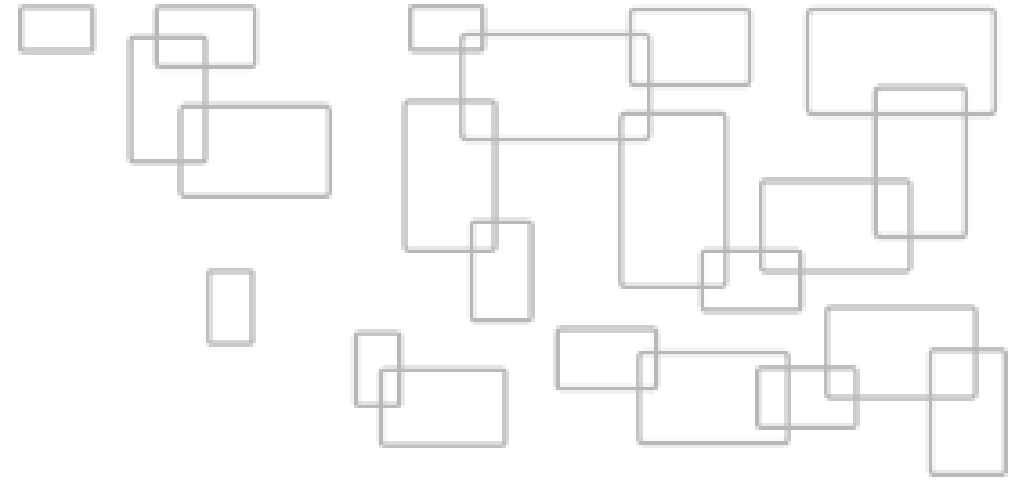
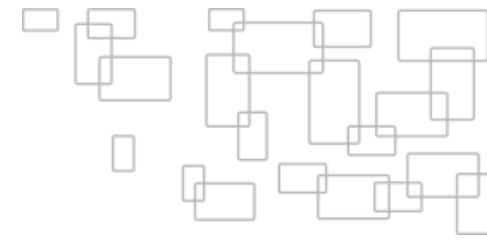


Optimizing your fleet investment





Introductions and Contact info

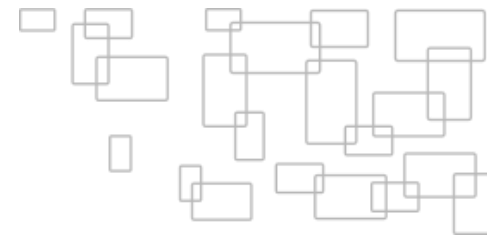
Michael Kelley – Silvertrek Systems – President and Founder

Michael@silvertrek.net – 360.667.3340

- Over 12 years consulting experience with Southwest Washington Contractors
- 80+ Successful ERP Implementations
- CPA Candidate
- Partnered with Mike Vorster and The CEMP Way of Equipment Management for 3 years



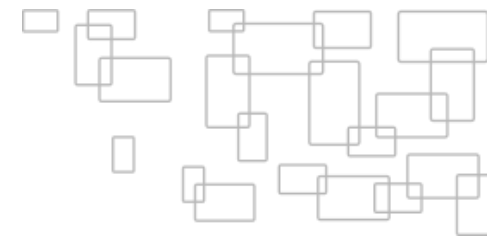
Today's Goals



After this session, you will:

- Be able to define each component of equipment utilization and explain the impact on your fleet
- Be able to explain common utilization graphs
- Be able to graph hours and costs and explain risk
- Define common telematics usage terms, explain telematics benefits and limitations





References and Resources

Mike Vorster (2021). *Construction Equipment Economics V2*. Pen Publications.

Get the book here: <https://cempcentral.com/book>

For a fun discussion of equipment management principles and stories behind the book:

Mike Vorster and Michael Kelley (2021) [Yellow Iron, Black Smoke](#) Podcast. Available on Apple Podcasts, Amazon Music, Spotify, iheart radio and most podcast platforms.

