

CTP Insider

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

Winter 2020

Quarterly Highlights

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“Five Amazing Days!”



JANUARY 18-22, 2020 • JACKSONVILLE, FL

NPTC Private Fleet Management Institute Features In-Depth Training, All-Star Faculty

**2020 PRIVATE FLEET MANAGEMENT INSTITUTE
NEARLY “SOLD OUT” AND CLOSED FOR
ENROLLMENT**

SOME 120 PRIVATE FLEET PROFESSIONALS ARE EXPECTED TO ATTEND THE 2020 PRIVATE FLEET MANAGEMENT INSTITUTE SCHEDULED FOR JANUARY 18-22, 2020, at the Omni Hotel in Jacksonville, Florida.

“The PFMI expands your professional knowledge and enhances your personal effectiveness,” **Mari Roberts, CTP**, Chair of the NPTC Institute Board of Governors and Sr. Director of Transportation, Frito-Lay, Inc., and PFMI attendee and member of the CTP Class of 2009. “With 15 top-notch, expert private fleet practitioners as speakers, five days of intense and substantive state of industry topics presented, and a terrific mix of more than 100 experienced Fleet and Supplier/Vendor representative attendees representing a broad cross-section of business sectors, industries, products and services, the PFMI truly is an absolutely first-class learning experience which continues to get better with each year. Make 2020 your year to participate!”

No matter what your official title is, today’s transportation and logistics environment



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demands excellence. You need a variety of skills that lead to outstanding performance in every aspect of your job. NPTC's five-day 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.

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, roundtable discussions, structured networking activities and applied learning exercises.

Summarized below is a recap of the 2020 PFMI Curriculum Schedule by broad subject matter categories and related specialized topics for discussion in break-out sessions:

Strategic Components of the Private Fleet

- Delivering Customer Service: The Private Fleet Advantage
- Lean Transportation Management Disciplines
- Ensuring Upper Management Support: Ongoing Communications and Private Fleet Justification
- Right Sizing the Private Fleet vs. Outside Carrier Capacity

Organizational Strategies to Drive Operational Excellence

- Optimization Protocols: Routing, Trailer Utilization, Capacity Management
- Inbound Logistics, Backhauling & Collaborative Logistics
- Data Management Strategies to Strengthen Your Fleet
- Implementing Benchmarking: Establishing Key Performance Indicators (KPIs) That Drive Improvement

Financial Models, Strategies and Resources that Drive Excellence

- Financial Models for Private Fleets: Profit Center vs. Cost Center
- Determining True Fleet Costs
- Using Financial Reports and Budgeting to Drive Excellence
- Return on Investment Measures

Human Resources: Building the Quality Team That Gets Results

- Onboarding and In-Service Training, Coaching, and Professional Development
- Creating a Culture of Retention
- The Hiring Process: Cultural-Fit Assessment, Interviewing, Screening Best Practices
- Compensation and Performance Incentive Strategies

Safety Compliance Strategies: The Key to Productivity and Efficiency

- Using Active Safety Technologies to Affect Change
- Key Compliance Strategies – Raising the Bar
- Legal Liability Mitigation Strategies
- Building a Strong Safety Culture – Performance Metrics

Equipment and Maintenance Strategies

- Total Cost of Ownership, Life Cycle Costing and Trade Cycles
- Spec'ing Strategies
- In-House vs. Outsourced Maintenance Management
- Fleet Sizing Models – Developing the Right Equipment Mix

Furthermore, the PFMI provides one of the most effective ways of refreshing your knowledge base and preparing for the **2020 CTP Examination** set for Saturday, February 8, 2020.

Please note there is a special **Exam Preparation Workshop** that immediately precedes the Institute, on Friday, January 17. A separate registration is required.

All learning sessions and networking opportunities for the 2020 Private Fleet Management Institute will be held at the Omni Jacksonville Hotel, 245 Water Street, Jacksonville, Florida, 32202. NPTC has reserved a block of sleeping rooms at the special discounted rate of \$150.00 per night.

For more information about the Fleet Management Institute or the special one-day certification exam workshop, visit NPTC's website at www.nptc.org, or call Tom Moore at (703) 838-8898.

