



Rocky Mountain Fleet News

Winter 2011

FROM THE BUSINESS MANAGER

Happy New Year! It amazes me that January is already gone. At the beginning of the year, each of us spends some time to reflect on what we did in the last year, what we want to accomplish in the new year, and what we need to do to make it all happen. Your Board of Directors met in January to do just that. During the Winter Board Meeting, we had several sessions to help identify all that we want to do and better ways in which to do it. I thought this might be a good time to give you a "Glance at 2010" and a "Sneak Preview into 2011".

Glance at 2010

- Your Association continued to Grow!
- Membership packets were sent to all members in Good Standing and we sent a RMFMA license plate to each member organization to display with pride.
 - The Annual Conference hosted by the Colorado Chapter was successful. We had over 450 people participate in this great learning, leadership, equipment expo, and networking opportunity.
 - New on-line resources were made available to the members on the newly designed Website. A discussion board between members is included.
 - On line learning opportunities were made available.
 - We sent email blasts to all members with news alerts, learning opportunities, and fleet related updates.

- Professional fleet certifications at the organization, fleet manager, and fleet supervisor levels are all available through RMFMA.

Sneak Preview into 2011

- Membership outreach to more fleet types and fleet professionals.
- New Mentoring Program is being implemented.
- Individual membership identification cards will be mailed to each member in good standing.
- We will implement focus groups at the National level.
- Associate members have more opportunities to showcase their products and services with advertising in both our online newsletters and our website.
- The 2011 Annual Conference will be one of the best in the industry.

We realize that to make RMFMA an even greater organization, we need to include more of you in more ways. There are many committees at both the Chapter and National levels for members to participate in, help with the Quarterly meetings and vendor events at the Chapter events, write educational articles for the newsletters, and most importantly, more opportunities to network and learn from each other.

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Welcome New Members

Arizona

Kitsap County

- Keith Swearingen
- Larry Higley
- Trevor Hulley

AmeriPride Services

- Shawn Mooney
- Patty Rowan

VRS Fleet Products LLC

- Steve Fiorentino
- Mike Murphy
- Richard Perry

Arizona Bus Sales Corp

- Jason Walle
- Dale Couturier

Cranes & Material Handling

- Chris Moore

Colorado

Colorado Frame & Suspension, Inc

- Brian Carter

Jordan Road CARSTAR

- Joel Brunk
- Gary Boesel

Nevada

Allied Washoe Petroleum

- Steve Hartmann
- Scott Inman
- Alex Mross

Univar USA Inc

- Maureen Morrison

Texas

Denton County

- Sol Moore

Utah

Box Elder County

- Jenica Baggs

Association

Turbo Training

- Bruce Amacker

Northwest Pump & Equipment

- Bob Dawdy
- JR Roberts
- Matthew Brosseau

Centric Parts

- Rockne Smaw
- Lance Smaw
- Michael Musso

Mohawk Lifts

- Steve Perlstein
- Ray Pedrick
- Buck Gasner



Newsletter Sponsorships

RMFMA has launched a new opportunity for our Associate members. You may now sponsor pages in the RMFMA quarterly newsletter at a fraction of the cost of other print sponsorships. To sponsor a page, you must be a member of RMFMA in good standing.

For more information, please contact:

Shawna Laird
 RMFMA Business Manager
 business_manager@rmfma.org
 800-667-6362



It's time for your annual Fleet Operations Checkup. Our checkup includes five critical 'health' risks. Program budgets and rates, Customer Service, Processes, Right Sizing, and Inventory

Fleet Health Assessments

Contact us today to schedule your appointment.

281-485-8981 or 866-435-0080

Laird Consulting
www.lairdcompanies.com

Proud member of the RMFMA
 RMFMA discount code: rmfma 2011




Do You Know All the Benefits of Your Membership?

As we start the 2011 membership year, have you asked yourself if you are getting the most out of your RMFMA membership?

