EVENT GUIDE
July 22-23, 2014
Renaissance Schaumburg Convention Center Hotel
Schaumburg, IL

Safety Matters.
REDUCE RISK. MINIMIZE LIABILITY. IMPROVE THE SAFETY OF YOUR FLEET.

Brought to you by
Fleet Safety Award in conjunction with
American Automotive Leasing Association
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule At-A-Glance</td>
<td>2</td>
</tr>
<tr>
<td>Sponsors</td>
<td>4</td>
</tr>
<tr>
<td>Welcome</td>
<td>6</td>
</tr>
<tr>
<td>Program Highlights</td>
<td>8</td>
</tr>
<tr>
<td>Speakers List</td>
<td>10</td>
</tr>
<tr>
<td>Full Schedule</td>
<td>12</td>
</tr>
<tr>
<td>Facility Map</td>
<td>20</td>
</tr>
<tr>
<td>Sponsor Table Top Displays</td>
<td>21</td>
</tr>
<tr>
<td>New Products</td>
<td>22</td>
</tr>
<tr>
<td>Meet the Sponsors</td>
<td>24</td>
</tr>
<tr>
<td>General Information</td>
<td>32</td>
</tr>
<tr>
<td>Safety Statistics</td>
<td>34</td>
</tr>
<tr>
<td>Conference and Magazine Staff</td>
<td>36</td>
</tr>
<tr>
<td>Tribute to Ed Bobit</td>
<td>37</td>
</tr>
</tbody>
</table>

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**The Premier**

**TRACKING SOFTWARE FOR YOUR FLEET**

VISIT TABLE #16

[Image of GPS Insight website and logo]

866-477-4321

gpsinsight.com
**TUESDAY, JULY 22**

7:30am - 7:00pm  | **REGISTRATION OPEN**  
Utopia Threshold  
Sponsored by resqme

12:00pm - 6:30pm  | **INTERNET CAFÉ OPEN**  
Utopia Threshold  
Sponsored by iX

1:00pm - 1:50pm  | **OPENING KEYNOTE ADDRESS**  
Utopia Ballroom  
Changing Corporate Safety Culture from the Top Down and the Bottom Up

2:00pm - 2:50pm  | **CONCURRENT SESSIONS**  
Sponsored by A  
- How to Help Drivers Deal with In-Vehicle Distractions  
Euphoria  
- How Johnson & Johnson Used the NETS Benchmark Survey Process to Improve Fleet Safety Policies, Practices and Results  
Nirvana C

2:50pm - 3:10pm  | **NETWORKING BREAK**  
Utopia Threshold  
Sponsored by Cei

3:10pm - 4:00pm  | **CONCURRENT SESSIONS**  
Sponsored by Collision Avoidance Systems  
- Fleet Safety for Vocational Vehicles  
Utopia Ballroom  
- Moving Beyond the Checklist to a Strategic “Blueprint for Safety”  
Nirvana C  
- Hours of Service and Electronic Logs: Where We Are and Where We’re Going  
Euphoria

4:10pm - 5:00pm  | **CONCURRENT SESSIONS**  
Sponsored by Davis Instruments  
- Training Drivers on How to Respond at the Scene of an Accident  
Nirvana C  
- Emerging Trends in Fleet Safety and Accident Management  
Utopia Ballroom  
- Collision Reduction through Driver Monitoring and Incentives  
Euphoria

5:00pm - 6:30pm  | **EVENING RECEPTION WITH SPONSORS**  
Utopia Threshold  
Sponsored by LeasePlan

7:00pm - 9:00pm  | **HOTEL HOSTED WINE TASTING AND LIVE MUSIC**  
Hotel Lobby Terrace

**WEDNESDAY, JULY 23**

7:30am - 3:00pm  | **REGISTRATION OPEN**  
Utopia Threshold  
Sponsored by resqme

8:00am - 4:30pm  | **INTERNET CAFÉ OPEN**  
Utopia Threshold  
Sponsored by iX

8:00am - 9:00am  | **BREAKFAST WITH SPONSORS**  
Utopia Threshold  
Sponsored by Americam

**SCHEDULE AT-A-GLANCE**

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Sponsored by iX

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Utopia Threshold  
Sponsored by Americam

9:00am - 9:50am  | **GENERAL SESSION**  
Utopia Ballroom  
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- Training Drivers on How to Respond at the Scene of an Accident  
Nirvana C  
- Emerging Trends in Fleet Safety and Accident Management  
Utopia Ballroom  
- Collision Reduction through Driver Monitoring and Incentives  
Euphoria

10:00am - 10:50am  | **CONCURRENT SESSIONS**  
Sponsored by SMARTWITNESS  
- New Paradigms in Driver Safety  
Nirvana C  
- A Fleet Manager’s Guide to Surviving a Deposition and Other Fleet-Related Legal Issues  
Utopia Ballroom  
- Scoring Positive Results With Driving Simulators  
Euphoria

11:10am - 12:00pm  | **CONCURRENT SESSIONS**  
Sponsored by Fleet Response  
- Using Gamification to Increase Safe Driving Awareness  
Nirvana C  
- Crash Analysis – Getting to the Truth  
Utopia Ballroom  
- The Power of Video-Based Technology to Improve Driver Behavior, Prevent Accidents and Save Lives  
Euphoria

12:10pm - 1:30pm  | **AWARDS LUNCHEON**  
Utopia Ballroom  
Fleet Safety Award Presented in Conjunction With AAMLA  
Lunch Sponsored by TELETRAC

1:40pm - 2:30pm  | **CONCURRENT SESSIONS**  
LATEST TRENDS IN FLEET SAFETY  
Best Practices  
Nirvana C  
- What You Don’t Know About Truck Inspections  
Euphoria

2:30pm - 2:50pm  | **NETWORKING BREAK**  
Utopia Threshold  
Sponsored by wheels

3:45pm - 4:30pm  | **CLOSING KEYNOTE ADDRESS**  
Utopia Ballroom  
Building a Fleet Safety Program and Enhancing Your Corporate Image Through Road Safety Community Outreach

**Will Include a Heavy Duty Truck Focus**
Always looking out for your fleet.

SuperVision

Driver safety | fleet efficiency | compliance

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DriveCam

Fleet response

Geotab

Mobileye

Premiere Services

Resqme

SMARTWITNESS

SuperVision

Teletrac

Wheels

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Canal Insurance

Merchants

Fleet Management

Sprint

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American Automotive Leasing Association

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Fleet

HDT

Business Fleet

Green Fleet

Fleet Financials

Work Truck

DRIVE SMARTER. ARRIVE SAFELY.

