from Hunter College, and went to work for the Anaconda Mining Company in Grants, New Mexico. There she met Steven’s father who was raised in a nearby community that was settled by members of the Church of Jesus Christ. He also worked at Anaconda. They married and had seven children, a girl and six boys (Steven is #3). His father took a job with Shell Oil and the family moved to Anacortes, Washington, then later moved to Salt Lake Valley where Steven was an honor student, played in the school band, sang in the choir, and played football and basketball.

After high school, Steven enrolled in Brigham Young University. He attended school for one year then went on a two-year mission to Puerto Rico and the Dominican Republic for the Church of Jesus Christ.

After the mission, he returned to BYU, met his future wife (they have three adult children), and earned a degree in Chemical Engineering. Very few chemical engineering jobs were available at the time due to a global oil glut and economic downturn. Steven worked as a civil engineer for a few years, then returned to BYU for an MBA degree in Operations and Supply Chain.

Upon graduation, he took a position with the Welfare and Self Reliance Services Department of the Church of Jesus Christ, starting in strategic planning. In 2001, he moved to Deseret Transportation and has been there ever since. “Transportation is a great industry made up of great people,” said Steven. “I feel fortunate to have made it my career.”

Deseret’s fleet consists of 17 staff including maintenance shop personnel and 41 drivers. “Our trucks kept moving during COVID,” said Roberts. “Demand was high, but we did not change any routes. Fortunately, we did not have a case of COVID in our group until November of 2022.”

Since COVID, the company has begun to transition from an OTR to a regional operation and a “hub and spoke” system. “It’s easier for us to find local drivers compared with long-haul operators which are much harder to recruit. We now give our drivers more home-time during the week and more weekends at home with their families. We don’t drive at all on Sundays. All drivers are members of the Church and spiritually aligned with our welfare mission to assist people in need which the fleet helps fulfill,” said Roberts.

Most products and goods distributed by the fleet are produced by the Church which owns a flour mill, canneries, ranches, orchards, processing plants, warehouses, grain elevators, and farms. The focus is on mostly staples like fruits, vegetables, grains, turkeys, beef, and milk. Items not produced include chicken, cooking oil, tuna fish, toothbrushes, razor blades, and similar items, which are sourced from outside companies.

“The fleet manages only a small number (250) of SKUs,” says Roberts, “but the inventory is selectively focused on years of need, not days and weeks. During the COVID crisis, we did not run out of toilet paper.” The fleet does not have for-hire authority and handles 85% of the Church’s freight. Some 10%-15% of loads are outsourced.”

Shipments delivered go out to the Church’s “bishop storehouses” (similar to local food banks) at locations across 45 states. The storehouses are run by member volunteers. Food, clothing, and household supplies are provided to Church members and others in need. “Distribution has increased substantially to charitable organizations, like food banks and community centers, servicing at-risk people in need,” said Roberts. “We are doing bi-weekly shipments to indigenous communities in South Dakota. They don’t

*Continued on next page*

**Profile Continued**

have access to regular grocery stores and do most of the shopping at convenience stores.”

In 2020, the Navajo Nation living in remote regions of Arizona were really hard hit with the COVID pandemic. The Navaho Tribe requested the Church’s help. “We delivered several loads of fuel (wood) and food supplies to the Tribe’s “chapter houses” which operate like community centers,” said Roberts. “Some were 60 miles from a convenience store. Some did not have paved roads. But our drivers made it in and out safely.”

The Church’s distribution system prepares for future emergency needs like disaster relief from major weather events. Roberts says that Deseret Transportation management group had a “vision adjustment” in recent years to make the fleet’s priority focused on hard-to-handle or hard-to-broker freight, or freight with special handling requirements or tight windows. “We have the capability to respond within hours with disaster relief.”

In 2015, Steven started attending NPTC’s Annual Conference and National Safety Conference. In 2020, he participated in the Private Fleet Management Institute and sat for his CTP exam. Three weeks after he took the exam, everything shut down due to COVID.

“The Council is a great resource for me to meet other fleet managers and gain a better handle on the private fleet business,” says Roberts. “The benchmarking report is an especially valuable part of NPTC services. It gives us a deep dive into our own operation as compared with other fleets.”

“The CTP program has given me a breadth of knowledge which has been extremely helpful in managing our fleet. Going through the CTP training was like being back in school. It made me stretch and apply different tools from the core disciplines. The experience made me think about how all the issues are related. CTP was a great time in my career.”

