



SEPTEMBER 2019

By Gary Petty, president and CEO of the National Private Truck Council. His column appears monthly in *Fleet Owner*. The council's website is www.nptc.org.



NPTC ANNOUNCES SAFETY CONFERENCE

NPTC's National Safety Conference (NSC), scheduled for Sept. 11-13 in Orlando, expects to draw nearly 250 private fleet safety professionals from a wide and diverse spectrum of private fleets and supplier companies that are focused on continuous improvement, innovative safety protocols in driver management, and world class safety standards.

"The Safety Conference is just a great venue to learn and network with fleet safety experts who really are on the leading edge of change," says NPTC Chair of the Board of Directors and Safety Committee Chair Carol Heinowski, logistics manager of safety & compliance at Meijer Inc. "Attendees will be able to take away dozens of insights and ideas that can be readily implemented in their own fleets. They will learn from various fleet practitioners how combining the newest equipment technologies with great driver team-building will produce outstanding safety results."

The program promises to deliver insights, resources and leading management protocols that will help private fleets enhance their safety effectiveness. The program, which will begin in the afternoon on Sept. 11 and conclude at noon on Sept. 13, will feature a series of general sessions, business networking sessions, and roundtable discussion forums delivered by a faculty of the nation's leading safety practitioners. Topics to be addressed include:

- Avoiding the temptation to shortcut hiring, screening and compliance

- How to implement a new safety bonus plan
- Integrating active safety technologies
- Data aggregation strategies
- Predictive modeling
- Legislative & regulatory update
- Working with third parties to improve safety compliance
 - Building an effective commentary driver program
 - Defensive driving coaching
 - The aging workforce and its impact on safety
 - Engaging younger drivers
 - The impact of reduced truck speeds on safety
 - Workers' compensation reduction strategies
 - Data aggregation strategies
 - Fatigue management strategies
 - Driver incentive and recognition programs
 - Driver wellness strategies
 - Effective training initiatives—delivered across various platforms.
 - The role of truck maintenance in improving safety

For the first time, the National Safety Conference will feature an Exhibit Hall with an initial 25 exhibit booths.

The site for the National Safety Conference and Fall Board and Committee meetings will be the Omni Championsgate Hotel in Orlando. NPTC has reserved a block of sleeping rooms at the special discounted rate of \$174 per night.

For more information on the safety conference, contact Tom Moore at tmoore@nptc.org.

TOP FEDERAL SAFETY OFFICIALS TO ADDRESS NSC

NPTC is pleased to announce the addition of Raymond Martinez to the lineup of speakers slated to address the NPTC National Safety Conference Sept. 11-13 in Orlando. Specifically, he will speak at the general session on Sept. 13. He joins the previously announced Bruce Landsberg, vice chairman of the National Transportation Safety Board. Landsberg will address the conference on Sept. 12.

Martinez possesses extensive experience in highway safety, large agency management, and public service. Immediately prior to his arrival at the Federal Motor Carrier Safety Administration, he served for eight years as chairman and chief administrator of the New Jersey Motor Vehicle Commission where he was involved in roadway safety.

He previously served for five years as Commissioner of the New York State Dept. of Motor Vehicles overseeing a network of 129 offices statewide, providing customer service to more than 20 million residents each year.

Bruce Landsberg was sworn in as vice chairman of the board on August 7, 2018, to become its 43rd member. Before coming to the NTSB, Vice Chairman Landsberg was with the Aircraft Owners and Pilots Association from 1992 to 2014 where he served as executive director of the Air Safety Foundation until 2010. He was then president of the AOPA Foundation and Air Safety Institute until he retired in 2014. Under his leadership, the organization received international recognition and numerous awards for promoting light aircraft safety.

BENCHMARKING SURVEY UPDATE

Last month, NPTC released its 2019 Benchmarking Survey Report, which examines a number of key operational and performance issues. It is designed to validate private fleet performance based on comparative peer data; to identify areas of improvement and opportunity; and to highlight significant trends affecting private fleet practitioners.