Train your drivers to make smarter decisions behind the wheel. This equates to fewer fleet accidents and reduced costs for your company.

And if an incident occurs, LeasePlan has a full range of solutions to get your driver back on the road as quickly and safely as possible. Our comprehensive risk and safety services help educate your employees so you can put accidents behind you.

To find out more about our risk and safety programs, call 800-951-9024, or visit us online at www.us.leaseplan.com/safety.

Visit us during the Fleet Safety conference to receive a free trial of our driver training.
WELCOME TO THE 2014 FLEET SAFETY CONFERENCE

Over the past several years, safety has become one of the top concerns for fleet managers, company executives, HR professionals, and risk managers. The Fleet Safety Conference was launched to help address these concerns and offer solutions to help fleets operate more safely.

Building on the momentum of past events, we are excited to see that interest in fleet safety remains a top priority for the country’s fleets, transcending industry borders and job titles — reaching from fleet all the way to corporate boardrooms. Accordingly, you’ll find conference content addresses the interests of risk, safety, sales, human resources, and EHS professionals alike. Those of you who joined us last year will see an increase in the number of attendees sporting these “non-fleet” titles on their name badges. We encourage you to connect during the networking events, where you’ll exchange challenges and success stories with others who share your commitment to fleet safety.

With support from the American Automotive Leasing Association (AALA) and a number of other sponsoring organizations, suppliers and industry associations, we’ve worked tirelessly to provide a robust educational program to address the biggest challenges in the fleet safety domain. You’ll get the most up-to-date distracted driving and regulatory information on the market, learn new strategies for creating a company-wide safety culture, learn how to use technology to improve safety, and much more. Once again we’re offering a dedicated heavy-duty truck track specially crafted by Heavy Duty Trucking (HDT) magazine editor-in-chief Deborah Lockridge to focus on the needs of over-the-road and Class 8 fleets. A highlight of the conference is the AALA-created Fleet Safety Award, which spotlights and honors the most successful safety programs in the nation, and our first-ever Fleet Safety Lifetime Achievement Award.

We’d like to thank our attendees, speakers and sponsors for joining and supporting us. We are certain you’ll go home armed with knowledge to better protect your company, your employees and the general public all with the goal of making the road a safer place to be.

Mike Antich
Conference Chair
Editor, Automotive Fleet
Make sure you're up front and center for all of our events happening in the Utopia Ballroom. Hear from our three compelling speakers; each brings new ideas and strategies to help implement, sustain, and promote a safety culture in your own fleet. And don't miss our first-ever Fleet Safety Lifetime Achievement Award, presented at our 3rd Annual Fleet Safety Award.

**TUESDAY, JULY 22**

1:00pm - 1:50pm  **OPENING KEYNOTE ADDRESS**
Changing Corporate Safety Culture From the Top Down and the Bottom Up
Mike Pitcher serves as the current President and CEO of LeasePlan USA. Responsible for one of the nation's largest vehicle management companies, LeasePlan has been recognized by numerous organizations as the Best Place to Work in both Atlanta and Chicago under Mike's leadership. Mike will be sharing the difficulties and challenges he faced during the company's decision-making process in setting up their safety program and implementing strict safety policies. He will also share what strategies he used to help his entire organization cope with the change and embrace new safety policies.

**WEDNESDAY, JULY 23**

9:00am - 9:50pm  **GENERAL SESSION**
The Role of Company Culture in Starting, Building and Sustaining a Road Safety Program
Jeff Castillo is the Global Vehicle Safety Lead for Monsanto. He works with regional leaders to advance vehicle safety in the eight regions and 54 countries where Monsanto has vehicles. Jeff will be opening the second day with a personal account of Monsanto's journey to create a successful and sustainable road safety program. In Monsanto's goal to achieve the lowest collisions per mile, Jeff will talk about the challenges in creating a program that not only focused on fleet drivers, but all of their employee drivers.

**WEDNESDAY, JULY 23**

12:10PM - 1:30PM  **AWARDS LUNCHEON**
Join us for our 3rd annual Fleet Safety Awards Luncheon presented in conjunction with the American Automotive Leasing Association (AALA). We'll be recognizing candidates who have shown leadership, innovation, and measurable results in enhancing the safety of their employees, those traveling with them, and everyone else who shares the road with them. Nominees were judged on their use of best practices in managing safety, showing leadership in the area of safety and their demonstration in good safety results with verifying data. Bobit Business Media will also be presenting it's first-ever Fleet Safety Lifetime Achievement Award.

**WEDNESDAY, JULY 23**

3:45pm - 4:30pm  **CLOSING KEYNOTE ADDRESS**
Building a Fleet Safety Program and Enhancing Your Corporate Image Through Road Safety Community Outreach
Jack Hanley became the Executive Director of the Network of Employers for Traffic Safety (NETS) in February 2008. As Executive Director, Jack is responsible for leading NETS' road safety efforts. Jack will teach you how to implement strategies to regain and boost your company's momentum in maintaining and implementing safety programs. He'll also show how companies can create positive impact in their local community by increasing safety awareness through their safety campaigns.
SPEAKERS LIST

KEYNOTE & GENERAL SESSION SPEAKERS

Mike Pitcher
President & CEO
LeasePlan USA

Jeff Castillo
Global Vehicle Safety Lead
Monsanto Company

Jack Hanley
Executive Director
Network of Employers for Traffic Safety (NETS)

Damon Aldrich
National Vehicle Services Manager
Toyota Motor Sales USA

Mike Antich
Editor and Associate Publisher
Bobit Business Media

Richard Bleser
Fleet Specialty Group Leader, Senior Vice President
Marsh Risk Consulting

Thomas Bray
Senior Editor, Transportation Management
J.J. Keller & Associates

Vincent Brigid
President & COO
The CEI Group

Sherb Brown
Vice President
Bobit Business Media

Corey Catten
Chief Technology Officer
inthinc Technology Solutions, Inc.

Richard Crawford
CEO
SambaSafety

Bob Davis
Founder & CEO
Virtual Driver Interactive (VDI)

Nick Ehrhart
Manager, Product Solutions
Donlen Corporation

David Glines
Manager of Product Innovation
Wheels, Inc.

