

# CTP Insider

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

Winter 2025

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# PFMI

## PRIVATE FLEET MANAGEMENT INSTITUTE

## FLEET INSTITUTE BEGINS IN TWO WEEKS!

**N**PTC IS PLEASED TO ANNOUNCE THE PRIVATE FLEET MANAGEMENT INSTITUTE (PFMI) WILL BE HELD JANUARY 18-22, 2025, at the Omni Orlando Resort in Championsgate Florida.

PFMI registration has reached FULL capacity and is now WAITLISTED. To join the waitlist, please click here, complete the next screen and then click 'check-out' to confirm. You will receive an automated email confirming that you are waitlisted for PFMI. If a seat opens up, you will be notified by email. Registration for the CTP Exam Prep Workshop is still available. The PFMI content is specially developed to provide you with the tools and resources to respond effectively to today's transportation and logistics environment. The program promises to deliver insights into the most forward-thinking solutions of the day.

PFMI provides a rigorous learning environment in which attendees will be exposed to a series of general session presentations; roundtable break-out discussion groups; structured networking activities; applied learning exercises, and collaborative team-building through case study analysis and competitive presentations on the final day. Every attendee is expected to know transportation, have experience in the industry, and be a contributor.

The Institute provides one of the most effective ways of refreshing your knowledge base and preparing for the 2025 CTP Examination set for Saturday, February 8, 2025. 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:

- Private Fleet Benchmarking, Key Metrics and Best Practices
- Understanding and Using Financial Reports and Budgeting
- Developing Effective Communications Strategies
- Data Management Strategies to Strengthen Your Fleet
- Establishing Key Performance Indicators (KPIs) That Drive Improvement
- Creating a Culture of Retention
- Inbound Logistics, Backhauling & Collaborative Logistics
- Determining True Fleet Costs
- Delivering Customer Service: The Private Fleet Advantage
- Network Optimization: Right Sizing the Private Fleet vs. Outside Carrier Capacity



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*Continued on next page*



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**PFMI Continued**

- Implementing Active Safety Technologies
- Environmental Sustainability Initiatives
- Total Cost of Ownership, Life Cycle Costing and Trade Cycles
- The Hiring Process: Organizational Assessment and Interviewing
- Lessons Learned from COVID-19
- Optimization Protocols: Routing and Trailer Utilization
- Financial Models for Private Fleets: Profit Center vs. Cost Center
- Managing Remote Locations
- Spec'ing Strategies
- Driver Incentives, Rewards and Recognition
- Return on Investment Measures
- Onboarding and In-Service Training and Coaching
- Integrating Third Parties into Private Fleet Management Protocols
- Key Compliance Strategies – Raising the Bar
- Compensation and Performance Incentive Strategies
- Increasing Driver Utilization
- In-House vs. Outsourced Maintenance Management
- Best Practices in Driver Recruiting and Screening

PFMI SPONSORS











**NPTC ANNOUNCES PFMI FACULTY**

NPTC is pleased to thank the following private fleet professionals for sharing their insights, best practices and experiences as members of the faculty of the 2025 Private Fleet Management Institute:



**Micha Cox, CTP**  
Area Mgr. Fleet Oper. OTR  
Standard Logistics Trans



**Scott Duvall, CTP**  
Logistics Mgr.  
CRH Americas Products, Inc.



**Jeff Eisaman, CTP**  
Dir. of Transportation  
CLI Transport/Sheetz



**Brooke English, CTP**  
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**Beth Mars, CTP**  
Director of Distribution  
Frito Lay, Inc.



