



NATIONAL PRIVATE TRUCK COUNCIL NEWSLETTER

ACTIVITIES AND EVENTS OF THE NATIONAL PRIVATE TRUCK COUNCIL



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.

PRIVATE FLEET MANAGEMENT INSTITUTE

A total of 71 private fleet professionals attended the Private Fleet Management Institute in Jacksonville on January 12-16, 2008. Not only was this the largest number of attendees in the last eight years, the quality of the instruction and training generated the highest ratings ever—thanks in large part due to the contributions of a faculty consisting of the some of the nation's most experienced and respected private fleet management experts.

The Institute is a concentrated, five-day immersion in the core private fleet management curriculum designed to meet the demanding needs of today's professionals and covering the core disciplines of Finance, Human Resources, Safety, Operations and Equipment and Maintenance. Private fleet management professionals who are registered to sit for the Certified Transportation Professional (CTP®) Examination found the program especially beneficial.

Tom Stedman of Walgreen Oshkosh, kicked off the program with a review of the key transportation leadership competencies needed in today's transportation environment. Ron Tartt, CTP, of Bridgestone Firestone NA Tire, provided a tutorial on communicating private fleet value. George M. Carpenter, CTP, of the Army and Air Force Exchange Service, spoke about how he measured his fleet performance by calculating return on invested capital and economic value added.

Another resource he encouraged fleets to adopt was benchmarking, a topic discussed by Harry J. Haney, III, of Kraft Foods. Haney returned to the podium to share his perspective about integrating dedicated operations into a private fleet operation—a process that depends upon clear objectives, effective communications and accurate metrics.

NPTC ANNUAL CONFERENCE FEATURES ENGAGED LEARNING

More than 1,000 people are expected to converge on Cincinnati April 27-29, 2008, for the National Private Truck Council's (NPTC) Annual Education Management Conference and Exhibition at the Hilton Cincinnati Netherland Plaza and Duke Energy Center.

"By any measure, Cincinnati promises to be the most exciting annual conference in more than a decade," said Ralph Benson, President of Sentinel Transportation and Chairman of the NPTC Conference Planning Committee. "We have assembled a power-packed agenda of dynamic speakers and an unparalleled lineup of hard-hitting educational workshops."

Keynote speakers for this year's conference include:

- **John Boyens**, who will address the Sunday kickoff luncheon. He is the author of several audio CD series including *Techniques of World Class Sellers*, *Accelerated Sales Audio Program* and *Creating a Productive Selling Zone®*.

- **Dan Baker**, who will speak at the Driver Hall of Fame luncheon on Monday. Dan is a nationally known speaker, teacher and consultant to the trucking industry. He travels extensively throughout the U.S. and Canada, working with more than 300 trucking companies of all sizes and types.

- **Johnny Bench**, who will be the featured speaker at the Tuesday luncheon. The Hall of Fame catcher, who played for the Cincinnati Reds, has used his celebrity status to aid such worthy causes as the Heart Association, the American Cancer Society, the Kidney Foundation, Franciscan Sisters of Poor Health System, the American Lung Association, and the 'Catch the Cure' program of the Children's Hospital of Cincinnati.

The Annual Conference Planning Committee, which is comprised of fleet and allied members, has developed a slate of 25 educational workshops to be presented by the private fleet community's most experienced and professional practitioners. "These sessions provide illuminating insights and best practices that will help demystify some of the critical issues and challenges facing today's private fleet executives," according to Benson.

In addition, the NPTC 2008 Exhibition will feature an extensive showcase of fleet products and services from leading industry suppliers featuring the latest in product development and state-of-the-art technology for today's demanding fleet operations.

Full programming and registration information is available online at www.nptc.org.



COMING EVENTS

Mark your calendars now and reserve your space at the following upcoming events:

NPTC ANNUAL CONFERENCE 2008

April 27-29, 2008, "You Must Be Present to Win"—
Hilton Cincinnati
Netherland Plaza and the Duke Energy
Center in Cincinnati, OH

NPTC/IDEALEASE SAFETY SEMINARS

5/06/08 Denver, CO
5/08/08 Birmingham, AL
5/13/08 Nashville, TN
5/15/08 Landover, MD

In a related vein, Ed Welch, CTP, of Perdue Farms, showed how to establish key performance indicators (KPIs), while Jim Angel, CTP, of T-Chek Systems, Inc., detailed the most effective means of establishing an effective backhaul program.