Diana Holland
Director of Fleet Services
Merchants Fleet Management

Ed Iannuzzi
Manager of Driver Services
ARI – Automotive Resources International

Don Jerrell
Associate Vice President, Transportation
HNI Risk Services

J. Kimo Ketner
Vice President
Fleet Safety Institute

Ken Latzko
Regional Sales Manager Northeast
The CEI Group

Sandra Lee
Worldwide Director, Fleet Safety
Johnson & Johnson

Ted Levin
Senior Manager of Risk Management Services
Wheels, Inc.

Michelle Lewis
Manager, Accident Management Services
and Safety Services
EMRAS, Inc.

Art Liggio
President
Driving Dynamics, Inc.

Jodi Mathy
Senior Claims Consultant
HNI Risk Services

Phil Moser
Vice President
Advanced Driver Training Services

John Phillips
Attorney
Alanz Schrader Linker Farris Mayes, LLP

Rich Radi
Director, Driver Services
ARI – Automotive Resources International

John Seidl
Tracking Consultant
JSCS, Inc.

Randy Shadley, CAFM
Account Manager and Fleet Safety Specialist
Corporate Claims Management

Dan Shive
Vice President Risk Management Services
LeasePlan USA

Beth Ann Stammer
Director, Global Health, Safety and Environment
Eli Lilly and Company

Julie Stevens
Senior Program Manager, Client Consulting
Lytx Inc.

Eric Strom
Marketing Product Manager Safety and Maintenance
GE Capital Fleet Services

John Ulczycki
Group Vice President Strategic Initiative
National Safety Council

Jodie Varner
Director of Business Development
Fleet Response

Tony Vinciguerra
Vice President and General Manager
Center for Transportation Safety

Greg Wolfe
Program Manager
US State Department's Office of Safety, Health and Environmental Management

Megan Young
Account Executive
HNI Risk Services

CONTACT US TO TEST DRIVE GEOTAB'S MOBILE MANAGEMENT PLATFORM:
testdrive@geotab.com // www.geotab.com // 1.416.434.4309

Put your drivers’ safety first
With the program that performs like no other

Wheels Safety First program can reduce accident costs, mitigate risk and create a safety-conscious driving culture. Our all-inclusive, customized approach gets your organization aligned, protects your drivers and provides integrated data and billing.

And with Safety First’s full range of tools — helping to monitor and sharpen roadway performance skills, and better identify high-risk drivers — you have an integrated approach to fleet safety and overall risk management.

FOR MORE INFORMATION on Wheels Safety First program, please contact us at info@wheels.com
### FULL SCHEDULE

**TUESDAY, JULY 22**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am - 7:00pm</td>
<td><strong>REGISTRATION OPEN</strong></td>
<td>Utopia Threshold</td>
<td>sponsored by resqme</td>
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<tr>
<td>12:00pm - 6:30pm</td>
<td><strong>INTERNET CAFÉ OPEN</strong></td>
<td>Utopia Threshold</td>
<td>sponsored by Jx</td>
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<tr>
<td>1:00pm - 1:50pm</td>
<td><strong>OPENING KEYNOTE ADDRESS</strong></td>
<td>Utopia Ballroom</td>
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<tr>
<td>2:00pm - 2:50pm</td>
<td><strong>CONCURRENT SESSIONS</strong></td>
<td>Utopia Ballroom</td>
<td>sponsored by A</td>
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<tr>
<td>3:10pm - 4:00pm</td>
<td><strong>CONCURRENT SESSIONS</strong></td>
<td>Utopia Ballroom</td>
<td>sponsored by CEI</td>
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<tr>
<td>2:50pm - 3:10pm</td>
<td><strong>NETWORKING BREAK</strong></td>
<td>Utopia Threshhold</td>
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<td>sponsored by Nirvana C</td>
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<td>Utopia Ballroom</td>
<td>sponsored by Nirvana C</td>
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### OPENING KEYNOTE ADDRESS

**Changing Corporate Safety Culture From the Top Down and the Bottom Up**

While driver safety is a high priority throughout the fleet industry, changes designed to protect drivers and organizations are not always easy to make. LeasePlan faced this situation when it implemented a cell phone driving ban throughout its own fleet. In his keynote address, LeasePlan President and CEO Mike Pitcher will walk attendees through the company’s decision-making process in setting up the program, how they handled employee questions and objections to the cell phone ban, and how the program was ultimately embraced by the entire organization—making driver safety a part of the culture throughout the company.

- Learn how to strategically implement safety programs without pushback from your drivers.

**Keynote Speaker:** Mike Pitcher, LeasePlan USA

### CONCURRENT SESSIONS

**How Driver Distractions Impact Your Fleet’s Bottom Line**

The onset of electronics, both portable and those that are built into today’s vehicles, has created a driving environment that is fraught with distraction. This session will explain what fleet safety professionals can do to decrease in-vehicle distractions.

- Learn how to minimize in-vehicle distractions.

**Moderator:** Mike Antich, Bobit Business Media  
**Panelists:** Ken Latzko, The CEI Group; Randy Shadley, Corporate Claims Management; Dan Shive, LeasePlan USA; Jodie Varner, Fleet Response

**Moving Beyond the Checklist to a Strategic “Blueprint for Safety”**

While most fleet professionals are engaged at some level in structuring driver safety policies, administering associated training regimens, and monitoring compliance – many times the opportunity to achieve significant results is missed when these efforts are treated as tasks to compliance instead of being used as building blocks in a strategic plan that produces a viable safety culture and gains employee buy-in and engagement.

- Learn how to “sell” your fleet on safety as a lifestyle and not just a part of the job.

**Presenter:** Art Liggio, Driving Dynamics, Inc.

**Fleet Safety for Vocational Vehicles**

A growing high percentage of vocational fleets that have drivers operating in oil patch areas, quarries, construction sites, etc., all of which are susceptible to a high exposure to injuries. This session will discuss driver training awareness and safe use of vehicles operating in off-road, construction or mining applications.

- Learn how to decrease driver risk when operating vocational vehicles in off-road and construction areas.

**Presenters:** Ed Iannuzzi, ARI - Automotive Resources International; Rich Radi, ARI - Automotive Resources International

**Will Include a Heavy Duty Truck Focus**

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**Reduce Accidents, Save Money and Keep Your Drivers Safe**

The Mobileye® Collision Avoidance System is the latest technological advancement for preventing vehicle crashes — and the only system in the industry to incorporate truly comprehensive real-time warnings and alerts. Here are just a few ways this system is unique:

- The Forward Collision Warning warns at any speed.
- The system recognizes more than just cars and trucks. It also recognizes motorcycles, bicycles, and pedestrians.
- And it can “read” lane markings and speed limit signs.

