

## Welcome New Partners – and Vendor Affiliates!

Over 70 partners have joined SmartWay since our August issue of the e-update! These new partners include 53 carriers, logistics companies, shippers, and 25 affiliates, 20 of which are “SmartWay technology vendor affiliates.”

SmartWay technology vendor affiliates represent a distinct new partner category. Vendor affiliates market fuel-saving technologies and pollution control equipment promoted as part of the SmartWay upgrade kit. Our goal in opening SmartWay up to this group of manufacturers and suppliers is to build on our success in encouraging industry to adopt technologies that can save fuel and help the environment.



### Affiliate

ACCION New York  
ARI (Automotive Resources International)  
British Columbia Trucking Association  
RedPrairie  
The Neutral Group

### Technology Vendor Affiliate

Autotherm Division Enthel Systems, Inc.  
Bergstrom, Inc.  
Black Rock Systems, LLC  
Carrier Transcold  
DC Power Solutions  
Driver Comfort Systems  
Emisstar, LLC  
Espar Heating Systems  
Freight Wing, Inc.  
Idle Kleen, Inc.  
Ingersoll Rand /Thermo King  
Martin Diesel  
(formerly Truck Mate Generators)  
Nose Cone Manufacturing Co. Inc.  
Pony Pack, Inc.  
Rigmaster Power Corp  
Star Class, Inc.  
Sun Power Technologies  
Teleflex Energy Power Systems  
Tridako Energy Systems  
Webasto Product North America

### Logistics

AFC Worldwide Express, Inc.  
Blue Planet Logistics  
Concentrek  
Direct Service Network, Ltd.  
Lakeside Logistics, Inc.  
Menlo Worldwide  
Pacific American  
TruckloadBroker.com, LLC

### Shipper

BP Lubricants USA, Inc.  
Richlite  
Rockwell Automation  
Superslab100, Corp  
**Shipper/Carrier**  
U.S. Foodservice

### Rail Carrier

Tacoma Rail

### Truck Carrier

Barnett's Trucking  
BFL, Inc.  
Blue Sky Shipping, LLC  
C. C. Jones, Inc.  
Champion Logistics Group  
Crowley Trucking, Inc.  
EA Logistics  
Foss Maritime Company  
G.G. Barnett Transport

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Greenway Consolidators, LLC  
K D England Trucking  
Kriska Holdings Limited  
Kruse Nationwide, Inc.  
Lester Coggins Trucking, Inc.  
Lily Transportation Corp.  
Lion BG, Inc.  
MacMillan-Piper, Inc  
Matthew J. Buchanan  
McCollister's Transportation  
Milan Express Co., Inc.  
Miller Gordon Truck Lines  
(DBA MG Truck Lines)  
Moonlight Trucking, LLC  
Myers Transport, Inc.  
Paper Transport, Inc.  
Quest Global, Inc.  
Redford Truck Lines  
Safe Handling, Inc.  
Siemens Transportation Group, Inc.  
Southern Refrigerated Transport, Inc.  
Stan Koch & Sons Trucking  
Star Transportation, Inc.  
States Logistics  
T.W. Transport  
TEX-ONA Enterprises, Inc.  
Tommy Roach Transportation  
Triangle Worldwide, LLC  
Volume Transportation Inc.  
WEL Companies, Inc.

## SmartWay Partnership a Big Hit at GATS

The progress that SmartWay and its partners are making to save fuel, improve efficiency, and help the environment captured the attention and interest of several hundred attendees at this year's Great American Trucking Show (GATS) in Dallas. Nearly 40,000 truck drivers, owners, operators, manufacturers, suppliers and other industry representatives turned out for GATS, and SmartWay reached out to as many as possible, and in a variety of ways.

Throughout the three-day trucking event, SmartWay sponsored the "Get Green" trucking summit, which included a major press event with partners and a recorded-for-radio broadcast, as well as a forum on health and safety issues facing the truck industry. SmartWay also staffed a booth during the show where several basic fuel-saving technologies were featured and program information was available.

