



CTP[®] Insider



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

Winter 2011

NEW ONLINE CTP TRAINING MODULES

Quarterly Highlights

- Enhanced CTP Modules Now Online
- First Look at NPTC 2011 in Cincy!
- All New Webcast Series



CTP PROFILE

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NPTC is pleased to announce that the five modules that represent the heart of the CTP training have been revised, updated and enhanced to ensure their relevance and accuracy in light of today's rapidly evolving transportation environment. In today's volatile times, the margin between success and failure can be narrowed by those private fleet managers who constantly strive to better themselves through the pursuit of knowledge.

The five courses represent the most thorough and comprehensive body of applied knowledge, information and best practices in the private fleet field. While the materials serve as the foundation for

the CTP exam, we think they also make excellent "refresher" training for practicing private fleet managers seeking continuous improvement in on-the-job performance. The courses are not intended as an academic course in theory and abstractions. The language used is direct and to-the-point without use of expert quotations or foot-note references.

The curriculum is based upon a comprehensive job analysis study conducted by NPTC of its members. The study identified 47 tasks focusing on the knowledge, skills, and abilities essential to successful private fleet management. These have been categorized into the

five core disciplines –

- Finance
- Safety
- Human Resources
- Equipment and Maintenance
- Operations

The tasks were reviewed by CTP subject matter experts – private fleet executives acclaimed for their knowledge in the various disciplines. This first-rate faculty of successful private fleet management practitioners opened up their extensive data banks of information, experience, and knowledge.

The new training materials are available to all CTP and CTP candidates at no charge and will be available online soon.

2011 PFMI – A NEW LEVEL OF ENGAGEMENT

In just two weeks, NPTC unveils a new and expanded version of its Private Fleet Management Institute, a robust training opportunity that provides private fleet professionals the tools and resources they need to unlock, enhance and translate the private fleet value proposition. Already, we have more than 75 people registered.

The entire program includes concise yet comprehensive information which is solution-centered, supplemented by extensive networking

opportunities with speakers and guests alike. This value-focused approach helps attendees find just the right combination of ideas that delve into the core disciplines of running a successful fleet operation.

In order to optimize the learning environment and navigate the course content, the Institute will feature numerous interactive, "round-table" discussions. These cross-fire exchanges allow for a far more free-flowing dialogue and sharing of critical issues. Importantly, they expose participants to a

broader array of best practices and key management tenets than they would get from one presenter in a more traditional format.

Specific sessions will focus on topics such as: Network Analysis; Justifying the Private Fleet; Recruiting; Customer Service; Fleet Planning and dozens more.

The Institute is scheduled January 15-19, 2011 in Jacksonville, FL. [Click here](#) to view the most current program agenda and to see who's already registered.

In The News



Paul Backers, CTP

Paul Backers, CTP, has accepted the position of On-Highway Vehicle PSSR for Peterson Power Systems; **Rick Gilchrist CTP**, has joined the Dairy Farmers of America, Inc. as Director of Fleet Operations; and **John Ziebarth, CTP**, is now Vice President, Operations for Willis Shaw Express / Midwest Coast.

Meanwhile, NPTC Board Member **Mike Pughes**,

CTP, Corporate Director of Traffic/Logistics for General Parts, Inc./ CARQUEST, was the featured speaker for the October free webcast on Driver Recruiting and Retention sponsored jointly by NPTC and J.J. Keller & Associates.

More than 150 people listened as he detailed the recruiting and retention

initiatives he has developed for his fleet. Attendees learned about the looming driver shortage and how they could continue to attract and retain the cream of the crop to maintain their competitive edge.

For more information on the 2011 webcast series, see page 4.

New CTP Exam Format

Earlier this year, the NPTC Institute Board of Governors voted to replace the multiple choice portion of the CTP Exam with a short-answer format.

Beginning with the 2011 exam, the multiple choice portion will be replaced with short essay questions. Questions will be developed in each of the five core areas of competency for private fleet managers. Candidates will then choose to answer a certain number of test questions based upon the previously developed test blueprint. As with the multiple choice, this blueprint will be

based upon a job analysis that thoroughly defines the job characteristics of the typical private fleet manager.

The case study portion of the exam would remain intact. It was believed that the traditional and accepted framework for the CTP Exam – particularly the role of standardized testing in the form of the multiple choice portion of the exam – no longer reflects the skills and aptitudes needed to demonstrate excellence in the field of private fleet management.

Today's CTP Exam focuses not so much on theories, facts and figures (that have been tested through the multiple choice portion of the exam), but 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, we now believe, is best measured in the essay question format.



Q & A

This Question and Answer column is designed as a forum to help answer questions that you may encounter in your operation.

Please submit questions and/or comments to Tom Moore, CTP, tmoore@nptc.org.

Q. Our private fleet is considering obtaining for-hire carriage. What are the pros and cons and what is the process if we decide to go forward?

A. In an effort to continue to improve utilization and create more efficiency by filling more empty miles, 68% of the respondents to the 2010 NPTC Benchmarking Survey report having for-hire authority. That is a dramatic increase from previous years.

Of those fleets operating for-hire authority, 8% have internal sales personnel, while 44% use brokers and 33% act as brokers. In the overwhelming majority of the cases (96%), the internal company freight takes precedence over the outside freight. This indicates that private fleets use for-hire authority as a supplemental strategy to fill empty backhauls – a philosophy that enables them to keep their focus on their internal customer.

Interestingly, the potential to better utilize equipment by balancing their freight allows those fleets with for-hire authority to operate at a cost of 22% less-per-mile without any decline in customer service.