The Mobileye Collision Avoidance System can also be integrated with 3rd party telematics and fleet management systems. Integration allows for the transmission of alert data which can be analyzed to provide greater insight into driver behavior and patterns, and determine areas where safety can be improved.

Visit Mobileye at table #12 at the Fleet Safety Conference to find out how your fleet can accomplish the same. If you’d like to schedule a meeting while you’re at the conference, please call our Sales Coordinator, Dean Kossar at 1.877.867.4960 ext. 104.

---

**SuperVision**

SuperVision covers almost twice as many states as the competition. Only SuperVision lets you continuously monitor fleet drivers across more of the country. You’ll get the industry’s best state-by-state coverage, and email alerts if a driver’s license is suspended, revoked or cancelled, even if it’s for a non-moving violation like unpaid tickets. You can pull MVRs anytime, and get instant online access from your desktop, laptop or tablet. Get SuperVision and you’ll always know who’s behind the wheel.

For a free Test Drive, call 855-353-8252.

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**SuperVision**

Always looking out for your fleet

esupervision.com
**FULL SCHEDULE**

**3:10pm - 4:00pm  ** **CONCURRENT SESSIONS**

- **Hours of Service & Electronic Logs: Where We Are and Where We’re Going**
  Euphoria
  Where do hours-of-service regulations stand today after the most recent round of changes, and are there any official actions under way to make more changes? How will the federal government’s proposed rules on mandatory electronic logging devices shape the use and functions of the next generation of these devices? This session will address these questions and more, including strategies to successfully transition your operation to an automatic electronic logging system.
  - Learn how the new hours-of-service regulations will and is already impacting heavy-duty fleets.
  **Presenter:** Thomas Bray, J.J. Keller & Associates

**3:10pm - 4:00pm  ** **CONCURRENT SESSIONS**

- **Training Drivers on How to Respond at the Scene of an Accident**
  Nirvana
  Personal injury claims against fleets have skyrocketed, both in the number filed and the size of the jury verdicts. How the driver responds at the scene of an accident can be a significant factor in determining the outcome of the claim. Most companies offer little to no training to drivers. This session will explain how to train your drivers to respond at the scene of an accident, in particular, the five things you should never do following an accident.
  - Learn the best way for your drivers to react and respond to a scene of an accident.
  **Presenter:** Don Jerrell, HNI Risk Services

**3:10pm - 4:00pm  ** **CONCURRENT SESSIONS**

- **Emerging Trends in Fleet Safety and Accident Management**
  Utopia Ballroom
  Traditionally, the fleet market has been reactive in terms of fleet safety and accident management. Issues emerge and the industry develops solutions after-the-fact to address them. This session is designed to make managers more proactive in safety management by identifying the emerging fleet safety and accident management trends of the future.
  - Learn to be more proactive then reactive when it comes to your fleet.
  **Presenters:** Vincent Brigidi, The CEI Group; John Ulczycki, National Safety Council

**4:10pm - 5:00pm  ** **CONCURRENT SESSIONS**

- **Collision Reduction through Driver Monitoring and Incentives**
  Euphoria
  For most drivers, an optimism bias is created by the fact that collisions are rare outcomes compared to risky behaviors like excessive speed, DUI, tailgating, distracted driving, and so on. Other incentives are needed to achieve significant reductions in risky driving behaviors and collisions. The State Department began using in-vehicle video monitoring to identify drivers exhibiting risky driving behaviors overseas. While training and coaching risky drivers produced modest reductions in risky driving, a progressive discipline and award program, tied to driver performance, was needed to achieve significant reductions in risky driving and subsequent collisions.
  - Learn how to encourage your fleet managers to become safer drivers through positive work incentives.
  **Presenter:** Greg Wolfe, US State Department of Safety, Heath and Environmental Management

**5:00pm - 6:30pm  ** **EVENING RECEPTION WITH SPONSORS**

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**7:00pm - 9:00pm  ** **HOTEL HOSTED WINE TASTING AND LIVE MUSIC**

- **Hotel Lobby Terrace**

**WEDNESDAY, JULY 23**

- **7:00am - 3:00pm  ** **REGISTRATION OPEN**

- **8:00am - 4:30pm  ** **INTERNET CAFÉ OPEN**

- **8:00am - 9:00am  ** **BREAKFAST WITH SPONSORS**

Most Vehicle Accidents Happen Due To Unsafe Driving. 
Have You Measured Your Fleet’s Safety?

For More Info, Visit Table #19
**FULL SCHEDULE**

**9:00am - 9:50am**  
**GENERAL SESSION**  
Utopia Ballroom  
Sponsored by *GPS Watch*  

The Role of Company Culture in Starting, Building, and Sustaining a Road Safety Program  

In a peer-to-peer presentation, learn how Monsanto adopted its lifesaving rules to create a pervasive corporate-wide safety culture. In this lively, first-person presentation, attendees will discover: What a company needs to sustain a corporate safety culture that extends beyond fleet drivers to occasional employee drivers and the fundamental initiatives that need to be implemented to achieve the lowest collision per mile.  

- Hear how one fleet built and continues to maintain a sustainable road safety program.  

**Presenter:** Jeff Castillo, Monsanto Company

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**10:00am - 10:50am**  
**CONCURRENT SESSIONS**  
Sponsored by *SMART WITNESS*  

New Paradigms in Driver Safety  
Nirvana C  

This panel will discuss new ideas, programs, and best practices to ensure organizations have qualified drivers – professional and gray fleets – behind the wheel. Takeaways include: how to really know who is behind the wheel; what the reality of not knowing is - risk exposure; best practices for mitigating driver risk, creating a culture of safety and real-world results.  

- Learn the latest ideas and practices fleets are using to ensure their drivers are the safest.  

**Moderator:** Sherb Brown, Bobit Business Media  
**Panelists:** Damon Aldrich, Toyota Motor Sales USA; Richard Bleier, Marsh Risk Consulting; Richard Crawford, SambaSafety; Randy Shadley, Corporate Claims Management

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A Fleet Manager’s Guide to Surviving a Deposition and Other Fleet-Related Legal Issues  
Utopia Ballroom  

Shortly after a lawsuit is filed, a process called discovery typically begins. As part of the discovery process, a deposition is taken, which is a question-and-answer session conducted under oath, which can often involve the fleet manager. This session will help fleet managers avoid the pitfalls that commonly occur during a deposition, along with how to handle other fleet-related legal issues that may be encountered in a fleet-related lawsuit.  