**Pat McHugh, CTP**  
Sr. Logistics Mgr.  
Tillamook Cty. Creamery Assn.



**Kate Mirise, CTP**  
Central Ohio Logistics Mgr.  
The Royal Group



**Bedford Monday, CTP**  
Dir. of Warehouse Operations  
The Schwan Food Company



**Tom Moore, CTP**  
Executive Vice President  
National Private Truck Council



**Gary Petty, CTP**  
President and CEO  
National Private Truck Council



**Ed Reardon, CTP**  
Sr. General Manager  
CF Logistics, LLC



**Mari Roberts, CTP**  
V.P. of Transportation  
Frito-Lay, Inc.



**Steven Roberts, CTP**  
Fleet Operations Mgr.  
Deseret Transportation



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



**Mike Schwersenska, CTP**  
Vice President  
Brakebush Transportation, Inc.



**Matt Shubert, CTP**  
Logistics, Distrib., & Transp. Mgr.  
Pepsi Beverages Co.



**Gene Tierney, CTP**  
Dir., Transp. Operations  
Albertsons Companies



**Cris Wallace, CTP**  
Fleet Safety Mgr.  
Holland Company, L. P.



**Tracy Whisnant, CTP**  
Driver/Dispatch Mgr.  
Merchants Distributors, LLC



**Cassie Woods, CTP**  
Transportation Mgr.  
Packaging Corp. of America



**Duane Woods, CTP**  
Logistics Coordinator  
Tillamook Cty. Creamery Assn.



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## IT'S NOT TOO LATE TO JOIN THE CTP CLASS OF 2025

**N**PTC IS PLEASED TO ANNOUNCE THAT MORE THAN 100 PEOPLE WILL BE SITTING FOR THE CTP EXAM ON FEBRUARY 8. If you are interested in earning your Certified Transportation Professional® (CTP) designation, there is still time. Candidates are encouraged to register immediately for their places in the Class of 2025. 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 1,800 transportation professionals have earned the right to use the CTP® designation after their names.

The CTP exam will take place on Saturday, February 8, 2025. For program information, please email Kristen Todd, Director of Education and Certification at ktodd@nptc.org with any questions.

The Certified Transportation Professional exam shall be delivered virtually, administered by the candidates themselves in an open-book, honor-system format without proctors and further that the grading of the exam shall be conducted using a virtual model with graders working in teleconference calls and online team meeting systems, replacing “live” in-person meetings and eliminating the expense of lodging and travel.

## CTP EXAM PREP WORKSHOP

**NPTC WILL ONCE AGAIN OFFER THE CTP EXAM PREP WORKSHOP ON FRIDAY, JANUARY 17, 2025** at the Omni Orlando Resort in Championsgate Florida. Offered in conjunction with the PFMI and requiring a separate registration fee, the Workshop is one of the most effective ways to prepare for the CTP Exam.

Tom Moore, CTP, Executive VP of the National Private Truck Council, will guide attendees through a series of instruction and applied learning exercises to provide insights into the construction of the CTP Exam, strategies to successfully navigate the exam.

### In the News



**Pat McHugh, CTP**, has been promoted to Sr. Logistics Manager for Tillamook County Creamery Association



**Amber Burris, CTP**, has been named Logistics Manager for Tillamook County Creamery Association.



**Mike Schwersenska, CTP**, has been promoted to Vice President of Brakebush Transportation, Inc.

# NPTC 2025

MAY 11-13, 2025  
ORLANDO, FL

ANNUAL EDUCATION MANAGEMENT CONFERENCE AND EXHIBITION

**M**AKE YOUR PLANS NOW TO ATTEND THE NPTC 2025 ANNUAL EDUCATION MANAGEMENT CONFERENCE AND EXHIBITION in May 11-13, 2025, at the at the Rosen Centre Hotel and the Orange County Convention Center in Orlando, FL. NPTC 2025 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.

**SAVE THE DATE: May 11-13, 2025 — You Must be Present to Win!**

# “Capitalizing On Gains in the Supply Chain”

## NPTC 2025 ANNUAL CONFERENCE SEES RECORD TURNOUT



BY GARY PETTY  
PRESIDENT & CEO  
NATIONAL PRIVATE TRUCK COUNCIL

**T**HE 2025 NATIONAL PRIVATE TRUCK COUNCIL ANNUAL CONFERENCE AND EXHIBITION IS ON TRACK TO DRAW ANOTHER RECORD-SETTING NUMBER OF ATTENDEES.

The event held May 11-13, 2025, at Orlando, Florida’s Rosen Centre Hotel and the Orange County Convention Center is expected to break the all-time high of 1,325 registrations for last year’s show. An unprecedented **200 exhibitors** or more will be out in full force with the latest equipment, innovative technology, and state-of-industry management solutions.

Extraordinary networking is a show highlight. The conference’s long-standing theme, **YOU MUST BE PRESENT TO WIN**, emphasizes the importance of face-to-face sharing and learning within a culture of trust and confidentiality.

Rosen Centre Hotel and the Orange County Convention Center are located on International Drive in the heart of Orlando’s entertainment, dining, and shopping district, all within a two-mile radius, and a 40-minute drive from Orlando’s International Airport.