PFMI FACULTY

NPTC WISHES TO EXPRESS ITS THANKS

and appreciation for the following private fleet professionals who will serve as the 2020 PFMI Faculty:

Lewis Allen, CTP

Director of Fleet Operations, Aaron's, Inc.

Meghan Chan, CTP

Fleet Safety & Compliance Manager, Mondelez Global, LLC

Jessica Dalessandro, CTP, PCQI, SQFP

Fleet Manager/Director of Compliance and Food Safety, Weinstein Wholesale Meats/Perishable Distribution Solutions

Ann-Marie Daugherty, CTP

Vice President, Logistics. Talon Logistics/Giant Eagle

Scott Duvall, CTP

Regional Supervisor of Driver Operations, Medline Industries, Inc.

Chris Fada, CTP

General Manager, Ross Transportation Services, Inc.

Keith Frantz, CTP

DOT Manager, ADM Trucking, Inc.

Ellen Ingram, CTP

Director of Human Resources, America's Service Line, LLC

Randy Maddox, CTP

Regional Manager, Oldcastle APG - Adams

Mike Mason, CTP

National Compliance Mgr., Nestle Transportation Co.

Bedford Monday, CTP

Director of Warehouse Operations, The Schwan Food Company

Mari Roberts, CTP

Sr. Director of Transportation, Frito-Lay, Inc.

Mike Schwarsenska, CTP

Director of Transportation and Logistics, Brakebush Transportation, Inc.

Rick Van Gemert

Dir., Safety and Compliance, Sentinel Transportation

Ed Welch, CTP

Capital Sourcing Manager, Perdue Farms, Inc.

NPTC/J. J. KELLER WEBCAST SERIES

Free Webcasts for 2020 Announced!



NPTC AND J.J. KELLER & ASSOCIATES, INC., have announced the lineup of topics for the 2020 webcast series that are free to all NPTC members.

March Webcasts

March 18, 2020: FMCSA's New Drug And Alcohol Clearinghouse. Effective January 6, 2020, the Federal Motor Carrier Safety Administration's Drug and Alcohol Clearinghouse began requiring FMCSA-regulated motor carriers, Medical Review Officers, Substance Abuse Professionals, and private, third-party USDOT drug and alcohol testing management companies to record information about a driver who fails a drug and/or alcohol test; refuses to submit to a drug and/or alcohol test; and successfully completes a substance abuse program and is legally qualified to return to duty. It also requires carriers to "query" that database for drivers they employ. In this webcast, we will cover the motor carrier requirements and processes for making entries and queries.

March 19, 2020: Driver Qualification And Screening. What is meant by the term "driver qualifications"? There is a large body of regulations devoted to what is involved with qualifying a driver, specifically sections in Parts 382, 383, and 391. However, there is much more to "qualifying" a driver than following the regulations. In this webcast, we will discuss the policies and procedures a carrier should have to make sure that it is not hiring an unqualified driver or its next problem.

May Webcasts

May 20, 2020: Using DataQs To Challenge Accident Determinations. As FMCSA has made the crash preventability demonstration program permanent, it has become incumbent that motor carriers understand how the program works. In this webcast we will review what FMCSA considers an accident, how carriers are to record them, and the process of challenging the DOT classification of the accident via the FMCSA's DataQs website. We will then discuss why a carrier should participate in the preventability program, and when and how a carrier can request that a crash be considered "not-preventable."

May 21, 2020: Accident Protocols. The worst has happened. One of your drivers has been involved in a serious accident. Now what? So many things need to be done correctly, and one mistake can have catastrophic consequences. In this webcast we will look at the steps you should take to prepare for a serious accident; what you need to do in the first critical hours after the accident; and what you need to do in the weeks, months, and even years that follow.

July Webcasts

July 15, 2020: Roadside Inspections. A roadside inspection is a high-stress, and sometimes confusing and even mysterious experience for your driver. Having the driver knowledgeable and comfortable with the roadside inspection process can improve the outcome in a lot of cases. This webcast will provide carrier personnel with knowledge that can be shared with the drivers to help reduce the stress and the mysteries when it comes to roadside inspections and help improve the outcomes when it comes to them. In this webcast will discuss:

- How drivers and vehicles are selected for inspection;
- The regulatory issues that are being looked at during the inspection, including electronic logs;
- The process and procedures involved in the inspection;
- What will be asked of the driver; and
- Most importantly, how and why to share this information with your drivers.