- Learn the most common mistakes to avoid when dealing with fleet-related legal issues.  

**Presenter:** John Phillips, Alainz, Schraeder, Linker, Farris & Mayes LLP

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Scoring Positive Results with Driving Simulators  
Euphoria  

Learn how to apply winning tactics of other organizations using driving simulation technology to train fleet drivers. Find out when a simulation program should be implemented, how to justify it to senior management, and ways to get drivers to embrace it. Listen to real-life case studies and learn how UPS and other leading trucking companies have implemented virtual training into their driver training programs and have reduced crashes substantially. Don’t miss this chance to learn how to reduce costs and mitigate risk for your company. After the presentation by Bob Davis, CEO of VDI, attendees will have an opportunity to experience firsthand a driving simulator using scenarios featuring heavy-duty trucks.  

- Learn how new driver simulator programs are effective safety training tools and how they should be integrated into an existing safety program.  

**Presenter:** Bob Davis, Virtual Driver Interactive (VDI)

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Using Gamification to Increase Safe Driving Awareness  
Nirvana C  

Many companies have moved beyond traditional motivational solutions and use gamification to engage employees and drive program compliance. Whether you are implementing a new driver safety initiative or managing an existing one, keeping drivers engaged with your program is a must when it comes to achieving your fleet safety goals. This session offers insights and techniques on how you can use gamification to increase safety driving awareness and foster a culture of responsible vehicle usage within your fleet.  

- Learn how gamification is a positive incentive to encourage safe driving practices.  

**Presenters:** David Glines, Wheels, Inc.; Ted Lewin, Wheels, Inc.

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Crash Analysis – Getting to the Truth  
Utopia Ballroom  

Fleet and safety professionals hear some interesting explanations from employee drivers who have been involved in motor vehicle crashes. Driver statements and reports are at times—bizarre. It has been said that, the only true statement made at the scene of a vehicle crash is that somebody is lying. This presentation will provide information that will assist fleet and safety professionals with the often daunting task of finding out what really happened when their company vehicle was involved in a crash.  

- Learn how to get the real facts when investigating what happened when their company vehicle was involved in a crash.  

**Presenter:** Phil Moser, Advanced Driver Training Services

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Euphoria, a Road Safety Program  
Sponsored by *Utopia Ballroom*  

10:50am - 11:10am  
**NETWORKING BREAK**  
Utopia Threshold  
Sponsored by *Geotab*

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11:10am - 12:00pm  
**CONCURRENT SESSIONS**  
Sponsored by *Verizon Fleet*  

Using Gamification to Increase Safe Driving Awareness  
Nirvana C  

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- Learn how to get the real facts when investigating what happened when their company vehicle was involved in an accident.  

**Presenter:** Phil Moser, Advanced Driver Training Services

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Will Include a Heavy Duty Truck Focus
Learn how the latest improvement in video driver technology can change behaviors, enabling heavy-duty truck fleets to prevent incidents, reduce the lead-to-collision ratio. A new Virginia Tech study shows that more than 800 lives could be saved every year using video-based driver safety technology. By understanding what actually causes accidents, efforts can be focused on coaching drivers to improve their behaviors, enabling heavy-duty truck fleets to prevent incidents, reduce injuries and collision costs, and save lives over time.

- Learn how the latest improvement in video driver technology can improve a driver’s safety behavior.

**Presenter:** Julie Stevens, Lytx Inc.

**AWARDS LUNCHEON**

- **12:10pm - 1:30pm**
  - Utopia Ballroom
  - Fleet Safety Award Presented in Conjunction with American Automotive Leasing Association

Join us for the presentation of our third annual Fleet Safety Award, presented in conjunction with the American Automotive Leasing Association (AALA). The award seeks to recognize candidates who have shown leadership, innovation, and measurable results in enhancing the safety of their employees, those traveling with them, as well as everyone else who shares the road with them. In addition, Bobit Business Media will present its first-ever Fleet Safety Lifetime Achievement Award.

**Fleet Response**

- **Utopia Ballroom**
- **2:50pm - 3:40pm**
  - Networking Break

Learn about the latest policies and health regulations that your fleet needs to know.

**Presenters:** Jodi Mathy, HNI Risk Services; Megan Young, HNI Risk Services

**Fleet Safety Award Presented in Conjunction with American Automotive Leasing Association**

**FULL SCHEDULE**

**11:10am - 12:00pm**
- **CONCURRENT SESSIONS**
  - The Power of Video-Based Technology to Improve Driver Behavior, Prevent Accidents and Save Lives

**Euphoria**

A new Virginia Tech study shows that more than 800 lives could be saved every year using video-based driver safety technology. This session explores how this revolutionary technology combines in-cab video event recording, predictive analytics, and real-time driver feedback and coaching into a powerful proactive tool to identify and reduce the risky driving behaviors that lead to 90% of collisions. By understanding what actually causes accidents, efforts can be focused on coaching drivers to improve their behaviors, enabling heavy-duty truck fleets to prevent incidents, reduce injuries and collision costs, and save lives over time.

**Presenter:** John Snid, former FMCSA inspector, will discuss critical elements of an effective vehicle maintenance program and highlight areas where many motor carriers fall short. You will discover how your maintenance program can improve your fleet’s safety.

**What You Don’t Know About Truck Inspections**

**Euphoria**

John Snid, former FMCSA inspector, will discuss critical elements of an effective vehicle maintenance program and highlight areas where many motor carriers fall short. You will discover how your maintenance program can improve your fleet’s safety.

**Presenter:** John Snid, JCS, Inc.

**Utopia Ballroom**

- **2:30pm - 2:50pm**
  - Networking Break

Learn about the latest policies and health regulations that your fleet needs to know.

**Presenters:** Jodi Mathy, HNI Risk Services; Megan Young, HNI Risk Services

**The Effect of Management Involvement on Fleet Safety Improvement**

**Alvarna C**

How much of an impact do you have on the safety of your fleet? More than you may think. In this presentation, you will learn the effect management has on a driver safety program — backed by the safety history of thousands of anonymous drivers. This data covers varying degrees of management involvement leading to varying degrees of success in the safety improvement of the fleets monitored. The results of this study show that management attitudes alone dramatically affect the outcome of vehicle safety programs and ultimately save lives.