Capping off the operational track were two highly informative presentations—the first by Ralph K. F. Stockmayer, CTP, of Penske Truck Leasing. He provided an insightful analysis about the impact of the environmental pressures on trucking, and the second by Gary L. Strausbaugh, CTP, of Mennel Milling Company, who presented an instructive tutorial on fuel procurement programs.

The financial module was introduced by Bedford Monday, CTP, of Schwan's Bakery Division, presented a thorough overview of interpreting, understanding and using financial reports. Steven Downs, CTP, of Unisource WorldWide, followed with a detailed report of the various financial environments that govern the private fleet environment. Perdue's Welch spoke about how to develop a return on investment—as an effective way to help fleets gain support for key investments. Finally, Bridgestone Firestone's Tartt returned to the podium to walk attendees through a lease versus buy scenario.

For years, America's trucking community has complained about its inability to attract and retain qualified talent to climb behind the wheels of its rigs. While the driver shortage is not as acute in the private fleet community, Roger Nordtvedt, of Land O' Lakes Northwest Food Products Transportation, said his company copes with the shortage by a combination of strategies including driver leasing and independent contractors.

Once on board, it becomes critical that workers, supervisors, managers, and executives understand what is expected of them, according to Ricky Bray, CTP, of Shaw Industries, who spoke about training and coaching employees.

Equipment and maintenance challenges were discussed by Dan Norris, CTP, of the Pepsi Bottling Group, and Kirk Rutherford, CTP, of Bridgestone Firestone North American Tire.

Finally, Charlie Rottmund of NPTC talked about the NPTC Best Practices Safety Guide as a strategy to help build effective safety programs, while Chris Sullivan, CTP, of McKee Foods Transportation, LLC, talked about how to survive a DOT safety inspection.

James Auriemma, CTP, Linde, encouraged attendees to change their safety philosophy to focus on those behaviors which, if left unchecked, can result in incidents and ultimately accidents.

NPTC ANNOUNCES WEBCAST SERIES

NPTC, in conjunction with JJ. Keller & Associates, Inc., kicked off its free webcast series last month with a session on "How to Survive a DOT Audit," featuring an in-depth look at how Frito-Lay has responded to the government's stepped up enforcement efforts. Many thanks to Randy Perry, Fleet Safety Manager for the Southern Division of Frito-Lay, and to Marty Ertler, the company's Western Division Fleet Safety Manager.

Upcoming webcasts include:

- *Managing Accident Liability Exposure (May 14, 2008)*—This webcast will take you beyond the DOT required post-accident procedures, covering such topics as: DOT requirements, evidence collection and preservation, accident scene reconstruction, on-board event recorders and much more!

- *Driver Recognition Programs (August 27, 2008)*—There is a wide variety of strategies and programs private fleets utilize to recognize their drivers and reward them for their achievements. This webcast will help you cut through the marketing hype to find out what works from seasoned industry professionals. You will hear from NPTC members and industry experts discussing what makes such programs succeed or fail, and more!

- *The Dispatcher-Driver Relationship (October 22, 2008)*—There are many reasons why drivers leave companies. No factor is more important in driver retention and productivity than the relationship your driver has with your dispatcher. Yet few fleets understand the dynamics of that relationship or how to recruit and develop a dispatcher that has the right skill set. In this webcast you'll learn valuable insights into the driver-dispatcher relationship by helping dispatchers understand the driver perspective, utilizing technology to reduce driver paperwork and improve driver morale, and creating incentives for dispatchers to build better driver relations.

For more information, please go to: <http://www.jjkeller.com/nptcinfo>.

NPTC KICKS OFF 2008 BENCHMARKING SURVEY

The National Private Truck Council has begun collecting information for its 2008 Benchmarking Survey. This survey is designed for the benefit of our members and the private fleet community. The purpose is to help members benchmark their operation to other best-in-class performers, thereby validating performance and identifying areas of opportunity. The survey will be released at the NPTC 2008 Annual Conference in Cincinnati.