The mission of RMFMA is to bring educational opportunities, networking, solutions, and product and technology updates through our quarterly meetings, annual conference, and our fleet and associate members. Each one of our members brings new ideas and solutions to a myriad of issues that face fleet departments today.

Quarterly chapter meetings bring these sessions to an area near you. By participating in these meetings, you get unrivaled networking opportunities and sessions geared to help fleet professionals manage and cope with current issues. Networking gives you instant access to fleet expertise.

Within the last year, RMFMA has invested in and launched a brand new website to bring you new ways to find answers and connect with fleet professionals and vendors.

Our secure website portal offers:

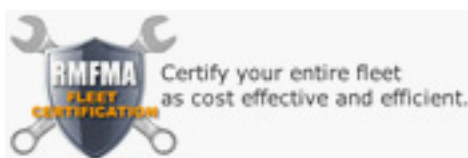
- A national calendar with RMFMA events and known training sessions
- Job postings
- Announcements
- Chapter Scholarship Programs
- Fleet Management Resource Center
- Discussion Boards
- And more!

The secure portal also offers our Associate members the opportunity to add their company to our Associate Business Listings which fleet professionals can use to locate suppliers of products and services. Our Associate members have a wealth of industry knowledge that can help steer you towards new and more efficient solutions for your fleet.

RMFMA also holds an annual conference which brings fleet professionals from all our chapters together in one place for 3 days of education and a great expo of new products, services, and equipment. Our conference and expo is an “all-inclusive” event. With the help of our Associates, RMFMA is able to keep the price of the conference economical while offering the best the industry has to offer.

Through your membership in RMFMA, you can also take advantage of special pricing on individual and fleet organization certifications. RMFMA is a member of the Center for Professional Fleet Certification (The Center) which endorses the Certified Automotive Fleet Manager (CAFM) and Certified Automotive Fleet Specialist (CAFS) Programs. RMFMA offers, in partnership with Fleet Counselor Services, a certification program for your entire fleet operation and includes self-assessment tools.

RMFMA continues to look for more ways to bring education and solutions to you in the most efficient and economical manner. We hope that you continue to participate and find value in RMFMA and the services we offer.



Website Tips & Tricks (www.rmfmfma.org)

Public Areas

Resources

The Resources menu will lead you to our news page, newsletters, events, certification programs, sponsorship opportunities, Business Listing, and conference information.

The first screenshot shows the RMFMA homepage with the navigation menu. A red arrow points to the 'Resources' link. The second screenshot shows the 'Resources' dropdown menu with 'News' selected. A red arrow points to the 'News' link. The third screenshot shows the 'RMFMA News' list with a red arrow pointing to a specific news item. The fourth screenshot shows the details for the 'Colorado Chapter Quarterly Meeting'.

Resources - Business Listings

The Business Listings page is a resource for our Fleet members which is populated by our Associate members. Fleet members can visit this page to find information on vendors that are current members of the RMFMA. The Business Listings are organized by category.

The first screenshot shows the 'Resources' dropdown menu with 'Business Listing' selected. A red arrow points to the 'Business Listing' link. The second screenshot shows the 'Services & Solutions' sidebar with a red arrow pointing to the 'OIL ANALYZERS' category. The third screenshot shows the details for 'Gray Oil Company, Inc.' with a red arrow pointing to the company name.

Website Tips & Tricks (Cont.)

Secure Areas

Discussion Board Tab

The Discussion Board is provided for ALL our members, fleet and associate, to begin discussions on specific topics. You can view current discussions, respond to posts, create new discussions, and set alerts for any and/or all discussions.

Members Discussion Board

Use the Team Discussion list to hold newsgroup-style discussions on topics relevant to your team.

Subject	Created By	Replies	Last Updated
Allison transmission PTO drive gear bearing problems	charlie.caudill@yumaaz.gov	0	10/27/2010 5:48 PM
Motor pool vehicles	christopher.bull@co.pitkin.co.us	0	10/13/2010 10:16 AM
Performance Bonds	christopher.bull@co.pitkin.co.us	0	8/25/2010 12:22 PM
Shop productivity	charlie.potts@cityofprescott.net	4	7/22/2010 9:22 AM
Fleet Replacement Schedules	jim.gilbert@cityofthornton.net	1	6/7/2010 8:41 AM

Shop productivity

Does anyone track their shop productivity as a percentage of total work hours available per year compared to the total shop hours billed per year?

