

CTP[®] Insider

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



Winter 2012

2012 PFMI – A New Level of Engagement

Quarterly Highlights

- 2012 PFMI – Register Now!
- Online Training Update
- NPTC 2012 Cincinnati



CTP PROFILE

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In just two weeks, NPTC opens the doors on its 2012 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 80 people registered.

The program has been carefully designed to optimize return-on-investment for all attendees by selecting the topics to represent the most relevant –state of art” private fleet management information available in the industry today. 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 presentation format. In so doing, the participant becomes not only the donor of information but also the recipient of highly targeted (and thus more valuable) insights and solutions.

The training will be guided by a faculty, consisting of some of the nation's most experienced and respected private fleet management professionals, which will lead attendees through the core disciplines of fleet finance; operations; legal; regulatory and safety compliance; human resources; and maintenance and equipment.

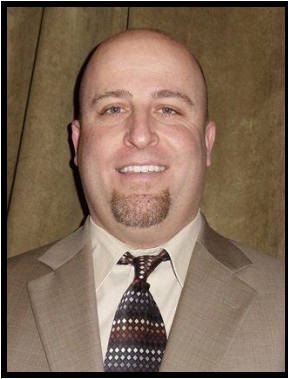
Specific sessions will focus on topics such as: Network Analysis; Supply Chain Integration and Strategic Partnerships;

Justifying the Private Fleet; Proper Costing Methodologies; Customer Service; Fleet Planning; Benchmarking Strategies; Financial Strategies; Financial Reporting and Budgeting; Key Performance Indicators; Return on Investment Measures; Maintenance Strategies; Trade Cycle Strategies; Recruiting, Hiring, Retention: Driver Compensation, Driver Scorecarding : and Developing an Effective Safety Program.

The Institute is scheduled January 14-18, 2012 in Jacksonville, FL. Click [here](#) for registration information and to view the most current program agenda.



In The News



Rod Crowell, CTP

Rod Crowell, CTP, is now National Accounts Director for Centerline Drivers, LLC; **John Meyer, CTP**, has taken the position of Operations Manager for BNSF; **Jason Striker, CTP**, is now Manager, Outbound Operations for Shaw Industries Group; **Ralph Tentler CTP**, is now Director of Transportation Operations for Shaw Industries Group; **Brian**

Toomey, CTP, is now Director – Methuen Distribution for Clifford W. Perham, Inc.; **Elizabeth Wells, CTP**, is now Manager, Private Fleet Operations for Bridgestone Americas Tire Operations; **Jeff Wermuth, CTP**, has been named Manager-Global Operations at Toys ‘R Us and **John C. Williams, CTP**, has joined McKee

Foods Transportation in Collegedale, TN, as the Corporate Fleet Maintenance Manager.

WE WANT YOUR



If you've been promoted, or had a change in companies, let us know! Send an email to: ktodd@nptc.org.

Work Continues on New Online Training

The Task Force overseeing the development and enhancement of the new Private Fleet Management Online met in Portland in early December to review the work accomplished to date by Instructional Technologies, Inc. on the new Private Fleet Management Online.

The team reviewed some of the navigational tools, and learning enhancements the Instructional Technologies team has infused into the online training.

This new online curriculum will

enhance interactive training for transportation managers. Eventually, it will take the place of NPTC's Fleet Learning Center, which will remain up in place until the launch of the updated training tool.

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.

The five courses represent the most thorough and comprehensive body of applied knowledge, information and best practices in the private fleet field in the areas of Safety and Compliance; Finance; Human Resources; Vehicle and Equipment Maintenance; and Operations.

The first module being readied for release focuses on Safety and Compliance and will be released in the first quarter of 2012.



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, tmoores@nptc.org.

Q. I have been analyzing my preventable accidents and have found that backing represented more than 55% of his accidents, an increase from previous years. What are some of the leading best practices other fleets have used to cut down on the number of backing accidents.

A. Here are some of the responses after polling members of the NPTC Safety Committee:

- The cone program definitely works. I have one client (convenience

store delivery) in particular where it has been implemented with success. However, training and control will need to be vigilant to keep the drivers doing it. Also lost cones can be a common problem—they leave them. Cars also like to run them over if they are too far from the vehicle. Cameras on the rear of the trailer absolutely stop backing accidents though. It is a cheap investment for a huge payback.”