July 16, 2020: How To Survive A DOT Safety 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

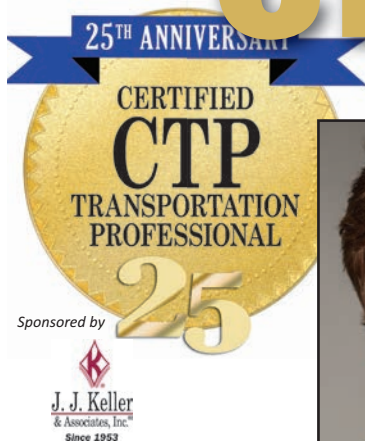
We will also discuss the how to prevent an audit, the latest news related to auditing, the top violations discovered during audits, and the steps necessary to be prepared for an audit.

October Webcasts

October 14, 2020: Driver Fatigue And Hours Of Service. In this webcast, we will discuss the hours-of-service regulations as they stand today and any official action that might be underway to change them. In addition, we will explore how to deal with unassigned driving time (correctly). Developing a company policy on use of the FMCSA "personal conveyance" guidance promotes efficiency, supports safety and protects your company from litigation. 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. 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.

October 15, 2020: Medical Qualifications For Drivers. In this webcast we will be looking at the seemingly ever-changing driver qualifications requirements. We will discuss driver qualification file requirements and updates to background materials that medical examiners use. Finally we will also be looking at present status of, and potential upcoming changes to, the driver qualifications standards, including sleep apnea, insulin dependent diabetes, and monocular vision.

CTP PROFILE BY GARY PETTY PRESIDENT AND CEO NATIONAL PRIVATE TRUCK COUNCIL



Brett Pulley, CTP
Safety Coordinator
Lumina Foods
Nashville, Tennessee

Managing Driver Behavior

A **S SAFETY COORDINATOR, Brett Pulley, CTP,** specializes in driver safety and team member engagement for TBHC Delivers, a division of Lumina Foods, which is the distributor of Hunt Brothers Pizza. He manages the programs and processes that support sustainable improvements in driver performance and risk management.

He also oversees the safety portion of onboarding new team members, as well as the vehicle operator training program and portions of compliance. Brett works to instill a sense of ownership of safety in each driver and attempts to build that belief structure on a driver-by-driver basis. He is a Certified Smith System Driver Trainer and earned his Certified Transportation Professional (CTP®) designation in 2017. Brett is a frequent speaker at NPTC's National Safety Conference and an active member of the Safety Committee.

Raised in Columbia, Tennessee, located one hour south of Nashville, Brett was inspired to join the military after the 2001 terrorist attacks on our country. He enlisted in the United States Army in 2003 as an infantryman and became a trained member of combat squads which traveled in mechanized infantry combat vehicles (M2 Bradleys). Brett served in Iraq and completed his four-year tour of duty in 2007.

After his honorable discharge from the military, and with the help of the G.I Bill tuition program and scholarships, Brett enrolled in Lipscomb University, a private Christian liberal arts school in Nashville. He earned a bachelor's degree in business and an MBA in management and soon joined the Hunt Brothers Pizza company where he began building a data base on driver crashes.

TBHC Delivers serves over 3,000 plus stores in 14 states. Pizza ingredients make up about 75% of the cargo hauled. The fleet consists of 80 medium duty trucks, Classes 5-6, which are

top heavy, temperature-controlled vehicles. The company strives to elevate customer service to the highest level possible by being more than a product delivery service. Acting more like merchandisers and marketers, sales associate/drivers are CDL "B" license holders often hired from the non-CLD community. They take inventory, stock shelves, check equipment to ensure it is working properly, and on the way out take out the trash.

"Safety is the highest priority for our company," says Brett. "Over the past five years, we have improved our safety performance and reduced collisions by reinforcing good driver conduct and mitigating behaviors which contribute to the accidents."

Brett has developed a system of analysis and coaching which corrects behavior before an accident happens. They use in-cab cameras in all the trucks. Brett looks at "triggered" videos to highlight good things the drivers are doing as well as areas of needed improvement they often are not even aware of.

A common example is following too close.

"We use the six seconds metric as our following distance. When we find a driver following below this standard, we show him or her how to use the following-distance measurement. We also show that this does not slow the trip down," says Brett, "if we are correctly training to keep space in heavy traffic."