As an example 5 mechanics X 2080 hours /yr = 10,400 hours available for the total shop less 1000 hours for vacation, sick, holidays, etc) for the total shop = 9,400 hours. If say 8,800 labor hours were billed out of the total of 9,400 labor hours available that would equal 90%. If anyone does track labor hours as in the example please provide me with what your goal or average shop productivity as a percentage is on an annual basis?

Thanks in advance for any information related to this request that you may share.

Charlie Potts
City of Prescott Fleet
928-777-1631
charlie.potts@cityofprescott.net
7/8/10

Hi Charlie,

We run a small staff so my 4 technicians must also be parts man, service writer, building maintenance, snow removal and help with the fueling system. We can't do enough to cover the cost of Shop operations because we charge a shop labor rate of \$85 per hour.

Hope this helps, I would like to hear what the outcome of your survey is.

Thanks,

David Joyner, Fleet Superintendent
Town of Snowmass Village
970-923-5110 310
djoyner@tosv.com

Show Quoted Messages

Thank you for your response to my inquiry

Charlie

Members Discussion Board: New Item

Attach File

Body

From: charlie.potts@cityofprescott.net
Posted: Thursday, July 08, 2010 10:25 AM
Subject: Shop productivity

Does anyone track their shop productivity as a percentage of total work hours available per year compared to the total shop hours billed per year?

As an example 5 mechanics X 2080 hours /yr = 10,400 hours available for the total shop less 1000 hours for vacation, sick, holidays, etc) for the total shop = 9,400 hours. If say 8,800 labor hours were billed out of the total of 9,400 labor hours available that would equal 90%. If anyone does track labor

Creating New A Topic

Members Discussion Board

Use the Team Discussion list to hold newsgroup-style discussions

New Actions Settings

Discussion
Create a new discussion topic.

Motor pool vehicles chri

Performance Bonds chri

Shop productivity cha

Fleet Replacement Schedules jim.

Members Discussion Board: New Item

Attach File

* indicates a required field

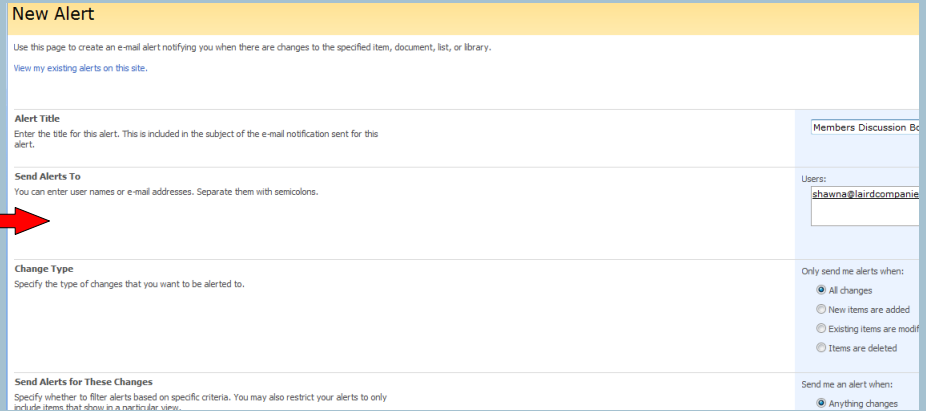
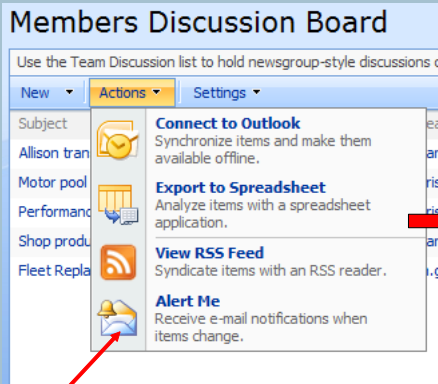
Subject *