“I would gladly go through the PFMI and CTP programs again.”

# NPTC LAUNCHES BENCHMARKING DATA COLLECTION

## NPTC HAS BEGUN COLLECTING DATA

for the 2023 NPTC Private Fleet Benchmarking Survey Report, sponsored by Penske Truck Leasing. This survey is designed for the benefit of our fleet members as they seek to compare their operation to other best-in-class performers, thereby validating your performance and identifying areas of opportunity.



For the first time, the Benchmarking Survey Instrument is available online. To maximize ease of use and minimize time requirements, survey respondents can submit their fleet’s data in the individual sections of Equipment & Maintenance, Finance, Human Resources, Operations, and Safety

The case for private fleet justification has never been stronger and the value of participating in NPTC’s Benchmarking Survey Report has never been greater. More than 100 NPTC Private Fleet member companies representing a broad cross-section of industries, markets, and customers contributed data to last year’s Benchmarking Survey Report—the largest number in NPTC history. We hope to meet and exceed this target in 2019. We greatly welcome and appreciate your participation!

The Benchmarking Survey helps “sell” the private fleet to owners and upper management. Top decision-makers often do not realize, or underestimate, the significant differentiated value and essential core importance which the fleet contributes to the company’s overall success.

In addition, the survey provides the fleet management team with comparative metrics to quantify the superior customer service, driver dependability, cost, and safety which the fleet provides versus outside carriers.

NPTC understands the essentiality of keeping your responses completely confidential. Your company’s name, individual data and your responses will remain anonymous and will not be disclosed in any way or shared with other companies. Rather, they will be combined with the results of other fleet members to produce “a state of the industry” report based on aggregated data and analysis.

**COMING EVENTS:**

**NPTC ANNUAL CONFERENCE & EXHIBITION**  
May 7-9, 2023, Orlando, FL

**NATIONAL SAFETY CONFERENCE**  
September 6-8, 2023 Orlando, FL

**2024 CTP ELIGIBILITY APPLICATIONS DUE**  
Fall 2023

**CTP EXAM PREPARATION WORKSHOP**  
January 12, 2024 Orlando, FL

**2024 PRIVATE FLEET MANAGEMENT INSTITUTE**  
January 13-17, 2024 Orlando, FL

**2024 CTP EXAMINATION**  
February 10, 2024

## In the News

The following individuals were elected as Board members at the **Board of Governors** meeting held January 25, 2023