He adds, "A driver operating too fast for conditions may think that high speed is normal, particularly if the driver gets praise from a store manager for beating an on-time delivery window. To reduce this behavior, we praise him for camera events showing safe behavior instead."

continued on next page

“Safety is the highest priority for our company.”

PROFILE *Continued*

The company has a data-based history of collisions involving the fleet. "From this history, we track the cause of the accident, driver behavior (good and/or bad), and corrective action which drivers or the company made afterwards," says Brett.

It is important to verify your reaction is working and to keep good records. What are the outcomes over time? "We record that the driver changed his driving protocol for better, sustainable results. While noting how the company changed its approach to coaching, or introduced enhanced technology like forward collision assist," says Brett.

Brett believes coaching and empowerment are linked. How frequently are drivers shown they did something the way you wanted, and do they understand that was a success? How timely are coaches' reactions to good or bad news? What is your ratio of good news to bad news? How reliant is your coaching regarding mistakes?

"Pointing out mistakes or flaws is part of coaching but alone it is worse than nothing," says Brett. "What they did poorly should be addressed early on and then backed up by things you found they did well.

The goal of coaching is to change behavior which is at the root of problems, but also the path to improvements."

Managing outcomes is key. Brett says he spends considerable time analyzing driver videos "triggered" by significant events. "For instance, 90% of near misses are camera-caught," says Brett, "In our process-based performance management system, the outcomes we coach for are prevention in the future.

"The camera is an enemy for some, but not for long. When they see themselves in videos doing so many things right, it affirms professional pride and accomplishment. Videos also help drivers learn something about themselves perhaps they didn't know, or see something they would do better or differently the next time around."

MONTHLY LEGISLATIVE/ REGULATORY COMMITTEE CONFERENCE CALLS

AS A REMINDER, ALL NPTC MEMBERS ARE INVITED and encouraged to participate in the **Washington Report**, the monthly conference call of the Legislative and Regulatory Committee. The call features NPTC General Counsel Rick Schweitzer's Washington Report. The meeting is held on the second Monday of each month at 11:30 a.m. EST. Last month more than 70 members registered to participate in the conference call.



In the News



Kathy Fellenstein, CTP, has been named business manager, environment, health and safety (EHS) for International Paper. In her new role, Kathy will be responsible for partnering with the business lead team and plant leadership to continue to build a culture of safety and pursuit of an accident-free workplace.

CTP EXAM AND GRADING OPPORTUNITY

THE CTP EXAM WILL TAKE PLACE ON SATURDAY FEBRUARY 8, 2020. This year, we have more than 88 candidates sitting for the test. This triggers a call to action for existing CTPs to help grade the exam, leading to the following volunteer opportunity to earn CTP Recertification Points. We need CTPs to grade the short answer essays and case study portions of the exam. Your assistance is vital in the process. While it is demanding work, everyone who has graded CTP exams in the past has found it an enjoyable and informative learning experience. We will meet at the Omni Jacksonville Hotel in Jacksonville, FL. The hours for grading are as follows:

Monday, February 17 8:00am - 5:00pm.
Tuesday, February 18 8:00am - 4:00pm

You are responsible for making your own travel arrangements and expenses. We've secured a special room rate of \$143.00 single or double occupancy. Please click on the following link: www.omnihotels.com/hotels/jacksonville/meetings/nptc-exam-grading-workshop-02152020

Participants will receive 25 recertification points for their participation. If you are able to participate in this valuable volunteer opportunity, please let Kristen Todd know by February 7, 2020.

COMING EVENTS:

2020 CTP EXAM PREP WORKSHOP
January 17, 2020, Jacksonville, FL

2020 PRIVATE FLEET MANAGEMENT INSTITUTE
January 18-22, 2020, Jacksonville, FL

NPTC DRIVER HALL OF FAME AND FLEET SAFETY AWARD APPLICATIONS DUE
January 31, 2020

2020 CTP® EXAM
February 8, 2020, offered at locations across the country

NPTC/J. J. KELLER & ASSOCIATES WEBCASTS
March 18-19, 2020

NPTC ANNUAL CONFERENCE 2020
April 26-28, 2020, Cincinnati, OH

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Jonathan Hubbard, CEO and Co-Founder, SpeedGauge

Laura Johnson, CTP, General Manager, NIC Federal

Rick Joyce, CTP, National Account Executive, FleetNet America

Adam Kahn, CTP, Vice President, Fleets, NetraDyne, Inc.

