



GAYLE PRATT

Fulfills on Promises for NAFA

→ **THE ASSOCIATION THAT GAYLE** Pratt was chosen to lead in 2007 looks very different from the one she passes on to Chris Amos this April. Gayle's promises to the association were geared toward embracing and implementing change as NAFA celebrated its 50th anniversary. Some of the pillars of change for NAFA were: recognizing and embracing diversity in fleets and creating a harmonized fleet community; enhancing communications, marketing, and public relations of NAFA to its members and the public; ensuring the CAFM program was recognized for college credit; and building alliances and partnerships to further NAFA's strategic initiatives and support of the fleet industry.

▼ THE GREEN FLEET AWARDS

The Green Fleet Awards, launched in 2008, were created to honor individuals who have implemented pioneering, innovative, and creative programs to help with their company's overall "going green" initiative. Inspirational and cutting-edge, this award recognizes outstanding achievement to reduce energy consumption and vehicle emissions. The ideas brought forth by Green Fleet Award winners are sure to increase overall fleet efficiency. This annual award will continue to become more prestigious with each passing year as environmental issues play larger and larger roles in fleet management.

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FERRIS STATE UNIVERSITY CAFM PARTNERSHIP

One of the major steps of the NAFA Strategic Plan was to establish a partnership with a university to offer college credit for the CAFM program. The partnership with Ferris State University of Michigan did just that. The arrangement includes a four-step degree plan that begins with awarding CAFM program participants 12 semester hours of college credit for successful completion of the program and ends with a Bachelor of Science Degree with a minor in fleet management.



During her time as NAFA President, the Association began implementing important steps in our Strategic Plan, including a complete rebranding of the Association's image. The steps instituted not only changed the face and direction of NAFA, but also gave the Association a new vibrancy and energy for its next 50 years.

Under Gayle's leadership, NAFA launched a new logo, a new print magazine, and a new website. The Institute & Expo replaced the FMI-LEG as the annual conference. The CAFM program passed milestone after milestone as the number of participants soared to more than 500, and the first partnership with college credit was set up with Ferris State University. NAFA continued its work with environmental issues with the creation of the Green Fleet Awards and was called upon to offer the perspective

of fleet managers to the EPA. The Association itself even has a different name than when she started!

While all of this was going on, Gayle was overseeing a growing global fleet for Ecolab in St. Paul, Minnesota. When Gayle became NAFA's President, the fleet had 13,000 vehicles in 59 countries. Within two years, the fleet now holds a presence in 160 different countries. Her hard work was recognized when she was among the final candidates for the 2008 International Fleet Manager of the Year Award organized by MMM Business Media, which publishes *Fleet Europe Magazine*.

"The entire NAFA family is very proud of Gayle and her accomplishments on the international front," said Phillip E. Russo, CAE, NAFA's Executive Director. "She has, naturally, brought a global perspective to the NAFA Board, the results of which will be far-reaching for NAFA. I have been privileged to work under her leadership for the past two years and hope she will continue to contribute her unique and valued expertise for many more years."

Gayle once joked that she would fit her responsibilities as the new President of NAFA between 9 and 11 p.m., but truth be told is that she spent a great deal of time and energy making NAFA what it is today. And to do it while growing a fleet around the world is nothing less than remarkable.

In her two years as NAFA President, Gayle was instrumental in helping to raise the level of fleet education provided by NAFA. Under her watch, the National Conference of State Fleet Administrators chose to exclusively endorse the NAFA CAFM program over all other programs; NAFA and Ferris State University created a partnership that provides college credit for the successful completion of the CAFM program; and NAFA launched the first Advanced Fleet Management Seminar as well as the first Fleet Management Seminar taught in a language other than English, which opened the doors to fleet education for a new audience. These accomplishments all help to affirm and enhance the value of NAFA's educational programs, ensure the future growth of the Association, and help bolster the professional image of the fleet management profession as a whole.

In addition, Gayle's leadership helped NAFA build stronger alliances and partnerships with organizations such as the Network of Employers for Traffic Safety (N.E.T.S.) and the National Truck Equipment Association (N.T.E.A.). Through such alliances, NAFA has gained greater visibility, increased involvement with the global marketplace, and continues to grow each year. We would like to take this opportunity to thank Gayle for her dedication and determination in leading NAFA over the past two years. ■

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A COMPLETE REBRANDING PROCESS

The last two years saw the introduction of a brand new NAFA logo, a complete name change for the Association, a new website, a new annual conference, and a new magazine, both in print and digitally. These changes embody the soul and spirit of NAFA Fleet Management Association.