

**California Fleet News presents a seminar for all fleet personnel**

**"Competitive Fleet Management: Run the Fleet as a Business"**

**Thurs., September 30, 2010 at the University of California, Davis**

*Run the fleet as a "business"*

*Cut fleet costs without degrading services*

*Do more with less while creating a great fleet organization*

*Gain the respect of your customers, upper management and citizens*

*Learn "best in class" fleet practices and industry benchmarks*

The *California Fleet News* national seminar, "Competitive Fleet Management: Run the Fleet as a Business," will be held in Northern California in September. The session will be hosted by University of California, Davis Fleet Manager Richard Battersby on September 30, 2010.

### **Why Attend**

"Competitive Fleet Management" is designed for any fleet employee and not just for managers, supervisors and upper level administrative personnel. It is for any employee wishing to receive an overview of fleet operations and the key factors in creating a competitive, "best in class" fleet operation. Almost 2,000 fleet personnel types including technicians and other administrative personnel have been trained since the seminar's inception in 2002.

The seminar is based on the presenter's career experience in creating competitive fleet organizations and success in "winning" managed competition for government fleet operations. Feedback from fleet managers suggests the seminar is instrumental in getting their employees to support them in creating competitive fleets.

The session describes why fleets need to be competitive, how employees can secure their agencies from privatization challenges, and best fleet management and service models and practices to achieve a competitive fleet. The seminar was last sponsored in Northern California by the City of Roseville in 2005.

## **Seminar Description - “Competitive Fleet Management: “Run the Fleet as a Business”**

- Learn why competitive fleet management is important to your jurisdiction and why fleets get privatized
- Learn how “competition” moves industry forward, validates “industry standards,” slows privatization threat
- Learn how to bring together employees, customers and upper management in building “best in class” fleet
- Learn the industry's best fleet maintenance practices, policies, key benchmarks and business models
- Learn best customer relationship practices and how customer partnering produces cost effectiveness
- Learn best people practices and how to motivate, train and retain employees
- Learn why controlling fleet size is important to senior management and how to reduce it.
- Learn how to determine your true fleet costs and cut spending while improving services
- Learn how to determine whether your fleet is competitive and where you stand?
- Learn how to evaluate your fleet against “leaders” and “winning competition fleets”
- Learn how “fleet competitiveness” involves more than just maintenance & repair operations
- Learn how fleet services and businesses are trending and what services you no longer can compete in
- Learn how to create consequences for performance and develop your fleet performance standards
- Learn the proven “fleet business model” and operations framework validated by “winning” competition bids
  - versus private competitors

Each fleet will also complete a SWOT analysis – identifying their strengths, weaknesses, opportunities and threats.

The essentials of keeping your fleet competitive and effective - and you on top!

### **Previous Sponsors and Attendees**

Seminar attendees have included personnel of all positions from some of the

most outstanding public and private fleets in the nation.

Sessions sponsored or attended by:

- Public Fleet Managers Association of Northwest (PFMA) in Oregon, Washington and Canada (9 years)
- Rocky Mountain Fleet Managers Association (RMFA, Arizona Chapter)
- California State Fleet Management Conference (CSFMC)
- International Public Works & Equipment Show (APWA)
- Northern California fleet personnel from (PEMA) (PFSA)
- Southern California fleet personnel from (MEMA) (NAFA)

### **How to Register**

The registration form is included below. Master card and visa is accepted. Handouts and lunch is included in the one-day seminar. Price is \$295 per employee.

Call (619) 804-1883, Fax (951) 296-0454 or email [mcorbett@fleetnews.com](mailto:mcorbett@fleetnews.com) for this seminar.

Registration forms and payment should be received three weeks before the seminar date. Register early to save and because a maximum number of participants will be accepted. Full refunds will be made if the program is canceled or if cancellation notice is received 14 days prior to the workshop. A cancellation fee of \$150 will apply after the above date. For registration by telephone, please call 1-619-804-1883 or email [mcorbett@fleetnews.com](mailto:mcorbett@fleetnews.com) . FAX completed registration form to (951) 296-0454 or mail the registration to: *California Fleet News*, 39791 Cambridge Place, Temecula, CA 92591.

### **REGISTRATION FORM – “COMPETITIVE FLEET MANAGEMENT” SEMINAR**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
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Name: \_\_\_\_\_ Title: \_\_\_\_\_  
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Name: \_\_\_\_\_ Title: \_\_\_\_\_  
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Organization: \_\_\_\_\_ Telephone:  
\_\_\_\_\_

Address: \_\_\_\_\_ City/State:  
\_\_\_\_\_

Zip: \_\_\_\_\_ FAX: \_\_\_\_\_

Email address (Very important): \_\_\_\_\_

Session: \_\_\_ University of California, Davis - September 30, 2010

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