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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).



## REGISTRATION NOW OPEN FOR 2017 PFMI

NPTC is pleased to announce the 2017 Private Fleet Management Institute Curriculum Schedule for January 14-18, 2017, at the Omni Jacksonville Hotel, Jacksonville, FL. Join the nearly 40 fleet professionals already registered to attend!

Mari Roberts, CTP, chair of the NPTC Institute Board of Governors, director of LD&T Dallas Metroplex at Frito-Lay Inc., and PFMI attendee and member of the CTP Class of 2009, says: "The PFMI is a career game-changer. With nearly 20 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 that continues to get better with each year. Make 2017 your year to participate!"

No matter what your official title is, today's transportation and logistics environment 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, round-table discussions, structured networking activities, and applied learning exercises.

Below is a recap of the 2017 PFMI Curriculum Schedule by broad subject matter categories and related specialized topics:

**Strategic Components of the Private Fleet**—Sustaining Upper Management Support: Ongoing Communications & Justification Selling; Long-Range Outlook for Private Fleets; Converting Data Into Actionable Intelligence and Behavioral Change; Lean Transportation Management Disciplines; Establishing Performance Driven Key Performance Indicators

**Organizational Strategies to Drive Operational Excellence**—Delivering Tailored Customer Service Value: The Private Fleet Advantage; Optimization Protocols: Routing, Trailer Utilization, Capacity Management; Inbound Logistics, Backhauling & Collaborative Logistics; Right-Sizing Business Models: Private Fleet vs. Outside Carrier Capacity Ratios

**Financial Strategies and Protocols**—Financial Models for Private Fleets: Profit Center vs. Cost Center; Determining True Fleet Costs; Understanding and Using Financial Reports and Budgeting to Drive Excellence; Return on Investment Measures

**Human Resources: Building a Culture of Excellence**—Recruiting, Cultural-Fit Assessment, Interviewing, Screening and Hiring; Scorecarding, Rewards, and Recognition Programs; Onboarding and In-Service Training, Coaching, and Professional Development; Compensation and Performance Incentive Strategies

**Safety and Compliance**—Ensuring Safest Equipment; Key Compliance Issues; Strong Safety Culture & Commitment; In-Service Performance Metrics

**Equipment and Maintenance**—In-House vs. Outsourced Maintenance: Management Best Practices and Standards; Spec'ing Strategies; Life Cycle Costing and Trade Cycles; Improving Driver-Shop Communications through Vehicle Inspection Reports

Furthermore, PFMI provides one of the most effective ways of refreshing your knowledge base and preparing for the 2017 CTP exam set for February 11, 2017. There is a special Exam Preparation Workshop that immediately precedes the Institute on January 13. A separate registration is required.

All learning sessions and networking opportunities for the 2017 Private Fleet Management Institute will be held at the Omni Jacksonville Hotel in Jacksonville, FL. NPTC has reserved a block of sleeping rooms at the special discounted rate of \$144 per night. To guarantee availability at that rate, make your reservation by December 30. Call the hotel at 904-355-6664 and identify yourself as attending the NPTC Private Fleet Management Institute.

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

## NPTC ANNOUNCES 2017 SAFETY AWARDS

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

• **Fleet Safety 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 that have reduced their vehicle accident frequency rates. Applications must be postmarked by January 27, 2017.

• **Driver Hall of Fame** honors four exceptional drivers each year who are inducted into this elite group. A driver must have driven three million miles, 20 years, or 50,000 hours with no preventable accidents. In addition, NPTC awards "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 and must be actively driving until time of induction. Applications must be received by January 27, 2017.

## SAVE THE DATE: NPTC 2017

Make your plans now to attend the NPTC 2017 Annual Education Management Conference and Exhibition in Cincinnati April 30-May 2, 2017, 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 as well as top-shelf keynote speakers.

The Annual Conference Planning Committee, representing both fleet and allied NPTC member companies, has assembled an expanded lineup of 30 high-impact education workshops that will be offered. Companies will be showcasing state-of-the-art equipment, technology and services catering to the transportation industry.

For more information, go to [www.nptc.org](http://www.nptc.org).

## WASHINGTON REPORT UPDATE

As a reminder, all NPTC members are invited and encouraged to participate in the Washington Report, a monthly conference call of the Legislative and Regulatory Committee sponsored by Vigillo LLC. 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. More than 90 attendees registered to participate in November.

## CTP CLASS OF 2017 NOW FORMING

Candidates for the Certified Transportation Professional® (CTP) program are encouraged to register now for their places in the Class of 2017. 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. Since 1993, more than 1,500 transportation professionals have earned the right to use the CTP designation after their names.

To learn more about the CTP program, visit [www.nptc.org](http://www.nptc.org) or contact Kristen Todd at [ktodd@nptc.org](mailto:ktodd@nptc.org) or 703-838-8841.

## coming events...

Mark your calendars now for the following upcoming events:

- ▶ January 13, 2017—CTP exam prep workshop, Jacksonville, FL
- ▶ January 14-18, 2017—Private Fleet Management Institute, Jacksonville, FL
- ▶ January 27, 2017—NPTC Driver Hall of Fame and Fleet Safety Award applications due
- ▶ February 11, 2017—CTP exam offered at dozens of regional locations
- ▶ February 20-21, 2017—CTP Exam Grading Workshop, Omni Jacksonville, Jacksonville, FL
- ▶ March 11, 2017—CTP re-take exam, various locations throughout the country
- ▶ April 30-May 2, 2017—NPTC Annual Conference, Cincinnati, OH
- ▶ September 14-15, 2017—National Safety Conference, Hyatt Regency, Dulles International Airport, Herndon, VA

## NPTC/J.J. KELLER ANNOUNCE 2017 FREE WEBCAST SERIES

NPTC and J.J. Keller & Associates have teamed up once again to host eight all-new safety related webcasts. The webcasts, which are free to all NPTC members, kick off in March and will be held in May, July and October. Topics that will be discussed this coming year include hours of service and the 34-hour reset; electronic logging devices; CSA and safety management; roadside inspections; pre-employment screening protocols; drug and alcohol clearinghouse.