- Learn how management attitudes about safety can make or break a fleet safety program.

**Presenter:** Corey Catten, inthinc Technology Solutions, Inc.

**The Risk Exposure of Operating a “Hidden” Fleet**

**Utopia Ballroom**

Many companies operate a “hidden” fleet without even knowing it. A lot of companies make the statement that “we don’t have a fleet of vehicles.” However, employees could be driving a lot more often than otherwise thought. The “hidden” fleet can also be any incidental trips your employees take for company business, even the “every-once-in-a-while” trips. Are you taking the necessary steps to protect your business?

- Learn how your business could be utilizing a fleet without even realizing it.

**Presenter:** J. Kim Kretner, Fleet Safety Institute

**Building a Culture of Wellness in Transportation**

**Euphoria**

Wellness is tough stuff in our business. Drivers are often stressed, fatigued, eat a poor diet, and have little opportunity to exercise. This boils down to lost productivity, added costs to your health plan, workers’ comp claims, and increased accident risk. In this presentation, Megan Young and Jodi Mathy from HNI will make a case for instilling a culture of wellness in your organization starting from the day a new driver or employee is hired. It often begins with a post-offer physical, making sure drivers are fit for duty. From there, it becomes an ongoing journey to encourage health and wellness in day-to-day operations as well as following any injury on the job. Megan and Jodi will also explore the challenges of driver wellness efforts including case studies, government policies and increased focus on driver health, and discuss how to design a program that sticks.

- Learn about the latest policies and health regulations that your fleet drivers need to know.

**Presenters:** Jodi Mathy, HNI Risk Services; Megan Young, HNI Risk Services

**Utopia Ballroom**

- **3:45pm - 4:30pm**
  - CLOSING KEYNOTE ADDRESS

Building a Fleet Safety Program and Enhancing Your Corporate Image Through Road Safety Community Outreach

Companies can find it difficult to start a fleet safety program. Conversely, companies with advanced fleet safety programs may encounter diminishing year-to-year returns and struggle to regain the program’s momentum. To meet these needs, NETS recently made available “Comprehensive Guidelines for a Road Safety Program.” The session will address how companies can use the “Guidelines” to maximize their road safety performance — whether it’s a new program or a mature one. The session will also address how employers can include community road safety in its outreach efforts using a case study of an employee-driven seat belt usage improvement campaign, including resourcing needs, metrics and lessons learned.

- Learn how safety can improve your company profile.

**Keynote Speaker:** Jack Hanley, Network of Employers for Traffic Safety (NETS)

**Will Include a Heavy Duty Truck Focus**

**You think your drivers are safe, but wouldn’t you rather be sure?**

**CarChip Connect**

You think your drivers are safe, but wouldn’t you rather be sure? CarChip Connect helps fleet managers:

- Promote driver safety
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- Lower maintenance costs
- Increase fleet efficiency
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**Davis Instruments**
**NEW PRODUCTS**

**ALCOLOCK™ V3 - ALCOHOL INTERLOCK**  
Table 28  
The ALCOLOCK™ V3 is a proactive safety device that prevents a vehicle from starting if it detects alcohol on the breath of the driver. Simple to use, very dependable and able to withstand dirt, vibration and extremes of temperature. The ALCOLOCK V3 helps protect your assets: fleet, cargo and people.

**MAX ELIMINATOR**  
Table 21  
Who says you have to sacrifice safety for cleaning power? Bradley Systems, Inc. Max Eliminator is registered by the NSF, approving its use in food-related facilities. It’s gentle enough to leave unattended around a curious toddler and tough enough to use on grandpa’s old, greasy tractor. We’ll let you be the judge.

**VIRTUAL SPOTTER SERIES**  
Table 10  
CAS has released our new Virtual Spotter Series to help prevent backup accidents. This new solution pairs our backup/side view camera systems with our “talking” sonar sensor system under a single operating platform. Now we will show you what is behind the truck and tell you how far away it is.

**DRIVECAM POWERED BY LYTX**  
Table 9  
The DC Protect™ Program offers industry-leading predictive analytics, proactive coaching tools and 100% protection that’s optimized for lean fleets with fewer than 350 vehicles and low insurance deductibles.

**RESQME**  
Table 22  
The resqme tool is a window-breaker and seat-belt-cutter—a car escape tool proudly made in the USA. In the event of an emergency and possible vehicle entrapment, the resqme tool holds a sharp blade to cut a jammed seatbelt and a spring-loaded spike to shatter the car window.

**KP1**  
Table 14  
The SmartWitness KP1 is a new dual camera HD bulk box dash cameras. KP1 provides instant notification of videos & event data in less than 60 seconds after a collision. KP1 operates as either a stand-alone product or can be seamlessly integrated with existing Telematics/GPS tracking systems.

**SUPERVISION**  
Table 4  
Only SuperVision lets you continuously monitor drivers across more of the country. You’ll get the industry’s best state-by-state coverage with e-mail alerts of any moving violations or changes in license status. Just log into eSupervision.com and all the information will be at your fingertips.

**VERIZON NETWORKFLEET ASSET GUARD**  
Table 5  
The Verizon NetworkFleet Asset Guard provides reliable tracking for fixed & movable fleet assets like trailers, containers/pods, generators, heavy duty equipment, etc. The Asset Guard is an ideal solution for managing assets that will be deployed for long periods outdoors or in rugged environments.

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joseph.borgatti@incentiveusa.com | www.incentiveusa.com
With more than 50 years of industry experience, All Star Incentive Marketing has been dedicated to the development, implementation, and strategic management of safety reward and recognition programs to help companies such as yours improve the safety, wellness, and retention of your workforce. To learn how properly designed safety reward and recognition programs can help improve your company’s bottom line while reducing safety related claims, please visit us at Table #20 at the Fleet Safety Conference.

AMERIFLEET TRANSPORTATION
steve.gibson@amerifleet.com | www.amerifleet.com
AmeriFleet Transportation provides professional driveaway and truck carrier transportation services to the corporate fleet and leasing industry. Founded in 1997, we constantly strive to expand our client services, so that we can be your Total Solution Provider and live up to our motto of “Doing more than moving cars...” Our team of professionals is dedicated to providing the most consistent, high quality transportation and ancillary services to our clients, which include some of the largest corporate fleets and fleet management/leasing companies in the U.S. and Canada.