### Get Green Trucking Summit

SmartWay and National Biodiesel Board, a SmartWay Affiliate, co-sponsored GATS' first-ever trucking and environmental summit. Over 200 GATS registrants turned out for the program. The Honorable Tom Leppert, Dallas Mayor, and Robert Meyers, EPA's top air official opened the summit. Following their remarks, several SmartWay partners discussed their experiences and strategies for managing change in the transportation industry. These included specific panel discussions on new and existing fuel alternatives, and the emergence of clean, highly efficient tractor and trailer technologies. Both panels were moderated by Eric Harley, host, Midnight Trucking Radio Network (MTRN), and recorded for radio broadcast. Segments from the panel discussions have run over the last few weeks.

The first panel addressed the future of truck design as the demand for energy and better air quality grows. The second panel examined the benefits of a comprehensive SmartWay upgrade kit, and its individual components.

### Panel with Manufacturers of SmartWay Tractors & Trailers

Six major tractor manufacturers, and a leading trailer manufacturer, participated in the first panel. Companies represented included: Freightliner Corporation, International Heavy Truck, Kenworth, Mack Trucks, Peterbilt Motors Corporation, Utility Trailer, and Volvo Truck. EPA SmartWay has been working with these and other manufacturers to develop equipment specifications for the highest caliber tractors and trailers available today that save fuel and emit less pollution. These companies discussed their efforts with SmartWay and the launch of their new U.S. EPA Certified SmartWay tractors and trailers.



### Panel with SmartWay Partners & Affiliates

The second panel consisted of SmartWay partners and affiliates who presented the pros and cons of upgrading and retrofitting older trucks. Representatives from The Chrome Shop Mafia, Ken England Trucking, Langford Inc., Michelin America Truck Tire, and State Logistics were on hand.

Segments from the *Get Green* trucking summit were broadcast on MTRN's *Truck Talk* in September and October. The panel discussion featuring upgrade equipment that can save fuel and lower emissions is accessible as a podcast sponsored by Freightliner at:

[www.freightlinertrucks.com/inside-freightliner/podcasts.aspx](http://www.freightlinertrucks.com/inside-freightliner/podcasts.aspx)



**Top photo:** Mitch Greenberg, SmartWay Program Director, and Volvo's US EPA Certified SmartWay Truck.

**Bottom photo:** Bob Meyers, EPA's top air official, kicks off the SmartWay Get Green Trucking Summit.

## SmartWay at GATS

### SmartWay Grow and Go

As part of the summit, the first group of 48 SmartWay Grow & Go partners were recognized for their commitment to expanding the use of biodiesel. SmartWay Grow & Go is an element of the partnership that focuses on developing renewable fuels as an option for lowering greenhouse gas emissions and helping reduce U.S. dependence on foreign oil.

Representatives from SmartWay Grow & Go partner companies, including Decker Truck Line, Anheuser-Busch and Eastern Eagle Express (an independent owner), discussed their experiences. For a complete list of SmartWay Grow & Go partners and more information on the program visit:



Mike Frybarger, an independent truck owner, speaks out in support of biodiesel.

[www.epa.gov/smartway/growandgo](http://www.epa.gov/smartway/growandgo)

Joey Holiday, singer-songwriter extraordinaire, has been entertaining the trucking industry for over a decade. Every year, he performs and is warmly received at trucker appreciation events, large and small truck shows, benefits, conventions, and a variety of other venues. The print media has featured Joey, his music and the good will he extends to the industry on numerous occasions. Joey also has co-hosted XM Satellite Radio with Dave Nemo.

The majority of Joey's work is made possible through sponsors, including his current tour. For more information on Joey Holiday, or sponsorship information, contact Truck It Records 615-307-4525, or visit [www.joeyholiday.com](http://www.joeyholiday.com)

*Joey and his crew send a big thanks to all their sponsors and fans and a reminder to "Drive Safely out there!!!"*



*Known for his songs about and for truckers, Joey Holiday opened the first-ever SmartWay Get Green Trucking Summit at GATS with a fun little number on the benefits of SmartWay, helping the environment, saving energy, and partnerships.*

### SmartWay Booth and Exhibit

The SmartWay booth featured many of the fuel-saving equipment upgrades available through our SmartWay technology vendor affiliates. Information on the value of the program was widely distributed and several attendees expressed their support and interest in the program.

In addition, virtually all major truck manufacturers displayed their new 2007 SmartWay tractors, and one 2007 SmartWay trailer was on exhibit. Manufacturers with a tractor/trailer on display included Freightliner, International Heavy Truck, Kenworth, Peterbilt Motors, Utility Trailer, and Volvo Truck. In the spit and shine area, a truck fully outfitted to meet SmartWay specifications by Decker Truck Line, a SmartWay partner, also was on display. Several other exhibitors and vendors also featured their participation in SmartWay and the benefits of the Partnership.