**Ellen Ingram, CTP**, Director of Human Resources, America’s Service Line



**Luke Wachtel**, SVP of Transportation & Logistics, Platform Science



**Steve White**, Heavy Truck Fleet Enterprise Business Manager, Geotab

## NPTC INSTITUTE BOARD OF GOVERNORS

**CHAIR: Duane Woods, CTP**, Sr. Director of Transportation Operations, Albertsons Companies

**Gary Petty**, President & CEO, National Private Truck Council

**Doug Adamson**, Senior V.P., Sales & Marketing, Transervice Logistics, Inc.

**Teresa Allen-Tignor, CTP**, VP, National Transportation, Custard Insurance Adjusters

**Brian Antonellis, CTP**, SVP, Fleet Operations, Fleet Advantage

**David Barth, CTP**, Transportation Operations Area Manager, Wegmans Foods

**Dave Belter**, VP/GM Transportation Management-Supply Chain, Ryder System

**Todd Berger, CTP**, Director of Sales, Paccar Leasing Company

**Abhishek Bharadwaj, CTP**, National Fleet Sales Manager, Alcoa Wheels

**Bryan Boyd, CTP**, National Account Manager, Hendrickson

**Jeff Bronson**, Sr. Director of Transportation, ADICA Trucking LLC

**David Broome**, Executive Chairman, TransForce Group, Inc.

**Ray Byrd, CTP**, V.P., Transportation & Distribution, Pioneer Sand Company

**Hayden Cardiff, CTP**, Chief Executive Officer, Idelic

**Brian Casey**, Director, Inbound Transportation, Pepsi Beverages Company

**Christine Catarino**, Marketing Director, E.A. Dion, Inc.

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

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

**Luann Dunkerley**, Sales Leader – NE Territory, The CEI Group

**Jeff Ferrell, CTP**, Dir. of Field Sales-NA, J. J. Keller & Associates, Inc.

**Keith Frantz, CTP**, DOT Compliance Manager, ADM Trucking, Inc.

**Catherine Gammill**, Director, Supply Chain Transportation Customer Satisfaction, AutoZone

**Jill Glenn, CTP**, President, Dedicated Sleep

**Yvonne Glover**, Director of Operations, NIC Federal

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

**Carol Heinowski**, Logistics Mgr, Safety & Compliance, Meijer, Inc.

**David E. Helge, CDS, CTP**, V.P., Maintenance & Safety, Idealease, Inc.

**Rob Hoysgaard**, Vice President, Truck & Equipment, Wheels USA

**Jonathan Hubbard**, CEO and Co-Founder, SpeedGauge

**Ellen Ingram, CTP**, Director of Human Resources, America's Service Line

**Karri James Jameson**, Senior Director, Supply Chain/Transportation, Walmart Transportation LLC

**Gary Johnson**, Vice President, Safety Services, Lytx

**Rick Joyce, CTP**, National Account Executive, FleetNet America

**Adam Kahn, CTP**, President, Commercial Fleet Team, NetraDyne, Inc.

**Adrian Knight**, President & CEO, SleepSafe Drivers

**Kris Kolbe, CTP**, Sr. Manager of Operations & Safety, CPC Logistics, Inc.

**Bryan Langston**, President, Dot Transportation, Inc.

**Gavin Lindores**, Director of Business Development, Luma Brighter Learning

**Steve Lovelady**, Director of Sales-Truck, IMMI

**Robert L. Mann**, V.P. & AGM, Vocational Business, International Truck/Navistar, Inc.

**Bedford Monday, Jr., CTP**, Director of Warehouse Operations, Schwan Food Company

**Larry Parsons**, Chief Administrative Officer, McLane Company, Inc

**Mike Pawlowski**, Manager - Strategic Capacity Development, C.H. Robinson Worldwide

**Jill Quinn**, President, Centerline Drivers, LLC

**Mari Roberts, CTP**, Vice President, Transportation, Frito-Lay, Inc.

**José Samperio**, VP & GM North America On-Highway, Cummins Inc.

**Steve Schwindt**, Sr. Director, Product Management, SambaSafety

**Mike Schwersenska, CTP**, General Manager, Brakebush Transportation, Inc.

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

**Mark Taylor**, V.P., Transportation, Dollar General Corporation

**Andrea Viele, CTP**, Group Transportation Manager, Nestlé USA

**John Vosters**, Vice President of Strategic Accounts, Fleetworthy Solutions

**Luke Wachtel**, SVP of Transportation & Logistics, Platform Science

**Don White, CTP**, Vice President of Business Development, Cooling Concepts, LLC

**Steve White**, Heavy Truck Fleet Enterprise Business Manager, Geotab

**Rodney Wilson, CTP**, Director of Logistics – Central/SE Region, Walgreen Oshkosh, Inc.

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

## NPTC/J. J. KELLER WEBCAST SERIES

**CO-SPONSORS NPTC AND J. J. KELLER AND ASSOCIATES, INC.** are pleased to announce the 2023 schedule of safety and compliance webcasts. NPTC members are invited to attend the educational webcasts at no charge. Please mark your calendar for the dates below:

**APRIL 19:** Drug and Alcohol Clearinghouse

**MAY 17:** Entry Level Driver Training

**JUNE 21:** Vehicle Inspection and Maintenance:

**JULY 26:** Improving Your CSA Scores

**AUGUST 30:** Electronic Safety Systems

**SEPTEMBER 27:** Hours-of-Service and ELDs

**OCTOBER 25:** Driver Performance Tracking



## CTP EXAM RESULTS

**THIS YEAR, AS WE CELEBRATE THE 30TH ANNIVERSARY OF THE**

**CERTIFIED TRANSPORTATION PROFESSIONAL PROGRAM**, we had 142 candidates that sat for CTP Exam. Of those, 116 passed – a passing rate of 81% which is down from last year's 88% pass rate but brings us back in line with our historic average of 76-80%.

Of those that did not pass:

6 Failed both portions

11 Failed the case study portion only

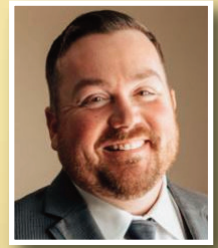
7 Failed the short answer essay portion only

On the retake exam, we had 23 candidates who passed. That brings the CTP Class of 2023 to 139 – the largest class in the 30-year history of the program.