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michael.byrne@angeltrax.com | www.angeltrax.com
AngelTrax is a leading designer, manufacturer and provider of in-vehicle mobile surveillance for the student transit, mass transit, waste management, rail and rail industries. AngelTrax drives the market with state-of-the-art products, including patented technologies in our Hybrid Component™ DVRs and Virtual Synchronized Mapping™. With top of the line high-definition cameras and cutting-edge real-time and live-view tracking, AngelTrax develops solutions for every mobile surveillance need. For additional company information, call 1-800-673-1788 or visit www.angeltrax.com.

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CarChip Connect® from Davis Instruments uses cellular technology and web analytics to connect fleet managers to their fleets in real time. Small, easy-to-implement and low-cost, the telematics device plugs directly into a vehicle’s OBD II port and immediately begins reporting to the company website. CarChip Connect® delivers big data into easy-to-understand web-based reports, helping managers identify problem areas and increase their fleets’ safety and efficiency.

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For over 60 years, EMKAY has helped pave the way within the fleet industry by providing full service vehicle management solutions. Our proactive approach, expert consultation, and technologically advanced tools are just some of the ways we’ve provided value and cost savings to our customer. Our service offerings include: SafetyPlus and Safetynet, Telematics, Maintenance Control, Accident Management, Fuel Management, QuickTags license renewals, vehicle leasing, and more.

FLEETMATICs
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Fleetmatics serves approximately 23,000 customers with over 472,000 subscribed vehicles, and is the choice of leading fleets including Con-way Freight, Johnson Controls, and TruGreen LandCare. Fleetmatics customer Express Energy cut major accidents by 84% in year one with Fleetmatics, and has not had a major accident in the first five full months of 2014 (over 1,000 vehicles). For more information, visit us at www.fleetmatics.com/enterprise, or call us toll-free at 844-690-5100.

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Geotab is a leading global provider of premium quality, end-to-end telematics technology. Geotab’s intuitive, full-featured solutions help businesses of all sizes better manage their drivers and vehicles by extracting accurate and actionable intelligence from real-time and historical trips data. Fortune 500 companies, including Comcast, Johnson Controls, and TruGreen LandCare. Geotab has been manufacturing ignition interlock devices, also known as car breathalyzers, for over 20 years and today is an industry leader in reliability, customer service and technology. Alcohol is a contributing factor in 39% of work-related traffic crashes. Intoxalock ignition interlocks & depot solutions protect your company’s assets & employees from alcohol-related work accidents.

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Whether you’re managing a fleet, hiring staff, or assessing liability, IAI helps you manage driver risk. Successful risk management requires vigilance and action - you need to know when a driver puts your company at risk so you can take immediate action. Use our comprehensive driver risk management dashboard, driver monitoring tools and suite of background screening reports to make managing and reducing risk easy. For additional information, please call 1-800-683-8533.

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Wheels, Inc., which pioneered the concept of auto leasing in 1939, provides a full range of specialized service including to help corporations manage their vehicle fleets. Wheels manages more than 300,000 vehicles in North America. Its holding company, Frank Consolidated Enterprises, is a $2 billion company that currently ranks as the largest privately held fleet management company and one of the largest private companies in North America.

We're Protecting Companies, Drivers and Roads All Around You.

Next time you’re on the road, look around. DriveCam powered by Lytx® is everywhere. Trucks. Buses. Private Fleets. Tankers. In fact, Lytx protects more than 450,000 drivers.

And it’s not just drivers who are protected. By adopting the DriveCam® Program, fleets help ensure that their company – and everyone else on the road – is protected, too. Isn’t it time you protect your drivers, your company and the roads all around you?

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GENERAL INFORMATION

CONFERENCE BADGES
Your Fleet Safety Conference badge will admit you to all events and activities that your badge type qualifies you for, including sessions and receptions. It is important that you retain your badge and wear it to all events for admittance. Attendees without a badge may be denied access; replacement badges may be purchased at the registration desk at your original registration cost.

HOTEL SHUTTLE SERVICE
The Renaissance Schaumburg Convention Center Hotel offers complimentary shuttle service to any point within a three-mile radius for hotel guests. The shuttle is available directly out of the main lobby’s front doors on a first-come, first-served basis.

SURBUBAN CABS
Be sure that you are in a suburban cab when you’re on your way back to the airport. A city cab traveling to a destination outside the city of Chicago will charge a 50% surcharge. Please order your taxis ahead of time or from the airport as taxis are not allowed to wait at the curb. You can book with American Taxi or 303 Taxi to avoid the extra fees:
American Taxi: (847) 255-9600
303 Taxi: (847) 303-0303

LOST AND FOUND
Lost and Found is located at the registration desk. At the close of registration on the last day of the conference, show management will turn over any unclaimed items to the Renaissance Schaumburg Convention Center Hotel in-house security.

MEDICAL SERVICES
For any medical emergency, dial the front desk at (847) 303-4100 or dial “0” from a house phone. They will notify security of your location and call any needed medical personnel.

SCHAUMBURG IMMEDIATE CARE
1375 E. Schaumburg Rd.
Schaumburg, IL 60194
(847) 891-6850
M-F 9:00am - 5:00pm

PHOTO AND VIDEO RELEASE
By attending the Fleet Safety Conference, you hereby grant Bobit Business Media, its representatives, and employees the right to take photographs and multimedia of you and your property in relation to the Fleet Safety Conference. You also authorize the Fleet Safety Conference to use such images with or without your name, and for any lawful purpose, including but not limited to publicity, illustration, print advertising and web content.

REGISTRATION POLICIES
In order to qualify for a Fleet Full Conference you must be directly employed by the company or agency that owns and operates your fleet, a public policy-maker, or fleet industry association. Sales representative and individuals providing support services not directly employed by the company or agency must purchase a Supplier Pass or sponsorship.

TRADE-ONLY EVENT
Fleet Safety Conference is a trade-only event. Individuals who cannot document their direct, professional affiliation to the trade will not be admitted.

UNAUTHORIZED SOLICITATION
The Fleet Safety Conference strives to protect the investment of our sponsors. To that end, please note that while all attendees are invited to the sponsor display area, any supplier attendee who is observed to be soliciting business, or “suitcasing”, will be asked to leave immediately. Additional penalties may be applied.