Before making the decision to obtain for-hire authority consider the pro's and con's of the decision by [clicking here](#).

CTP Profile: Joe Laskowski, CTP



Joe Laskowski, CTP

"I'm constantly learning. In fact, the learning process never stops. I truly believe that it has increased my effectiveness as a leader within my organization."

Joe Laskowski, Safety and Compliance Manager for MedTrans the wholly owned private fleet transportation subsidiary of Medline Industries, Inc., has a quote on his desk by American television and film actor and screenwriter Roger Smith that reads: "You don't just stumble into the future. You create your own future." Laskowski has taken the message to heart as he has literally invested in creating his own future within his own company and the industry association that represents him.

Medline, the nation's largest privately held manufacturer and distributor of healthcare products, relies upon a strong and professional private fleet to deliver more than 100,000 products to

extended care facilities, surgery centers, home care dealers and agencies. Founded almost nine-years ago, the company's private fleet exhibits the two major attributes of a successful private fleet operation: commitment from top management and a professional staff that has grown stronger through its affiliation with NPTC and its Certified Transportation Professional credential.

Medline has been the fastest growing distributor of medical and surgical supplies in the U.S., serving as the primary distributor to more than 450 major hospitals and health care systems. And it credits the private fleet for a large part of that success.

"We invested in the private fleet because our customers needed a higher level of service than was available at the time," says Laskowski. "Our private fleet provides a service in accordance with customer needs and expectations."

In order to be successful, Laskowski quickly realized that he had to ramp on a wide variety of skills.

"I'm constantly learning. In fact, the learning process never stops. I truly believe that it has increased my effectiveness as a leader within my organization."

To read the more about Joe's experience, please [click here](#).

NPTC 2011: April 17-19 ~ Cincinnati, Ohio



During today's economic uncertainty and business turmoil, private fleet professionals must leave no stone unturned in their search for new ideas and programs that deliver the greatest value to their fleet operations.

In this climate, and with those expectations in mind, NPTC is pleased to unveil a hard-hitting lineup of educational workshops for the 2011 Annual Education Management Conference and Exhibition:

- Defining, Measuring and Valuing Customer Service
- Incentives: Pros and Cons

- Network Optimization
 - Hybrid and Other Green Technologies
 - Measuring Driver Productivity
 - Innovative Ways to Recruit, Retain and Develop Drivers and Technicians
 - Activity Based Compensation
 - Enhancing the Management Capabilities of the Private Fleet Executive
 - Dispatcher Training and Development
 - Life Cycle Costing
 - Extending Trade Cycles
 - Spec'ing for Fuel Economy, Driver Recruitment, Longer Life, Weight Reduction
 - Predictive Maintenance
 - How to Conduct Vehicle Inspection
 - 2010 Engines
 - The New Comprehensive Safety Analysis
 - Driver Wellness
 - Integrating Technology: On-Board, Maintenance, Logistics, E-Logs
 - Hours of Service and Electronic Logs
 - Regulatory Update
 - Benchmarking
- Among others! To register or to learn more about NPTC 2011, [click here](#).

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Don Wilemon, Walgreens Oshkosh, Inc.
Gary Petty Ex-Officio, National Private Truck Council

Coming Events

CTP EXAM PREP WORKSHOP
Friday, January 14, 2011
Jacksonville, Florida

2011 PFMI
January 15-19, 2011
Jacksonville, Florida

2011 CTP EXAM
Saturday, February 12, 2011

NPTC 2011 ANNUAL CONFERENCE
April 17-19, 2011 in Cincinnati, Ohio

CTP CLASS OF 2012:
CTP ELIGIBILITY APPLICATIONS DUE
October 1, 2011 - Download @ www.nptc.org

CTP EXAM APPLICATION DUE
Nov. 15, 2011 – Download @ www.nptc.org

All New Webcast Series for 2011

Since 2005, NPTC has teamed with J. J. Keller & Associates to bring you a series of free webcasts on topics that are of high interest to unlocking improved fleet productivity, performance and efficiency. We now have an archive of 20 presentations for you to download and review at your convenience. Not only are these topics included as part

the new CTP training curriculum, existing CTPs can get recertification points for "attending." While downloading an event gives you the opportunity to review the materials on your own time, there's no substitute for having the opportunity to participate in the Q&A by attending a live webcast! For the coming year, NPTC and J.J. Keller

editorial calendar will include the following topics: **February 9 & 10:** CSA and Fleet Safety & Compliance Management; **May 11** - The EOBR Rule and Electronic Logs; **July 13** - Fleet Excellence: Driver Wellness and Sleep Apnea; **October 12** - Fleet Excellence: Driver Discipline and Coaching. Visit www.jjkeller.com to sign-up or to download, today!

About Our Organization...

Founded in 1939, NPTC is the only national trade association exclusively representing the interests of the private truck industry and corporate/business private truck fleet management. NPTC is the premier marketplace of information, networking and skill building for private fleet professionals as it leads in shaping the future of corporate transportation.

The Institute for Truck Transportation Management (ITTM) is the non-profit 501(c)(3) education and research affiliate of the National Private Truck Council (NPTC). As a leader in transportation education and research, the NPTC Institute's goal is to move fleet managers and industry suppliers toward greater efficiency and effectiveness in their corporate environments.

The NPTC Institute is an exclusive information resource for: Certified Transportation Professional® (CTP) program, Fleet Management Institute and the Fleet Learning Center. Through NPTC, both fleet and allied members come together to share information that enables them to meet the demands of changing business, safety and regulatory issues as well as competitive challenges.



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