Body

OK Cancel

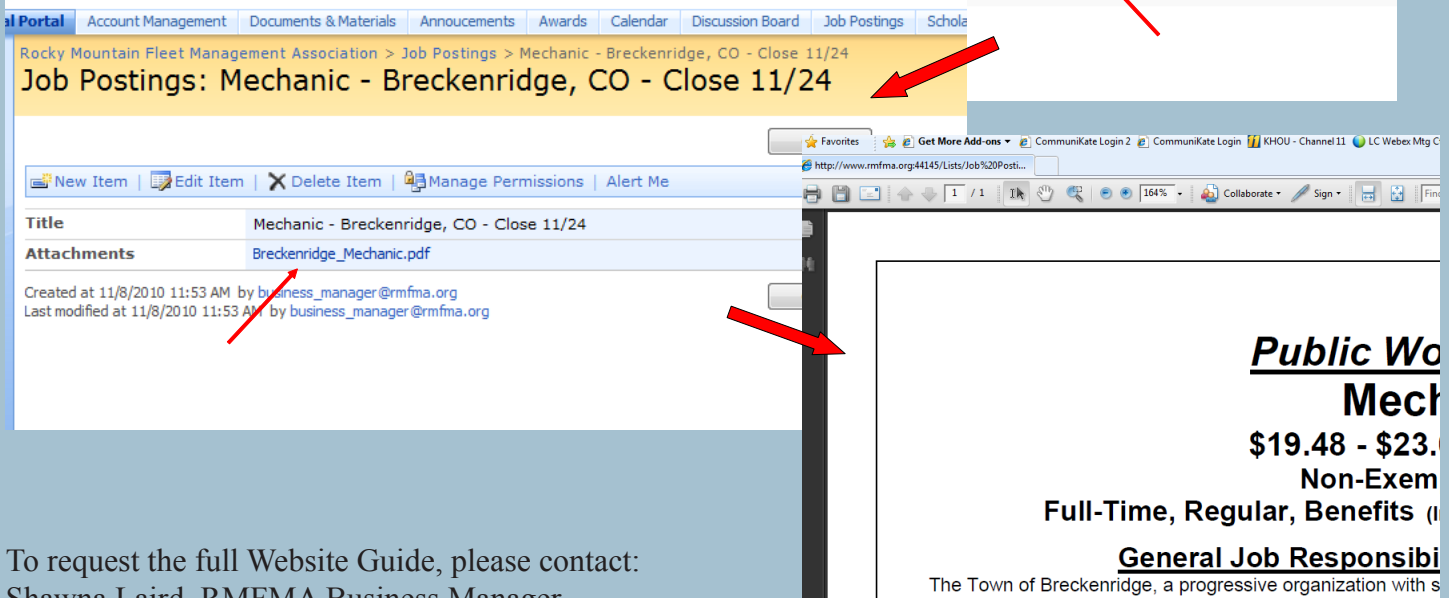
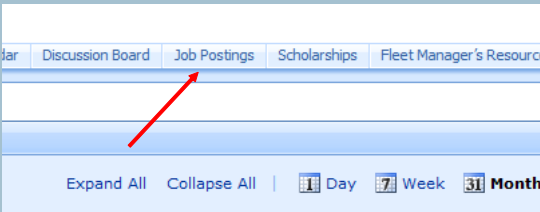
Website Tips & Tricks (Cont.)

Setting the Alert



Job Postings

The job postings area is available to ALL members, fleet and associate. Each member has the ability to view and/or add new job postings. RMFMA requests that when adding a new job posting that you ONLY upload PDF files so that every member can view the document.



To request the full Website Guide, please contact:
Shawna Laird, RMFMA Business Manager
business_manager@rmfma.org

Why Attend RMFMA Trade Shows and Expos?