The Conference Planning Committee, made up of some 50 representatives from both fleet and allied/supplier member companies, has been hard at work over the past several months. Their task is recommending a premium line-up of top speakers for dozens of breakout sessions and workshops.

Over three days, some **45 fleet experts will present and moderate discussion topics** across a broad spectrum of management practices. More than 20 specialty subjects will be introduced by expert moderators at back-to-back **morning breakfast roundtable discussion sessions** which kick off the second and third days of the show.

Workshops are scheduled for vehicle emissions regulations under the new Administration; “clean truck” regulations in California and other states; alternative energy adoption strategies, insights into enhancing private fleet efficiency; innovative data management systems; building a culture of safety throughout the fleet management team, delivering premium customer services as a private fleet advantage, driving coaching and retention; finding the “keeper” driver, and maintenance and the fully loaded cost of ownership. The day’s general session begins with the **Washington Report**, sponsored by Centerline Drivers LLC, and presented by **Rick Schweitzer**, NPTC General Counsel and Government Affairs Representative, recapping the latest information on key legislative and regulation compliance issues of interest to private fleets.

New to the program this year is the **Town Hall Meeting: Sustainable Trucking, Helping Private Fleets Find Solutions**, sponsored by TENSTREET,

presented by NACFE’s **Michael Roeth**, Executive Director, and NPTC’s **Tom Moore, CTP**, Executive Vice President. Part of a series of town hall meetings set for 2025, this “live” event is designed to help fleets determine which new strategies and technologies will best meet emission regulations and corporate sustainability goals.

Opening day also honors the **NPTC Professional Leadership** award winners, sponsored by E.A. Dion, Inc.; the **Certified Transportation Professional (CTP®) Class of 2025**, sponsored by J.J. Keller & Associates; the **CTP Top Graduate of the Year**, sponsored by *Fleet Owner*, and concludes with the highly popular Sunday evening **Gala Networking Reception**, sponsored by ACT-1, The Allied Committee for the Trucking Industry.

At the second day general session luncheon ceremony, the **NPTC Driver Hall of Fame** and **Fleet Safety Award** winners, sponsored by International, will recognize this year’s top drivers and safest fleets.

For the closing luncheon on the final day, a preliminary report on **NPTC’s 2025 Benchmarking Survey Report**, sponsored by Penske Truck Leasing, will be presented by **Tom Moore, CTP**, NPTC Executive Vice President. The conference concludes with the *Fleet Owner* 500 Top Private Fleet of the Year awards.

“Attending the conference helps private fleets capitalize on gains in the supply chain realized during the years of the COVID pandemic and since,” says Tom Moore, CTP, NPTC Executive Vice President. “To optimize take-away value, companies often “tag-team” the conference with multiple employee registration. Their key objectives are to grow the private fleet as a core component of their corporate supply chain, control costs, improve safety, and enhance their competitive edge in productivity and customer service.”

“The cumulative ROI for attending the conference year-after-year, reconnecting with our network, and sitting in on workshops and breakout sessions, pays off tremendously in continuous fleet improvement,” says **David Barth, CTP**, Transportation Manager, Wegman Food Markets, and Chair of the NPTC Board of Directors.

**Mike Schwersenska, CTP**, Vice President, Brakebush Transportation, Inc., Chair, NPTC Institute Board of Governors, “Being part of NPTC for over a dozen years has added millions of dollars to savings and efficiencies in running our private fleet. For us, the annual conference is the best resource for finding new products, services, and better ways of fleet operations.”

# BENCHMARKING DATA COLLECTION

**N**PTC WILL BEGIN COLLECTING DATA FOR THE 2025 NPTC PRIVATE FLEET BENCHMARKING SURVEY REPORT, sponsored by Penske Truck Leasing. The Survey Questionnaire will be sent to all members in early February. As an exclusive members-only benefit, the Benchmarking Survey provides great value to our members, not only in the time taken to collect and report their operating metrics, but in the final report itself.

This report is the product of data submitted by fleets like you within the NPTC membership. Simply put, the more information that we collect from our members, the better analysis we can provide for you. The final Benchmarking Report is a robust and effective resource that is designed for your benefit to help you compare your operation to other best-in-class performers, to identify strategic areas of opportunity, and to enhance your value proposition. This year's survey is once again sponsored by Penske Truck Leasing.

This year, we continue with our new online platform with improved security features, easier navigation, and enhanced data entry functionality. The new questionnaire format allows you to download the survey in Excel format, which can be circulated to team members; answer sections in the order of your choosing; save your data and re-login as often as you prefer; and easily stay up-to-date on completion progress.