- Personally, I think it is

demeaning to ask a professional trailer driver to put a cone out and then have him get out and pick it up. Cones aren't the way to go.....it will just embarrass the driver with no perceptible reduction in backing accidents.

To read more responses and solutions from the Committee, please [click here](#).

CTP Profile: Bill Hartman, CTP



Bill Hartman, CTP

"The service provided by the fleet is second to none. We are an extension of the sales force whereas the drivers bring the product in at a manner where the associate can handle customers and the driver ensures the shipment is correct."

Bill Hartman's path to becoming a Certified Transportation Professional started at his kitchen table and included a stop in the funeral business before landing in his current job as private fleet operations manager of GNC Logistics, LLC.

Hartman credits his father, a truck driver himself, for his love of trucking. —I learned to drive trucks on the kitchen table asking my father how to back up, turn, shift, hook-up and anything else he could tell me as I played with my toy trucks."

However, his love for trucking took a slight detour — into the funeral business. —I ~~was~~ planned to be in the transportation business in this capacity," explains

Hartman. His goal was to be a funeral director. In fact, he obtained his funeral director's license (which he still carries). However that career path took an unexpected, if familiar, detour back to the lessons learned from his father.

—I came to GNC as a way to earn some extra money driving a truck until I figured out what I wanted to do," recalls Hartman. One night while driving, he was asked to fill in as a dispatcher and the rest is history. —I rediscovered my love for trucks. I felt right at home — as if I had been in the business for my entire life."

One discipline that he carried over from his days as a funeral director was his appreciation of continuing

education and certification. So it was not a stretch for Hartman to pursue the CTP designation. —The certification brought to light the knowledge essential for running a private fleet. So much of that discipline is taken for granted as you work day to day and it's easy to lose sight of the strategic role the private fleet plays in ensuring the success of the enterprise. The process of preparing and obtaining the CTP designation helped broaden my perspective and helped improve my total fleet management toolkit."

To read the more about Bill's experience and GNC's operation, please [click here](#).

NPTC 2012 ~ April 29 – May 1



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:

- Fuel Economy Strategies
- Performance-Based Driver Coaching
- ROI Strategies and Capital Expenditures
- Defining, Measuring and Improving KPIs
- Alternative Powered Equipment
- Preventative Maintenance for Fuel Economy
- Maintenance Software Solutions
- Standardizing the Fleet Spec -- Pros and Cons
- Driver Wellness programs
- Performance Management Tools for Transportation Staff
- Building Bench Strength
- Lean Management Techniques
- Driver Shortages and the Supply Chain
- Crisis Management
- Communication with the C-Level
- Improving Efficiency to Reduce Inventory Costs
- Capacity Strategies and Private Fleet Optimization
- Managing the Blended Fleet
- Managing the Roadside Inspection
- Preparing for CSA Interventions
- Routing Technologies
- Training Drivers on Technology

To learn more about NPTC 2012, please [click here](#).

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Don Thornton, TransCore
Ed Welch, CTP, Perdue Farms, Inc.
Gary Petty Ex-Officio, National Private Truck Council

Coming Events

2012 PFMI

January 14-18, 2012
Jacksonville, Florida

2012 CTP EXAM

Saturday, February 11, 2012 at various
locations across the U.S.

NPTC 2012 ANNUAL CONFERENCE

April 29 – May 1, 2012 in Cincinnati, Ohio

CTP CLASS OF 2013:

CTP ELIGIBILITY APPLICATIONS DUE

October 2012 - Download @ www.nptc.org

CTP EXAM APPLICATION DUE

Nov. 15, 2012 – Download @ www.nptc.org

NATIONAL SAFETY CONFERENCE

September 13-14, 2012
Dulles, Virginia

2012 Webcast Series

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. Not only are these topics included as part of 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 participating 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:

March 7 - Preparing for CSA Interventions: Warning Letters, Focused Inspections, Cooperative Safety Plans, the —Safety Management Cycle” and more!

May 9 – Roadside Inspections

July 11 – Improving Fleet Productivity Through Quality and Lean Initiatives

October 3 – Effective Safety Training Programs

Visit www.jjkeller.com/nptcinfo to sign-up or to download one of the previous 29 webcasts 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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