*Decker Truck Line, a new SmartWay partner, displayed one of its tractors spec'd to qualify as a SmartWay tractor, in the GATS spit and shine area.*



## Partner Spotlight

### *Trailer Bridge's Integrated Land/Sea Operations Key to SmartWay Performance*

For Trailer Bridge, a provider of integrated trucking and marine freight service to and from all points in the lower 48 states and Puerto Rico, the decision to join SmartWay earlier this year made perfect sense, and already is starting to pay off.

“Joining SmartWay has helped us focus on new strategies to further improve our fuel efficiency on land,” said John D. McCown, Chairman & CEO of Trailer Bridge, “and the partnership is a great platform for highlighting the significant emissions savings our U.S. flag vessel operation is achieving.”

Upon joining SmartWay, Trailer Bridge received high marks for its efficiency. Trailer Bridge's inland transportation operations rank among the top tier of all SmartWay carriers for its efficiency and environmental performance. This is largely due to the company's use of intermodal rail services along key lanes coming into Jacksonville, FL from Chicago, Cincinnati, Baltimore, North Bergen, NJ., Miami and City of Industry, CA.

To further strengthen its performance, Trailer Bridge is seeking to decrease idling emissions from its land-based tractor fleet. The company has begun to test and equip its tractors with auxiliary power units and to adopt idling policies. Through its new idling strategies Trailer Bridge anticipates continued efficiency gains and expects to build on its ranking as a top SmartWay performer.

On the marine side of its operations, Trailer Bridge has taken a leadership position to address air pollution within the shipping industry. As the company's chief executive officer, Mr. McCown is active in several maritime associations, and regularly addresses the energy, environmental and economic challenges facing shippers. He also is committed to taking actions that effectively reduce marine vessel emissions.

Specifically, the company's marine-based operations run a tug and barge system that is dedicated to using a distillate fuel at all times, both at sea and in port. Distillate fuels are much cleaner and generate fewer emissions than the heavy residual fuels typically used to power oceangoing vessels.

In addition to using a cleaner, distillate fuel, Trailer Bridge's tug and barge system is built around longer 53-foot equipment, the same equipment it uses to move freight by trailer on land. By running its tug barge system on a clean distillate fuel, in combination with 53-foot equipment, Trailer Bridge achieves several important efficiencies that positively affect both its environmental and financial performance. These include a high degree of flexibility, increased capacity, reduced maintenance, lower fuel costs, and fewer emissions.

McCown is pleased with the environmental performance of his company's marine operations and as a SmartWay Partner is working with EPA and other interested companies to create a marine category within the partnership. He also is promoting SmartWay within the marine industry and encourages other marine-based companies to join.

In addition, Trailer Bridge is highly supportive of SmartWay efforts to upgrade its Freight Logistics Environmental and Energy Tracking Performance or 'FLEET performance model'. Preliminary work is now underway to both expand and refine the FLEET model so that it can examine and assess the efficiency of all modes used to transport goods, globally, inclusive of land, rail, sea and air.

“We've developed a unique and highly integrated transportation system” said McCown, “and our experience is that the same elements that deliver better cost efficiency also result in significant emissions benefits. That one-two punch fits squarely with the laudable goals of SmartWay and we look forward to working through the Partnership to help our colleagues and the industry realize these same benefits.”

For more information on Trailer Bridge, visit [www.trailerbridge.com](http://www.trailerbridge.com)



## *SmartWay Account Management . . .*

### *News You Can Use*

#### *SmartWay Requiring Timely Submittal of Deliverables*



In order to guarantee fair and consistent treatment of all partners, EPA is implementing an automatic policy on timely submittal of applicable SmartWay deliverables (FLEET Model Baseline, Action Plan, and Annual Update).

If a company is late on a deliverable, the company's Shipper Index Factor (SIF) will be reduced to Zero. The SIF is how a shipper judges the value of a carrier in the SmartWay program: the higher the SIF score, the more value a carrier is to a shipper. The SIF score appears on the EPA website where all companies and their SIF scores are listed. Current SIF scores are 1.25, 1.00, .75, and now zero. If a company has not submitted the deliverable within three months after having been listed as Zero SIF, the company will be dropped from the partnership.