Managing a fleet is not a one man show. Fleet professionals need continuing education in their field, just as any other professional. Keeping up with change can be exhausting, but taking the opportunity to learn firsthand from others is what it is all about. It should be a regular part of the continuing education program for fleet personnel. The annual conference is a face to face opportunity to talk with your peers, the manufacturers, touch and feel the equipment and new technologies. It provides an opportunity for each to learn without the daily interruptions. *Woody Kaufman, RMFMA Founding Father*

Vendors:

In a world of websites, emails, and voice mails, trade shows offer one of the true opportunities to build relationships with face to face contact. Something every business can use a little more of. Personal contact is the consistent thread in every aspect of marketing and trade show promotions.

85% of decision makers say attending trade shows saves their company time and money by bringing vendors together under one roof.

Source: Center for Exhibition Industry Research

To receive a ROI for exhibiting at an Expo or trade show, it takes more than just having a booth at the event. You must be proactively engaging your prospects. Well-executed promotions are necessary to achieve your exhibiting goals. Determine why you are exhibiting at the show. There are typically three reasons vendors display their products and services at the Expo.

1. Introduction of new products and services
 - a. Education
 - b. Benefits of your product and technology
2. Face to face customer contact
 - a. Existing customers – show them you appreciate their business and want to continue as a working partner with them
 - b. Potential Customers – meet new people and introduce your product and services
3. Market research
 - a. Identify the want, need, and desire of the attendees
 - b. Check out your competition

Here are three result-driven promotions tips for your Event Strategy designed to enhance revenue and event outcomes.

1. Personalized contact with prospects prior to the event. This includes pre-selling attendees through phone calls, personalized invitations, direct mail, email, or meaningful giveaways to introduce your products and encourage conference registrants to visit your booth.
2. Marketing activities during the show. This includes live entertainment, hands-on activities, audio-visual programs, unique trade show booth attractions .Of course, a well-trained, professional, and welcoming trade show staff is paramount to success.
3. Follow-up initiatives after the show to help turn leads into sales. Send a personalized handwritten note, along with a customized company information packet or other appropriate material, to booth visitors within a week following the trade show event. I asked Skip Crouse, one of our own RMFMA Associate members why exhibit at both the regional and National RMFMA events and he said "... our membership is made up of fleet managers that are decision makers. When you are a vendor at any of our functions you will find a "Target Rich Environment" of current and potential customers ". He also stated that RMFMA "... has always strived to hold exhibiting prices as low as possible. Compared to other equipment shows we are very affordable."

Fleet Professionals:

Even if you are not the decision maker, you do have input in what is purchased. When you look at vehicles, equipment, tools, and supplies that you need to better serve your customers, you start a process that takes an investment of time and money. As you prepare your budget wish, want, and needs lists, you have to have justification for the product or service, information and specifications for the items you are requesting, and the ROI on the money spent for the product.

Here are three reasons to come and experience the expo at its fullest.

1. ROI - time
 - a. Being able to see many vendors, products, and services in a condensed time frame without interruption.
 - b. Time is money and the one thing we all need is more time. Fleet professionals do not have time to personally host every vendor and sales representative in their offices.
2. ROI – research of new products and services
 - a. Justification of new products
 - b. Benefits of using or implementing new technologies for efficiency
3. Face to face contact
 - a. Existing vendors
 - i. Their presence at a trade shows indicates their continued presence and support of the industry and your business
 - ii. They showcase enhancements and updates
 - iii. You have the opportunity to network with their other customers
 - b. Potential Vendors
 - i. Meet new suppliers
 - ii. See new products and services
 - iii. Market research

Many fleets are under travel restrictions – but making the industry conference and expo a top priority is a ROI for the agency. Even a one day pass to the expo can provide you or your staff with education on new products and services, networking opportunities with other fleet professionals and vendors, and keeps you up to date on the changes in the industry.

When you get back to your office, take the opportunity to share with your staff what you saw and learned.





Vendor and Equipment Show

With over 18,000 square feet of inside and 5 acres of outside display space you are sure to find the latest vehicles, equipment, components, accessories, tools, software, and fleet related products from the best in the business on display. Be sure to ask about special show pricing.



