

# NAFA's Profile Series:

## Ray Breault, President

NAFA President Ray Breault has 18 years experience in fleet management, a career launched while he was working as a production planner (allocation of raw materials for product production) at Hoffmann-LaRoche, Inc., a New Jersey-based pharmaceutical manufacturer. How did that lead to fleet management? "One day I was approached and asked if I'd help out on a part-time basis, accumulating and allocating financial information pertaining to company vehicles," Ray said. "At that time Hoffmann-LaRoche had about 350. The project was to last about three months, but it grew into a fleet administrator's spot, then I became the fleet manager and finally corporate transportation manager. The fleet itself grew from the original 350 cars we had in 1960 to about 1500 cars in 1977; fleet management grew from a "fleet section", a two-man operation, to a five person full-fledged department."

Did he want to become a fleet manager? Ray holds a Bachelor

*At Revlon Corporate Headquarters high above New York's Central Park, NAFA President Ray Breault discusses his career and his projections for the fleet management profession.*

of Science Degree in Business obtained at Seton Hall University; "I always wanted something in the management end of business," he said, "but I kind of grew into it when I was offered that first temporary job." Does he like it? "Unequivocally. I have had the opportunity to enter other fields, but fleet management is such an intriguing area — it's been a real challenge — especially since it's changing so rapidly."

Ray recently joined Revlon, Inc., New York City, as manager

— corporate fleet planning and control, with overall responsibility for 2000 cars in the United States and overseas. The growth at Revlon over the past five years or so has been such that there is more need than ever to achieve continuity in corporate fleet management programs," he said.

### Joined NAFA in 1959

Ray became a NAFA member in 1959, after assuming those original "temporary" fleet management duties at Hoffmann-LaRoche. The company had an "if you're going to join a professional organization, you'd better get involved" philosophy, one which Ray has maintained. During those first NAFA meetings, Ray was introduced to fleet pros like Alex Latimer and Al Cavalli, two very active members who eventually served terms as national president as well, and did much to spur the steady growth of the Association. Ray worked on many local chapter projects in-

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cluding an early series of afternoon "rap sessions" on fleet administration, served as secretary, treasurer, and eventually chairman of the New York Chapter, and later became involved in national projects, first of which was the recently reactivated Legislative Committee, designed to keep members abreast of state and federal legislation relating to fleet management. Commenting on his recent ascent to the pinnacle of NAFA leadership, Ray said "There's much satisfaction in knowing that you've been able to actively assist the Association all those years and it's been especially gratifying to be a part of

a truly professional group on the Board of a dedicated association . . . wow . . . time travels so fast!"

Even though NAFA will celebrate its 21st birthday this year, Ray said fleet management as a profession is just beginning to blossom. "Those of us involved heavily see a big future in fleet management as opposed to fleet administration. Fleet management (which places more emphasis on the financial end) is on the threshold of coming into its own — being really recognized. And NAFA is constantly thriving and striving towards professionalism in the field of fleet management. I personally would like to eventually see a career program introduced at the undergraduate college

level where students could then move into fleet management much the same as current study in a hotel management-type curriculum. Remember, today alone, approximately 15 percent of all cars in the United States are used for business . . . and . . . professional fleet management is our business."

Though intense on subjects relative to his career, Ray's personal interests lie with his family. An 11 year resident in Wayne, New Jersey, Ray with his wife Carol and four children ages 7, 13, 16, 18, enjoy family camping in his pop-up trailer and working on household do-it-yourself projects — with special emphasis on finishing the projects that he starts. ■

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## chapter news

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(Left) Members of the Quebec Chapter examined new 1978 model cars at a recent chapter meeting at the Hydro-Quebec Service Center, Montreal. The four major car manufacturers exhibited a total of seventeen automobiles at the meeting, entitled "New Cars — 1978 Models." The meeting drew 106 persons. (Right) Quebec Chapter officers pose for a quick snapshot. From left to right are G. Latulippe of Consolidated Bathurst — Vice Chairman, P. Moquin of Hydro-Quebec — Chairman, C. Renaud of Hydro-Quebec — Treasurer, and Paul Hubbard of Imperial Tobacco Limited — Secretary.



The photo at left, snapped at the October 25 Philadelphia Chapter meeting at the Marriott Hotel, Philadelphia, shows the chapter's recently elected officers: (left to right) Tom Wilson, William H. Rorer Inc., chairman; Mary Chamblin, ICI United States, vice chairman; John Gallagher, Certain-Teed Products Corp., program chairman; and Lois Iannarelli, SKF Industries, Inc., treasurer.