SmartWay partner account managers work proactively with partners to help them understand and meet their deliverables

in a timely manner with appropriate lead times for partners to collect and submit their materials. Partners should feel free to call their SmartWay partner account managers for assistance or questions on the policy.

In order to respect those companies that do participate fully and submit their deliverables in a timely manner, EPA is implementing this policy that will engage automatically and fairly with all partners.

If your company is listed as Zero SIF or is dropped from the program, SmartWay will work with you to get your company reinstated in the program in an expeditious manner.

By adhering to rigorous standards, SmartWay ensures that the program maintains its high level of validity with industry and the public. This solid reputation is the basis for all benefits associated with the program.

#### *New Shipper and Logistics Model Released*

The SmartWay Partner Account Management team has announced that a new version of the Shipper and Logistics Model is now available for downloading from the SmartWay web site. The two prior Shipper and Logistics models have been combined into one model and several errors in the model have been fixed.

The new version can be found at:

[www.epa.gov/smartway/smartway\\_shippers\\_software.htm](http://www.epa.gov/smartway/smartway_shippers_software.htm)

**OR**

[www.epa.gov/smartway/smartway-logistics-software.htm](http://www.epa.gov/smartway/smartway-logistics-software.htm)



Users are reminded to always download the latest SIF scores by pressing the "Access SIF Scores from EPA web site" button before starting to use the model.



## ***SmartWay Affiliate Challenge Closes: Seven Affiliates Receive Recognition***

Developed to recognize the outstanding promotional strategies executed by SmartWay affiliates, the SmartWay Affiliate Challenge came to a close last month. Using a two-tiered system – gold and silver – the creativity and effectiveness of Affiliate marketing strategies that support SmartWay and its energy and environmental goals were reviewed. Two affiliates achieved recognition at the silver level, including Ontario Trucking Association and South Shore Clean Cities, Inc.

Affiliates with marketing programs that earned gold level recognition, also qualified to receive a SmartWay 2007 Excellence Award. Five affiliates qualified, including American Trucking Associations, Cascade Sierra Solutions, 4 State Trucks, North Central Texas Council of Governments and Superior Financial Group.

Highlights will be published in an upcoming special edition of the E-Update, so stay tuned. Thanks to everyone who participated.

### ***Featured Marketing Tool***

Upon joining SmartWay our affiliates receive a CD-ROM containing resources to support their marketing and outreach efforts. Each month one of these tools will be highlighted here.

## ***Effective New Recruitment Tool Now Available***

An easy-to-use, attractive PowerPoint presentation highlighting industry trends that provide compelling reasons for your members to join SmartWay is now available!

The presentation features current statistics and other data on several relevant issues affecting the ground freight industry, including fuel consumption rates, costs, and the impact of transportation on climate change. It provides a strong business case for adopting technologies and business practices that save fuel, money and protect the environment.

The presentation was developed primarily as a tool to assist affiliates in raising awareness of the SmartWay program, and to encourage their members, clients and constituents to look at the value of joining SmartWay. However, it can be easily tailored to meet your organization's needs, and segments of it might also be useful to include in other presentations that focus on saving energy, lowering costs, helping the environment and executing good business management practices.

To receive a copy of this SmartWay presentation, contact Patrice Thornton at: <mailto:thornton.patrice@epa.gov>

## ***SmartWay Logo Featured in Upcoming Children's Book!***

The Greening Book: Being a Friend to Planet Earth by Ellen Sabin, Watering Can® Press is using our SmartWay logo as an example of corporations doing the right thing!

This new book can be customized and lends itself to supporting community outreach, education, cause-related marketing and PR goals for various organizations.

As a SmartWay partner, you may have an interest in sharing this book in your community, or branding or customizing it to promote your company's environmental stewardship.

The book is an educational tool that engages children in learning about environmental issues as they discover their power to make a difference by treating the earth like their friend -- taking care of it, protecting it and speaking up for it.

Visit [www.wateringcanpress.com](http://www.wateringcanpress.com) to learn more about its books, awards/press, corporate programs, customizing work, and free tools available for teachers and parents. Or contact Ellen directly at (917) 348-4848.



## The Buzz about SmartWay Transport Partnership

Visit the links below to see media stories that feature SmartWay Transport Partnership:

### Partner News

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