Also, of note, we had a record 107 CTP volunteer graders participating. That gave us a total of more than 1,000 individual grades recorded for both the case study and the short answer essay. This means that each candidate's exams were read by an average of eight CTPs, infusing the process with a high degree of fairness, corroboration, and integrity. It was also a great way for so many CTPs to earn 25 recertification points and we heard nothing but good feedback from those existing CTPs that participated in the process.

# PFMI & CTP FEEDBACK

Although the PFMI and the CTP Exam were incredibly stressful, now that the process has come full circle, I have the ability to step back and truly realize the amount of information that was squeezed into five days and all the takeaways that we received that were truly so valuable. I just wanted to reach out and thank NPTC for facilitating such a valuable experience not only for my career personally, but for the company that I work for. Attending the PFMI and earning your CTP is value added for any business who invests in their employees. I wanted to reach out early to show interest in helping facilitate PFMI classes next year or help out by grading exams. I can honestly say that I am passionate about NPTC, PFMI, and people who want to better themselves by earning their CTP.



**Kevin Dieterle, CTP**  
Sr. Transportation Manager  
Dot Transportation, Inc.



**Arvin Zabalerio, CTP**  
Sr. Transport Manager- Northeast  
Pepsi Beverages Co.

I wanted to reach out to thank you for everything you've done to support myself and my fellow CTP class peers. We truly appreciate your leadership with the organization and the mission to support the continuous learning of transport professionals. Proud to represent this class and my team at PepsiCo!

*I want to take a minute to thank NPTC as I applied, studied, prepared for the CTP Exam. I was not planning to attend the Private Fleet Management Institute, but I'm thankful that I decided to attend. I did not realize the importance of it until I was there and I don't know how I could have passed without that experience. The CTP exam is the most challenging thing I have ever participated in. I learned so much about the industry, other personalities and even about myself during this process.*

*I am happy to be a part of this organization.*

The week in Orlando for the Private Fleet Management Institute was long and grueling, but it is exactly what was needed! From the way the classes were laid out and presented as an open discussion, to "forcing" everyone to network with new breakfast tables and class groups every day, and even the curveball on our presentations bringing even more people together to share ideas, perspective, and knowledge, it truly was an amazing program. No offense to any of the faculty members (they were all outstanding), I feel I learned just as much and took away as many new ideas from listening and discussing with other classmates as I did from the classes themselves. The experience is one I will take with me for the rest of my career. I will encourage everyone I can to go through the program. The overall program was invaluable and is one of the main reasons I was able to pass and can call myself a Certified Transportation Professional (CTP)!



**Brad O'Leary, CTP**  
Operations & Safety Supervisor  
Orgill Inc.



**Tim Adam, CTP**  
Sr. Driver Trainer  
J. J. Keller & Associates, Inc.

The amount of knowledge I gained from the Private Fleet Management Institute far surpassed all of my expectations. I truly enjoyed learning fleet topics from industry professionals and seeing practical applications of fleet strategy in real world situations. Although the CTP exam is challenging, it is the culmination of a truly engaging learning opportunity and a chance to earn the credential of Certified Transportation Professional.

I was extremely nervous about attending PFMI in January of 2023. I had no idea of what to expect. I sent a text message to my Director saying "what did I let you get me into?" His advice to me was to relax, enjoy, and have fun. I learned so much in just a short period of time and made some great connections. When I returned home, I started seeing things from a different perspective in my current position at work and was amazed by the knowledge that I obtained and was able to apply to my current role in the fleet. After completing the conference, I decided to try to obtain my CTP, while I did not pass the entire test the first time, I submitted a request to retest on the part I did not pass and worked for about two weeks on a strategy to prepare myself for retesting. I would strongly encourage anyone who is considering testing for the CTP to go for it but I would also suggest attending PFMI because there, you will learn things you did not know and enhance skills you already have. This was truly a wonderful experience for me and I look forward to continuing my journey with NPTC and learning all that I can about private fleets.



**Erica Forté, CTP**  
Manager,  
Fleet Administration  
Aaron's, Inc.

**Taylor Furgalack, CTP**  
Fleet Operations Manager  
Krispy Kreme Doughnuts





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