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.

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

## 2024 WEBCAST SERIES AVAILABLE TO DOWNLOAD

**C**O-SPONSORS NPTC AND J. J. KELLER AND ASSOCIATES, INC. are pleased to announce that during the 2024 calendar year, more than 3,000 people registered to attend one of the Educational Webcasts to learn more about regulatory compliance, risk management, safety enhancements and more. The webcasts are free to all NPTC members, and existing CTPs can earn recertification points by attending.

NPTC and J. J. Keller join in thanking the featured private fleet practitioners for participating in the following eight webcasts:

- March 27: **Understanding FMCSA's Crash Preventability Determination Program: How the Crash Preventability Determination Program Works and Why it Matters** featuring **Carol Heinowski**, Outbound Logistics Manager, Meijer, Inc., former NPTC Board Chair and current member of the NPTC Institute Board of Governors.
- May 1: **CSA: Where We Are Now and Where We Are Going** featuring **Jeff Wright**, Corporate Director of Transportation, The QUIKRETE Companies, and current member of the NPTC Institute Board of Governors
- May 29: **DataQs: What Is It? How Does It Work? How Can You Increase Your Chances of Success?** Featuring two speakers from AutoZone, Inc. – **David Fontana, CTP**, Senior Transportation Manager for AutoZone and **Tim Larson**, Transportation Safety Manager
- June 19: **Navigating the Drug and Alcohol Testing Regulations and Protocols** featuring **Danielle Siecienski, CTP**, Safety Manager, New South Express
- July 31: **The Benefits of Using In-Cab Cameras to Improving Driving Behavior and Improve Safety** featuring Fleet experts from Performance Food Group: **Cara Austin, CTP**, Sr. Manager Operations and **Ivan Carrillo, CTP**, Transportation Manager.
- August 28: **Demystifying Roadside Inspections** featuring **Jeff Smith**, Sr. Transportation & Logistics, Ocean State Job Lot.
- September 25: **Building a Mock Audit** featuring fleet experts from Dot Transportation, Inc, **Tim Eckhardt, CTP**, Director of Safety, NPTC Secretary and current member of the NPTC Board of Directors and NPTC Safety Committee Chair, and **Robbie Clark, CTP**, Associate Attorney.
- October 30: **Understanding Driver Medical Qualifications** featuring **Kate Mirise, CTP**, Logistics Manager, The Royal Group.



Carol Heinowski



Jeff Wright



David Fontana, CTP



Tim Larson



Danielle Siecienski  
CTP



Cara Austin, CTP



Ivan Carrillo, CTP



Jeff Smith



Tim Eckhardt, CTP



Robbie Clark, CTP



Kate Mirise, CTP

Webcasts have been archived and are available for download [here](#).



**Shana Barton, CTP**  
Director of Logistics Support  
CHR Americas Products, Inc.

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## Overcoming Obstacles

**S**HANA BARTON, CTP, DIRECTOR OF LOGISTICS SUPPORT AT OLDCASTLE APG, was raised in Minnesota as an only child of parents who divorced when she was young. She lived with her working mother, who was a role model for hard work and determination.

“After graduating from high school, I had no structure and no idea what I wanted to do. I attended a local community college but only for a short time. I simply did not have the capacity to work full-time, raise my son, and stay in school,” Barton said.

“Several years on and three kids later when they were all in school (by then I was a single parent), I decided to go back to school,” she continued. “This decision was driven by my inability to advance with my employer at the time.”

Barton enrolled in an accelerated degree program in business management/ marketing at St. Catherine University. “As I was getting ready to graduate from college, I had the opportunity to work as an account executive for a retail supply distributor, Diversified Distribution Systems, where my mother was employed. Within a year, I was promoted to project coordinator. This is where my real journey into logistics began.”

When the company was sold, Barton moved on and accepted a position with Andersen Windows as a transportation application engineer. She later transferred from Minnesota to Georgia to manage the private fleet operations at the company’s new flagship distribution center in Douglasville, Georgia.

“I remember the drivers were initially very hesitant about having a woman manager,” Barton said. “But they quickly learned I was open to learning and that I had a genuine interest and cared about them and what they were doing. I spent quite a bit of time on the road with my drivers learning the ins and outs. We made great strides in our fleet operation, compliance, and safety. I will forever be grateful for everything they taught me.”

