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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).



## PFMI FEATURES IN-DEPTH TRAINING, ALL-STAR FACULTY

Some 100 private fleet professionals are expected to attend the 2018 Private Fleet Management Institute (PFMI) scheduled for January 13-17, 2018, in Florida.

"PFMI expands your professional knowledge and enhances your personal effectiveness," said Mari Roberts, CTP, Chair of the NPTC Institute Board of Governors and Go to Market Optimization Director at Frito-Lay Inc., and PFMI attendee and member of the CTP Class of 2009.

"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," she continued, "PFMI truly is an absolutely first-class learning experience which continues to get better with each year. Make 2018 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.

PFMI's 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, roundtable discussions, structured networking activities, and applied learning exercises.

Furthermore, PFMI provides one of the most effective ways of refreshing your knowledge base and preparing for the 2017 CTP examination set for February 10, 2018.

Please note that on January 12, there is a special exam preparation workshop that immediately precedes the Institute. You need to register separately for this workshop.

All learning sessions and networking opportunities for the 2018 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 \$146 per night. To guarantee availability at that rate, you must make your reservation by December 21.

Call the Omni Jacksonville Hotel at 904-355-6664 to make a reservation and identify yourself as attending the NPTC Private Fleet Management Institute to get the special rate.

For more information about the Fleet Management Institute or the special one-day certification exam workshop, visit NPTC's website at [www.nptc.org](http://www.nptc.org), or call Tom Moore at 703-838-8898.

## 2018 SAFETY AWARD APPLICATIONS

NPTC and Lytx Inc. offer two different ways in which your fleet and your drivers can be recognized for their commitment to improving highway safety:

- **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). Gold, silver and bronze seal certificates are also presented to private fleets that have reduced their vehicle accident frequency rates.

- **Driver Hall of Fame Awards** honor four exceptional drivers each year. A driver must have driven 3 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 for both awards must be received by February 2, 2018.

## LEGISLATIVE/REGULATORY COMMITTEE CONFERENCE CALLS

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, a SambaSafety Company. 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.

## NPTC/J.J. KELLER WEBCAST SERIES

Some 1,275 individuals registered for the NPTC/J.J. Keller & Associates October webcasts, representing the second highest registration levels for back-to-back webcasts in the program's 10-year history. Sean Dubman, CTP, transportation safety coordinator of Wegmans Food Market, was the featured fleet professional presenter at the webcast titled "Hours of Service and the 34-Hour Reset." Megan Rollo, DOT compliance coordinator with the Wilbur-Ellis Company, was the featured fleet professional presenter for the webcast on "Electronic Logging Devices."

These webcasts conclude the 2017

series that featured eight webcasts and attracted a combined total of nearly 4,000 registrations. The 2018 webcast series begins in March 2018 and will feature medical qualifications; sleep apnea; entry-level driver training; fatigue management; driver onboarding; driver recruiting; hiring standards; background checks and screening protocols; how to survive a DOT audit; and crash preventability determinations.

Recordings of these and other webcasts sponsored by NPTC and J.J. Keller & Associates are free to NPTC members and may be downloaded at [www.jjkeller.com/nptc.info](http://www.jjkeller.com/nptc.info).

## NPTC CONFERENCE: SAVE THE DATE

Make plans now to attend the NPTC 2018 Annual Education Management Conference & Exhibition on April 29-May 1, 2018, at the Hilton Cincinnati Netherland Plaza Hotel and the Duke Energy Convention Center in Cincinnati. NPTC 2018 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 lineup 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.

Don't forget that "You Must Be Present to Win," so make your plans to join us in Cincy!

## CONTENT OUTLINE FOR PFMI

Here's a recap of the 2018 PFMI Curriculum Schedule by broad subject matter categories and related specialized topics:

**Strategic Components of the Private Fleet:** lean transportation management; key performance indicators

**Organizational Strategies:** customer service value; routing, trailer utilization, capacity management; backhaul management.

**Financial Strategies and Protocols:** financial models; 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, fit assessment, interviewing, screening and hiring; scorecarding, rewards, and recognition programs; compensation and performance incentive strategies

**Safety and Compliance:** ensuring safest equipment; key compliance issues; building a safety culture

**Equipment and Maintenance:** in-house vs. outsourced maintenance; spec'ing strategies; life cycle costing and trade cycles

## coming events...

*Mark your calendars now for the following upcoming events:*

- ▶ **January 12, 2018**—CTP exam prep workshop, Jacksonville, FL
- ▶ **January 13-17, 2018**—Private Fleet Management Institute, Jacksonville, FL
- ▶ **February 2, 2018**—NPTC Driver Hall of Fame and Fleet Safety Award applications due
- ▶ **February 10, 2018**—CTP exam will be offered at locations across the country
- ▶ **April 29-May 1, 2018**—NPTC Annual Conference, Cincinnati, OH

## CTP CLASS OF 2018 NOW FORMING

Candidates for the Certified Transportation Professional® program are encouraged to register now for their places in the Class of 2018.

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 1,700 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.