Join us for an evening at Rosa's Ranch. Enjoy Western/Cowboy games, Southwestern facades, spectacular views, a climate controlled cantina, mesquite wood grilled Western feast, and the finest in Southwestern hospitality.

It will be a relaxed fun filled night. Just hang out and enjoy the setting or be ready to dance the night away under the stars.

Spouse's Program

Guests will be treated to three days of unique Southwestern experiences as well as participation in all networking events and access to the equipment show.

Management Training Track

- SUPER Session
Featuring Mike Corbett
"Competitive Fleet Management: Run the Fleet as a Business"
This session will discuss best practices, best business models and performance measures used to develop both market and customer-driven fleet programs.
- OEM update - Light Duty
- OEM update - Heavy Duty
- OEM Update - Engines Manufacturers
- Legislative Update
- Green Fleets
- Safety
- Material & Man Lifting Device Regulations
- Round Table discussions on various other topics

User groups

- Fleet Management Systems
- Fleet Fuel Systems



Technician Training Track

- Alternative Fuels
- Hybrid Vehicle Safety
- Electric Vehicles
- Refuse Equipment
- Aerial Equipment
- Inspection
- Fork Lift Inspection
- Basic and Advanced Electrical
- Hydraulic Diagnostics
- Air Conditioning
- Cooling Systems j
- Vehicle Emission
- ASE Testing Information

Tech Talk - Round Table

- Light Duty J
- Heavy Duty
- Engine Manufacturers



Chapter Updates

The Arizona Chapter hosted their last Chapter meeting on November 5, 2010 at Tinaja Hills. Caterpillar provided speakers, an equipment show, and an “on iron” demonstration. Sessions ranged from updates on today’s technology and purchasing cooperatives to life cycle costing and fluid analysis.



The next meeting will be the 2011 Vendor Appreciation Show on February 4, 2011 at the Pera Club.



The Colorado Chapter held a chapter meeting at the beautiful Manor Vail Lodge on Monday, June 7, 2010. Announcement was made concerning membership dues - they need to be in by the end of June or accounts will be deactivated, which cancels emails and access to the website – don’t let that happen! The Fleet University sponsored by FASTER started with Steve Kibler and Mark Jerome, Senior Fleet Consultant for FASTER. It continued with a Panel discussion with Nina Hoffert, Steve Stevens, and Pat White the theme was “Manage Your Fleet Through Data”. Next we heard about “Bringing your Fleet into the Next Level” with Rick Longobart. Our Vendor Profile was with Dennis Brown of Green Oil- thank you for the sponsorship for today’s meeting! The Fleet Profile was given by the Town of Vail, Fleet Manager Todd Scholl. Information included that they have their own greenhouse and 12 employees on the flower crew. They also have a snow dump because they don’t have any place to pile snow! The November meeting was sponsored by the Town of Castle Rock held at the Douglas County Fairgrounds. After introductions Kathy Beach, Treasurer presented books she purchased used at Amazon to the Chair, John Gonzales and the Vice Chair, Tracy Ochsner; she feels the books will be a great resource they are entitled – “Roberts Rules of Order”. Steve McCannon with the RAQC presented information on Idling Polices. Tracy Ochsner and Ernie Ivy shared their policy information. Brent Mulliniks with NAPA Auto Parts presented the vendor profile he gave an insightful history – thank you for the sponsorship! We held the election for Vice Chair; the nominees (Corey Yeardley, Ernie Ivy and Christopher Bull) gave nomination speeches – a big thank you to them for their dedication! Todd Richardson with the Town of Castle Rock gave the Fleet Profile, a great discussion on vehicle replacement ensued. Our next meeting will be on February 25, 2011, north of Denver. Don’t forget the May Trade show which will be held on Wednesday, May 18th at the Adams County Fairgrounds.



