



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](http://www.nptc.org).

### NEW ONLINE TRAINING PROGRAM FROM NPTC

Private Fleet Management Online<sup>®</sup>, a new and enhanced interactive training curriculum for transportation managers, will be launched by the National Private Truck Council (NPTC) and Instructional Technologies Inc. next year.

Private Fleet Management Online<sup>®</sup>, which replaces NPTC's Fleet Learning Center, contains the most comprehensive resource guide to private fleet management ever assembled. This new program delivers education and training that is practical, relevant, real-job focused—and both convenient and affordable. The Fleet Learning Center will continue to operate until the PFMO is officially up and running.

The training focuses on all aspects of a trucking operation:

- Finance
- Fleet operational management
- Safety, security and compliance
- Human resources & workforce development
- Equipment and maintenance strategies

The curriculum is based on 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. These have been categorized into five core disciplines that form the heart of an NPTC Certified Transportation Professional<sup>®</sup>.

For more information, visit NPTC's website at [www.nptc.org](http://www.nptc.org), or call Tom Moore at 703-838-8898.

## NPTC PFMI FEATURES IN-DEPTH TRAINING

The National Private Truck Council (NPTC) will hold its annual Private Fleet Management Institute January 14-18, 2012, at the Omni Jacksonville Hotel in Jacksonville, FL. The Private Fleet Management Institute is a five-day intensive educational program offering courses on fleet finance, operations, legal, regulatory and safety compliance, human resources, maintenance and equipment.

"In today's turbulent economic environment, private fleet managers must look for new ways to enhance their operating knowledge and expand their personal and professional effectiveness. The Private Fleet Management Institute provides the resources and tools to capture, translate and enhance the private fleet value proposition," said Bedford Monday, CTP, chairman of the NPTC Institute Board of Governors and general manager for Schwan's Consumer Brands LLC.

A faculty consisting of some of the nation's most experienced and respected private fleet management professionals will guide the learning experience through a series of workshops, panel discussions, lectures, and interactive formats designed to enhance the attendees' educational experience and ensure their grasp of key private fleet management disciplines.

Specific sessions will focus on network analysis; supply chain integration; strategic partnerships; justifying the private fleet; proper costing methodologies; building, enhancing and sustaining a culture of excellence; best practices in customer service; fleet planning; benchmarking strategies to improve the private fleet; and transportation alternatives.

Financial strategies for the private fleet executive will be another area of concentration with topics to include communicating private fleet value; accounting procedures; financial models for the private fleet; profit center vs. expense center; financial reporting and budgeting; key performance indicators; and return-on-investment measures.

The Institute will also feature an in-depth look at maintenance strategies for the private fleet including establishing a system for compliance; managing multiple sites; trade cycle strategies; specifying best practices; improving fuel economy; and outsourcing strategies. The PFMI will also delve into recruiting, hiring, and developing drivers in addition to offering a session on driver compensation, incentives and scorecards.

Finally, on the safety front attendees will learn the basics of how to develop an effective safety program and how to survive a DOT compliance review.

The program provides an excellent resource for those studying to take the Certified Transportation Professional certification examination scheduled for February 11, 2012, at some 40 locations across the country. In fact, the Private Fleet Management Institute is preceded by a full-day workshop to help candidates prepare for the exam.

For more information, visit NPTC's website at [www.nptc.org](http://www.nptc.org), or call Tom Moore at 703-838-8898.

# coming events...

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

**NPTC DRIVER HALL OF FAME, HUMANITARIAN AWARDS AND FLEET GRAPHICS APPLICATIONS DUE**  
January 13, 2012

**CTP EXAM PREP WORKSHOP**  
January 13, 2012 — Jacksonville, FL

**PRIVATE FLEET MANAGEMENT INSTITUTE**  
January 14-18, 2012 — Jacksonville, FL

**NPTC SAFETY AWARD APPLICATIONS DUE**  
February 3, 2012

**CTP EXAM**  
February 11, 2012, offered at 40 locations across the country

**NPTC ANNUAL CONFERENCE 2012**  
April 29 - May 1, 2012, at the Hilton Cincinnati Netherland Plaza Hotel and the Duke Energy Center in Cincinnati, OH

## NPTC ANNOUNCES 2012 SAFETY AWARDS

NPTC offers four recognition awards to individuals and companies for their loyalty, hard work and accomplishments.

❑ **FLEET SAFETY AWARDS:** Co-sponsored by Bridgestone Bandag Tire Solutions, the awards recognize fleets for outstanding and/or improved safety records based on their crash rates. Awards are given to first, second and third place winners 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 that have reduced their vehicle accident frequency rates. Applications must be postmarked by Friday, February 3, 2012.

❑ **DRIVER HALL OF FAME:** The NPTC Driver Hall of Fame, sponsored by Bridgestone Bandag Tire Solutions, honors four exceptional drivers each year who are inducted into this elite group. A driver must have driven two million miles, 20 years or 50,000 hours with no preventable accidents. In addition, NPTC awards an "honorable mention" to up to another four drivers. 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 13, 2012.

❑ **NPTC HUMANITARIAN AWARD:** Sponsored by Alcoa Inc., this award will recognize any individual who has demonstrated a continuing voluntary commitment to improving the human condition. Applications must be received by Friday, January 13, 2012.

## SAVE THE DATE

Make your plans now to attend the NPTC 2012 Annual Education Management Conference and Exhibition in Cincinnati April 29 – May 1, 2012, at the Hilton Cincinnati Netherland Plaza Hotel and the Duke Energy Convention Center in Cincinnati, OH. The conference will feature general sessions on private fleet justification in addition to top-shelf keynote speakers.

The Annual Conference Planning Committee, representing both fleet and allied NPTC member companies, has assembled more than 20 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.

Make your plans to join us in Cincy!

## NPTC LAUNCHES NEW WEBSITE

NPTC has launched its all-new website, which delivers important information about the association, its members and the private fleet community more quickly and effectively. The address remains [www.nptc.org](http://www.nptc.org),

This dynamic new website helps to keep NPTC members fully involved in the Council's activities; informed about the latest news, developments and resources essential to running their private fleets; and connected with each other through a virtual on-line community.

Development of the association's new site began in 2010 and involved a complete upgrade of the technology infrastructure and transaction processing capabilities. The website was designed under the direction of George Mundell, NPTC executive vice president and COO.

"The new NPTC website features the very latest in website technology and navigation," says Mundell. "Furthermore, it's the most comprehensive repository of information tailored especially for private fleet professionals anywhere on the web. The new resource provides social media integration, membership organization, and a better flow of information in a highly user-friendly fashion."

Along with a vibrant new look, the site features enhanced tools such as an online membership directory and a buyer's guide. News feeds will keep users informed of the latest news and developments affecting the private fleet community.

Users can easily search content, renew membership, or register for events electronically. Extensive information is given about government affairs, upcoming events, resources for private fleet professionals, and NPTC's Certified Transportation Professional® program.

Specifically, the new site offers:

- ❑ Complete graphical interface redesign with mouse-over navigation
- ❑ Content rich environment with drill-down by solution or user type
- ❑ Robust, intelligent and secure E-commerce solution
- ❑ Expanded member and CTP profile access
- ❑ New, integrated and easy-to-use dues and conference registration system
- ❑ Redesigned and expanded online buyers' guide
- ❑ All new searchable member database with multiple-filter technology
- ❑ New social media application access

Additional enhancements will be rolled out over the next several months.