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

Del Lisk, CTP, Vice President, Safety Services, Lytx

Robert L. Mann, V.P. & Assistant General Manager, Vocational Business, International Truck/Navistar, Inc.

Laura McMillan, CTP, Vice President, Training Development, Instructional Technologies, Inc.

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

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

William E. Perry, CTP, CDS, Safety & Compliance Specialist, Hill's Pet Nutrition, Inc.

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

George "Bill" Sleeth, Sr., General Transportation Manager, Walmart Transportation

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Scott Willert, President, America's Service Line, LLC

Mike Willey, CTP, Assistant General Manager, PACCAR Leasing

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

NPTC ANNOUNCES

2020 SAFETY AWARD APPLICATIONS

NPTC AND LYTX, INC. OFFER TWO DIFFERENT WAYS IN WHICH YOUR FLEET AND YOUR DRIVERS CAN BE RECOGNIZED for their commitment to improving highway safety:

FLEET SAFETY AWARDS: These awards recognize fleets for outstanding and/or improved safety records based on their crash rates. First, Second and Third Place awards are given for Large and Small fleets in each of the three operational categories (local, regional, mixed). These awards also present Gold, Silver and Bronze Seal Certificates to private fleets with locations that have reduced their vehicle accident frequency rates. Applications must be postmarked by Friday, January 31, 2020.

DRIVER HALL OF FAME: The NPTC Driver Hall of Fame honors four exceptional drivers each year who are inducted into this elite group. The minimum qualifications – a driver must have driven three million miles, 20 years or 50,000 hours with no preventable accidents. Drivers must be a regularly-employed full-time, leased, or dedicated driver of an NPTC member company who is actively driving until time of induction. Applications must be received by Friday, January 31, 2020.

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CTP EXAM PREPARATION WORKSHOP

FRIDAY, JANUARY 17, 2020

SEPARATE REGISTRATION AND FEE REQUIRED –
REGISTER NOW!

WHILE THE PFMI PROVIDES ONE OF THE MOST EFFECTIVE WAYS of refreshing your knowledge base and preparation for the 2020 CTP Examination set for February 8, 2020 at proctored locations throughout the nation, you are strongly encouraged (but not required) to also register for and attend the special **CTP EXAM PREPARATION WORKSHOP** scheduled for Friday, January 17, 2020, also held at the OMNI Jacksonville Hotel, that immediately precedes the PFMI. Separate registration and fee required to attend. The vast majority of successful candidates who pass the CTP Examination participate in the **CTP EXAM PREPARATION WORKSHOP** and consider it an invaluable “must attend” experience!

“The CTP credential is more relevant,
valuable, and critical than ever.”

Mari Roberts, CTP





CINCINNATI **APRIL 26-28**

SAVE THE DATE!

MAKE YOUR PLANS NOW to attend the NPTC 2020 Annual Education Management Conference and Exhibition in Cincinnati April 26-28, 2020, at the at the Hilton Cincinnati Netherland Plaza Hotel and the Duke Energy Convention Center in Cincinnati, OH. NPTC 2020 will feature general sessions, workshops and interactive roundtable discussions as well as an exhibit – all geared at improving your knowledge of private fleet operations, awareness of best practices from other leading private fleet professionals, and exposure to top private fleet resources, solutions and suppliers.

The Annual Conference Planning Committee, representing both Fleet and Allied NPTC Member companies, has assembled an expanded line-up of 30 high-impact education workshops that will be offered.

The Exhibit Hall is quickly filling up with companies that will be showcasing state-of-the-art equipment, technology and services catering to the transportation industry.

DON'T FORGET THAT "YOU MUST BE PRESENT TO WIN," SO MAKE YOUR PLANS TO JOIN US IN CINCY!