The benchmarking survey delves into key operational areas such as safety, technology, driver turnover, compensation, operational costs, equipment, and maintenance to identify key trends and best practices. As in previous surveys, the most common reasons for operating a private fleet are (1) to gain direct control of transportation capacity on demand, (2) to control costs, and (3)

to provide consistent and high-quality customer service.

Private fleets stand out as a dynamically growing transportation market. As the largest sector of the trucking industry, they account for about 50% of all Class 8 truck sales and own or lease some three out of four Class 4 to Class 8 trucks on the road.

Approximately 40% of all leased trucks are to private fleet companies. In 10 years, the private fleet vehicle count has risen by 50% among the top several hundred companies, even as the existing population has become more efficient. And a majority of private fleet managers (more than two-thirds) plan to add trucks to their fleet capacity in the years ahead.

UPCOMING NPTC/J.J. KELLER WEBCAST

The webcast series resumes in October with the following:

- **October 16—Vehicle Maintenance Requirements and Best Practices.** We will be discussing the regulatory and non-regulatory aspects of developing, implementing, and making adjustments to a systematic maintenance program that allows for safe, compliant, and efficient operation of a fleet's vehicles. We will also discuss how a well-managed vehicle maintenance program can reduce costs and keep your fleet running safely, smoothly, and within the confines of the regulations.

- **October 17—How Fleets Are Implementing Advanced Vehicle Safety**

Systems to Drive Safety. With traffic volumes increasing, and other drivers becoming more distracted, it is becoming more difficult for your drivers to avoid all accidents. This is where currently available electronic safety systems can help. In this webcast, we will have a brief discussion of the electronic safety systems that are presently available on commercial motor vehicles and the specific type of accidents they can help the driver avoid.

To reserve your spot at one or more of these webcasts or if you wish to download a previous earlier webcast, please visit www.jjkeller.com/nptcinfo.

NPTC/INTERNATIONAL TRUCKS DRIVER ALL-STAR PROGRAM

Nearly two dozen drivers will be recognized as NPTC National Driver All-Stars during the NPTC National Safety Conference in September. Co-sponsored by International Trucks/Navistar Inc., this program is designed to recognize NPTC private fleet drivers for meeting high performance standards in the fields of customer service, safety and compliance. It recognizes the top drivers of

NPTC Fleet member companies based on how they perform against their own internal customer service metrics. This program provides a way to recognize a private fleet driver who delivers the high levels of customer service with which private fleets distinguish themselves.

The ceremony recognizing this year's National Driver All-Stars will be on Sept. 12.

coming events...

Mark your calendars now for the following upcoming events:

- ▶ **September 11-13** — National Safety Conference, Orlando, FL
- ▶ **October 1** — 2020 CTP eligibility applications due
- ▶ **October 16-17** — NPTC/J.J. Keller webcasts
- ▶ **November 15** — 2020 CTP exam applications due
- ▶ **January 17, 2020** — CTP exam workshop, Jacksonville, FL
- ▶ **January 18-22** — Private Fleet Management, Jacksonville, FL
- ▶ **February 8** — CTP exam offered at 40 locations across the country
- ▶ **April 26-28** — NPTC Annual Conference, Cincinnati, OH

CTP CLASS OF 2020 NOW FORMING

Candidates for the Certified Transportation Professional (CTP) program are encouraged to register now for their places in the Class of 2020. The Eligibility Application deadline is Oct. 1. The program is sponsored by J. J. Keller & Associates Inc.

By earning the CTP designation, you join a group of transportation professionals who have made a commitment to the private fleet industry, to an ongoing pursuit of career advancement, and to continuing enhancement of their knowledge and skills. Top management will readily identify you as a professional with the experience and knowledge to direct and administer a private fleet, traffic, or transportation operation.

To learn more about the CTP program, visit www.nptc.org and click on "Certify" or contact NPTC at 703-683-1300.