Barton participated in PFMI when she worked for Andersen

Windows. She enrolled for the knowledge and not specifically to become certified.

“I had no idea what I was missing,” Barton said. “When I came to Oldcastle APG, I saw that many of my co-workers were CTPs, spoke highly of the program, and encouraged me to get my certification. While I did not go through the PFMI again, I did take advantage of the CTP Exam Prep Workshop and found it exceptionally valuable.”

Shana graduated with the CTP Class of 2020. “Our involvement with NPTC and having the CTP certification gives me access to other professionals that have similar core values. I appreciate the networking opportunities at NPTC because everyone is open and transparent. I would love to be a mentor for new CTPs,” Barton said. “I have had the opportunity to be a presenter for the past two

years at the National Safety Conference. I enjoy sharing what we have done, what works and what doesn’t, and hope that others will be inspired to enhance their fleet safety programs.”

“When I joined Oldcastle APG as transportation manager four years ago, it was and continues to be a fabulous opportunity and perfect fit for my technology and private fleet background,” she continued. “Within our team, we oversee all third-party carrier onboarding, compliance and safety, private fleet compliance and safety as well as all the technologies that support logistics operations,” she explained. “The biggest challenge we face is aligning 26 divisions, 260-plus locations, and 2,000 employees who are directly or indirectly involved with logistics. We are very proud that the construction and infrastructure private fleet of CRH Americas/Oldcastle Infrastructure was selected for the 2023 FleetOwner 500 Private Fleet of the Year Award.”

“My career path has not been clear and direct, to say the least, with many twists and turns along the way,” Barton said. “I’ve learned that wherever you are in life, you can positively change your direction. Roadblocks can make you better. I’ve learned it’s never too late to be who you want to be.”

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“I spent quite a bit of time on the road with my drivers learning the ins and outs.”

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## NPTC INSTITUTE BOARD OF GOVERNORS

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**Keith Hazelwood, CTP, Director of Transportation, Batesville Logistics**  
**Carol Heinowski, Logistics Manager, Meijer, Inc.**  
**David Helge, CTP, CDS, V.P., Maintenance & Safety, Idealease, Inc.**  
**Rob Hoysgaard, Vice President, Truck & Equipment, Wheels**  
**Ellen Ingram, CTP, Sr. Dir., Human Resources & Safety, America's**  
Service Line

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**Luke Wachtel, SVP, Transportation & Logistics, Platform Science**  
**Barry Weis, Director of Sales & Support, Blue Beacon Truck Wash**  
**Don White, CTP, VP, Business Development, TEN (Transp Equipment**  
Network)  
**Stephen White, AVP, Enterprise Sales, Geotab USA, Inc.**  
**Bryon Wiebold, Industry Relations, Tenstreet**  
**Jeff Wright, Corp. Director, Transportation, The QUIKRETE Companies**

## NPTC ANNOUNCES 2025 DRIVER AND SAFETY AWARD APPLICATIONS



**NPTC AND INTERNATIONAL HAVE TEAMED UP** once again to offer two different ways in which your fleet and your drivers can be recognized for their commitment to improving highway safety:

**DRIVER HALL OF FAME:** The NPTC Driver Hall of Fame honors four exceptional drivers each year who are inducted into this elite group. Driver applicants must meet the minimum qualifications of 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, February 7, 2025. [Click here for Application.](#)

**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 distinguish fleet companies in the operational categories of Local, Regional, and Mixed. These awards also present Gold, Silver and Bronze Seal Certificates to private fleets with terminals that reduced their vehicle accident frequency rates. Applications must be received by Friday, February 7, 2025. [Click here for Application.](#)

## 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 sponsored by Centerline Drivers. 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 presentations for each monthly report by logging in.



### COMING EVENTS:

**CTP EXAM PREPARATION WORKSHOP**  
January 17, 2025, Orlando, FL

**PRIVATE FLEET MANAGEMENT INSTITUTE**  
January 18-22, 2025, Orlando, FL

**CTP EXAMINATION**  
February 8, 2025

**NPTC 2025 ANNUAL CONFERENCE & EXHIBITION**  
May 11-13, 2025, Orlando, FL

**NATIONAL SAFETY CONFERENCE**  
September 3-5, 2025, Orlando, FL

For the extended events calendar, click here.

*The NPTC Institute, officially the Institute for Truck Transportation Management, is the nonprofit education and certification affiliate of the National Private Truck Council.*



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