CTP *Recertification*

AT ITS FOUNDING AND FROM THE TIME OF ITS CHARTER CLASS GRADUATION IN 1993, the National Private Truck Council's Certified Transportation Professional (CTP[®]) program's guiding vision was to create a widely recognized and respected credential of professional achievement for private fleet managers and suppliers. By earning your Certified Transportation Professional (CTP) designation, you joined a group of transportation professionals who have made the commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuous enhancement of the necessary knowledge and skills. You should feel proud of the accomplishment you have achieved for both yourself and your company and a designation you will want to keep for your entire career.

In order to maintain your certification in the program, there are several points you must remember:

- CTPs must recertify **every three (3) years**;
- 50 recertification points must be earned during the 3-year period (*to check your current point balance and recertification year cycle, [click here](#)*);
- A Recertification Application need only be filed once during the 3-year period to register recertification points or may be filed annually; and,
- Recertification Applications are available for completion online ([click here](#)). (*For a matrix of opportunities to earn points, [click here](#).*)

Earlier last month, you received your annual **\$100 invoice required to maintain active status**. While your company may pay your annual \$100 fee, ultimately you are responsible for payment of this fee as the certification is a personal designation. You can pay your \$100 CTP annual fee [online here](#).

Aside from the prestige of holding the industry's highest certification achievement, CTPs receive:

- The NPTC Weekly Update, a comprehensive summary of current legislative & regulatory issues that affect private fleets
- More educational programs that reach beyond your current level of achievement and allow for continued advancement
- Increased opportunities for networking with fellow CTPs
- Access to our Training and Certification specialist to answer all questions relating to private fleet operations

Please do not hesitate to contact **Kristen Todd** at ktodd@nptc.org with any questions.



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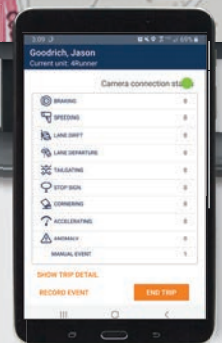
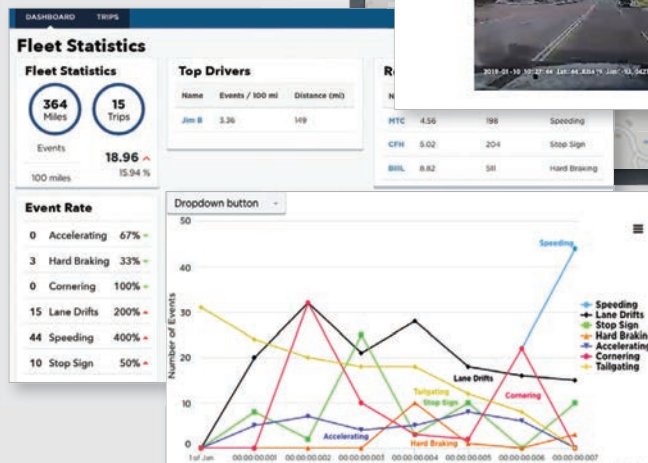
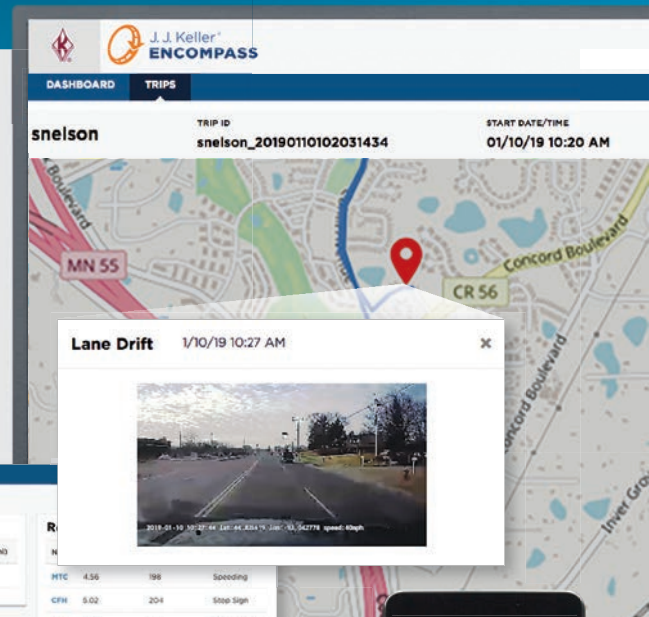
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- Cornering
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- Lane drifting
- Anomaly
- Rolling stops
- Following too close



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