QUESTIONS?
If you have questions, please call (800) 576-8788 Monday through Friday from 8:30am - 5:30pm Pacific Standard Time.
SAFETY STATISTICS

**FLEET VIOLATION BREAKDOWN**
The Impact of Technology

Between 2007 and 2012, fleet violations increased roughly 50 percent, according to ATS. Most of the violations came from tolls, which can be relatively easy to contain with automated technology.

The highest percentage of accidents occurred just before lunch, between 11 a.m. and noon, for both sales fleet drivers (11 percent) and service fleet drivers (9.5 percent).

**ACCIDENTS BY TIME OF DAY**

The consequences of drowsy driving

Sleepiness is the primary cause in 100,000 police-reported crashes each year, which result in 71,000 injuries. At least 4% of all fatal accidents are caused by sleepiness.

If traveling 60 MPH, it takes less than 4 seconds to clear a 12-foot shoulder.

While an ongoing concern, according to reported statistics, only 1.1 percent of crashes involve drivers using a cell phone.

As the above chart shows, sleepiness can result in serious liability for commercial fleets, including fatalities. A good night’s sleep is worth its weight in gold.

**TOP 5 ACCIDENT DESCRIPTIONS**

A vehicle being damaged while parked was the No. 1 accident type in 2012, at 11.7 percent of incidents, followed by being rear-ended at 10.5 percent.

**ACCIDENTS BY DAY OF WEEK**

While weekdays are all relatively close percentage-wise, the highest percentage of accidents occur on Tuesdays (17.8 percent), and the lowest percentage occurs on Sundays (5.9 percent).

Every year, one in five vehicles are involved in a crash (e.g., up to 200 vehicles in a 1,000-vehicle fleet). Even if there are no injuries, costs will still add up at more than $16,000 per incident.

**THE CONSEQUENCES OF DROWSY DRIVING**

- **100,000** police-reported crashes each year
- **71,000** injuries
- At least **4%** of all fatal accidents are caused by sleepiness
- If traveling **60 MPH**, it takes less than 4 seconds to clear a 12-foot shoulder

**SALES SERVICE**

**SOURCE: ATS**

**ACCIDENTS BY TIME OF DAY**

**SOURCE: THE CEI GROUP**

**1 IN 5 FLEET VEHICLES ARE INVOLVED IN A CRASH ANNUALLY.**

**SLEEPINESS IS THE PRIMARY CAUSE IN 100,000 POLICE-REPORTED CRASHES EACH YEAR, WHICH RESULTED IN 71,000 INJURIES.**

**SOURCE: FLEET RESPONSE**

**AVERAGE DIRECT COST OF AN ON-THE-JOB CRASH**

**$16,471** bent metal
**$76,313** non-fatal injury
**$504,408** fatality

**SOURCE: PHH ARVAL**

**SOURCE: THE CEI GROUP**
Ed Bobit, Founder of Bobit Business Media, Passes Away at 86

Ed Bobit, founder and chairman of Bobit Business Media, which publishes Automotive Fleet, Work Truck, Fleet Financials, and Green Fleet, as well as many other media brands, passed away on June 29 at the age of 86. Last summer, Bobit underwent heart valve-replacement surgery and had been working primarily from home. He died peacefully in his sleep.

Bobit founded Bobit Publishing in 1961 after failing to convince his then-employer McGraw-Hill on the idea of an automotive light-duty fleet publication that would evolve into Automotive Fleet.

“He’d bring his portable typewriter, get into the back seat and create the final ‘dummy’ copy. “For months, I’d pick Roy up at the newspaper offices downtown on the night of closing,” Bobit recalled in the 50th anniversary interview. “He’d bring his portable typewriter, get into the back seat and create copy from files I brought along or that he had. By the time we arrived in Pontiac, Ill. some 90 miles away, he had somehow nearly finished. We closed at the printer with the second shift.”

With the timely assistance of Howard Cook, Ford’s fleet director, AF became a reality with its first issue in November 1961. Instead of placing copy from files I brought along or that he had. By the time we arrived in Pontiac, Ill. some 90 miles away, he had somehow nearly finished. We closed at the printer with the second shift.”

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BUILDING A MEDIA EMPIRE

Bobit resigned June 30, 1961, and prepared to launch his charter issue of AF. To create the editorial content for that first issue, he recruited Roy Wiley, the automotive editor for the Chicago Sun-Times. Together the two would work after Wiley’s normal hours at the paper long into the night — writing the copy, working on the imposition,proofing, sending in corrections, developing the layouts, and generating the final ‘dummy’ copy.

“Looking back on the eight issues Bobit published, I can hardly believe we’d survive,” Bobit recalled in a 2011 interview marking Automotive Fleet’s 50th anniversary.

SHOWING A COMMITMENT TO FLEET

In addition to his leadership of the magazine as editor and publisher, Bobit wrote a widely read and respected monthly column in Automotive Fleet beginning with the first issue in November 1961 through the July 2014 issue. He was never afraid to tackle the difficult and pressing issues of the day head on — possibly a reflection of his days playing for his beloved Michigan State Spartan football team — and the industry always took note.

Bobit was committed to the fleet industry and was one of the founding members of the Automotive Fleet Leasing Association (AFLA) in 1969. He also was active in the NAFA Fleet Management Association. Bobit was recognized for his commitment and long service to the fleet industry when he was inducted into the National Association for Pupil Transportation Hall of Fame. He was the recipient of the Samuel J. Lee Award from the National Vehicle Leasing Association and the International Automotive Remarketers Alliance Circle of Excellence award.

In addition to his son, Ty, Bobit’s eldest grandson, Blake, is also a member of the company’s leadership team.

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As important as his business was to him, Ed Bobit (far right) was also committed to his family of six children, 14 grandchildren, and one great-grandchild. Pictured with him are his children (l-r) Ty, Bonnie, Bobo Jo, Beverly, Barbara, and Both.
ignoring driver safety is risky business.

Inaction is never a good defense. A once-a-year motor vehicle record review just doesn’t give your company the insight and protection you need. Employees or contractors with poor driving records or invalid driver’s licenses can make your organization a target for negligent entrustment or vicarious liability lawsuits — costing thousands or even millions of dollars in punitive damages.

With SambaSafety, you get a 360° view of your drivers which provides insights into their driving behavior and enables you to improve driver and community safety. Our innovative driver risk management software simplifies and automates the way your organization manages drivers — reducing risk by ensuring you have qualified drivers behind the wheel.

The SambaSafety 360° View:
- Up to 25% reduction in accidents in the first year alone.
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Do you really know who is behind the wheel? SambaSafety does. You can, too.

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