On October 28, 2010 the Nevada had a chapter meeting in Reno, there were 25 people in attendance's. The meeting was hosted by Advance Refining Concepts(ARC). ARC is Nevada's newest associate member. ARC makes Nevada newest alt-fuel, called G-Diesel, the new refinery makes about 100,000 gallons a day. ARC does this by heating and mixing national gas with #2 diesel. The fuel has been test by the State of Nevada's Division of Environmental Labs and has met all the regulations to become an alt-fuel in Nevada under NAC 486A.140. The Las Vegas Valley Water District and Clark County have has tested the fuel, they have had great results.

After a BBQ lunch we took a 30 minute ride out to ARC refinery for a tour. For more information on GDiesel's, the refinery and site photos go to clearrefining.com. The next chapter meeting will be held in Las Vegas some time in March or April.



The second half of 2010 saw continued growth and development in the Texas Chapter. The chapter held two events and many members traveled to Colorado Springs for the National Conference. Overall, despite the economy, the Texas Chapter experienced a fabulous second year of existence.

A quarterly meeting was held in San Antonio on August 12 and 13, 2010. The agenda consisted of topics like Retirement Planning, Standardization of Key Performance Indicators, Updating your PM Program and a Round Table Discussion about the GFX Conference held in Austin, TX in June. In the business meeting, we discussed the National Conference and the Texas Equipment and Technology Show scheduled for November.

On November 12th, the Texas Chapter hosted their inaugural exposition entitled the Texas Equipment and Technology Show. The City of Denton Fleet Services Department hosted the show. The show was held at the Texas Motor Speedway (TMS) in Fort Worth, TX. Over 250 people attended the show with an additional 50 volunteers and 175 vendors to give a total attendance of 475 people in the pit area of TMS. Exhibitors set up booths in the garage area, displayed equipment outside the garage, and gave presentations in the Media Center. The day began with three alternative fuel vehicles (natural gas, propane and electric) racing around the track. There was a special appearance by two Dallas Cowboy Cheerleaders at one of the exhibit booths. Many door prizes were given away including 12 people who won an opportunity to ride around the race track in a race car. Overall, the show was a resounding success that helped the young Texas Chapter grow in membership and obtain financial stability.

New leadership was elected as Robert Lawson (City of Fort Worth) was elected as Vice Chair for 2011. Tom Higgs was re-elected to another two year term as Chapter Treasurer. On January 1, 2011, Mike Ellis (City of Denton) takes over as the Texas Chapter Chair. The new and old boards will meet in January to transition responsibilities. The first Texas Chapter meeting for 2011 is already planned for February 10th and 11th, 2011 in Killeen, TX (near Fort Hood).

In conclusion, I, Wayne Corum (City of Fort Worth), have enjoyed serving as the Texas Chapter Chair this year. I would like to express a special "Thank You" to all of the Texas Chapter members for allowing me to serve this past year. Finally, I look forward to continued involvement with the Rocky Mountain Fleet Management Association.



Chapter

R M F M A

Rocky Mountain Fleet Management Association®



The Utah Chapter recently welcomed new Chapter Board Members. Corey Childs, Cedar City, assumed the position of Chapter Chair. Ed Benson, Salt Lake Community College, was elected as Vice-Chair and Mike Whetton, Weber State University, was elected Secretary. They also welcomed the following new Associate Representatives: Ben Roueche, Ross Equipment Company; Scott Hyer, Smith Power Products/Allison Transmission; Tim Wetterhus, NAPA Auto Parts.



CONGRATULATIONS to Dallas Lilly on his promotion to Solid Waste Management Director for Coconino County! We wish you all the best!

TRIVIA

1. Which Company originally designed and manufactured the DT60?
2. The 379 is a model of what popular Class 8 truck?
3. Which transmission has a high and low range as well as a splitter button?
4. The first Ford-produced truck cabs and bodies appeared on what model?
5. Which truck is made by Paccar?
6. In the 1930's, which company entered the half-ton truck market?

1. Detroit Diesel 2. Peterbilt 3. 18-speed 4. 1924 TT 5. Kenworth 6. International