The World's Largest Fuel & Fleet Efficiency Event

Green Fleet
CONFERENCE & EXPO

October 29-30, 2014
Renaissance Schaumburg Convention Center Hotel
Schaumburg, IL

Event Guide

GREEN FLEET
Conference & Expo

Brought to you by
automotive FLEET · GREEN FLEET · HDT

GFC09-0374.14

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If your company is going greener, Ford can help take you in the right direction. Ford vehicles are 85% recyclable by weight. Plus you'll find components made of sustainable materials like soybeans, castor oil and wheat straw. These materials can also reduce weight, which helps improve fuel efficiency. It's good for the environment. It's also good business. Learn more at **fleet.ford.com**.

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2013 Escape coming spring 2012.

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Tuesday, October 28, 2014

9:00am - 6:00pm — **PRE-REGISTRATION OPEN**
Schaumburg Foyer North

10:30am - 12:00pm — **OZINGA ENERGY'S CNG GRAND OPENING CEREMONY & TOUR**
Renaissance Hotel Entrance
Shuttle Pick-Up at 9:45am and 10:00am

1:00pm - 3:00pm — **DRIVING GREEN WITH THE HELP OF CARBON CREDITS**
Brought to you by American biogas Council
Presented by ECOENGINEERS People Driven Solutions
Schaumburg Ballroom F

1:30pm - 3:30pm — **CLEAN CITIES VOLUNTEER TRAINING**
Clean Cities U.S. Department of Energy
Invite Only
Schaumburg Ballroom E

3:00pm - 4:00pm — **GREEN FLEET 101: FIRST TIMERS' ORIENTATION**
Schaumburg Ballroom G

4:00pm - 6:00pm — **CLEAN CITIES OPEN FORUM: FOR ORGANIZERS, STAKEHOLDERS & GFC ATTENDEES**
Clean Cities U.S. Department of Energy
Schaumburg Ballroom H

Wednesday, October 29, 2014

7:00am - 7:00pm — **REGISTRATION OPEN**
Schaumburg Foyer North

7:30am - 8:50am — **OPENING KEYNOTE ADDRESS & BREAKFAST**
Alternative Fuels: The Past 20 Years – Successes, Challenges, and Opportunities
Schaumburg Ballroom East
Sponsored by GM Fleet & Commercial CHEVROLET • BUICK • GMC • CADILLAC
**General session will begin at 8:00am*

9:00am - 11:30am — **RIDE & DRIVE EVENT**
Open to All Attendees!
South Parking Lot

11:30am - 2:00pm — **EXHIBIT HALL OPEN**
Discovery Hall

12:00pm - 1:00pm — **LUNCH IN THE EXHIBIT HALL**
Discovery Hall

2:00pm - 3:10pm — **GENERAL SESSION**
All-Fuels Super Session
Schaumburg Ballroom East

3:20pm - 4:10pm — **CONCURRENT SESSIONS**
- G — **Navigating Grants: From Collaborating to Writing Best Practices**
  Schaumburg Ballroom F
- C — **Coaching Drivers & Solutions to Maximize Your Fuel Efficiency**
  Schaumburg Ballroom West
- T — **Natural Gas: Things We Should Have Known Before**
  Schaumburg Ballroom B

4:20pm - 5:00pm — **GENERAL SESSION**
Innovative Solutions
Schaumburg Ballroom East

5:00pm - 7:00pm — **EVENING RECEPTION & EXHIBIT HALL OPEN**
Discovery Hall

9:00pm - 10:30pm — **NIGHT ON THE TOWN: WESTWOOD TAVERN & TAP**
Shuttle Pick-Up at Renaissance Hotel Entrance at 8:30pm

Thursday, October 30, 2014

7:00am - 2:00pm **REGISTRATION OPEN**
Schaumburg Foyer North

7:30am - 9:00am **BREAKFAST AND GENERAL SESSION**
Alternative Fuels Gone Wild: Real Stories, Real Challenges
Schaumburg Ballroom East
**General session will begin at 8:00am*

9:10am - 10:00am **CONCURRENT SESSIONS**

G **Retrofitting Fleet Maintenance Facilities to Service CNG and LNG Vehicles**
Schaumburg Ballroom F

C **How to Implement a Fleet Efficiency Program with GPS/ Telematics Technology**
Schaumburg Ballroom West

T **Looking Ahead: Emerging & Future Alternative Fuels & Powertrains**
Schaumburg Ballroom B

10:00am - 10:15am **NETWORKING BREAK**
Schaumburg Foyer North
Sponsored by ICOM North America Alternative Fuel Systems

10:15pm - 11:05am **CONCURRENT SESSIONS**

G **Building an Electric Vehicle Charging Station Network**
Schaumburg Ballroom F

C **Hybrids, Electrics, and AFVS: Volumes, Resale & Variances**
Schaumburg Ballroom West

T **121 Ways to Save Money on Fuel**
Schaumburg Ballroom B

11:05am - 1:20pm **EXHIBIT HALL OPEN**
Discovery Hall

12:00pm - 1:00pm **LUNCH IN EXHIBIT HALL**
Discovery Hall

1:30pm - 2:45pm **GREEN FLEET AWARDS CEREMONY**
Schaumburg Ballroom East
Sustainability All Stars
Heavy Duty Trucking Top 50 Green Fleets 2014
Also presenting awards:
Propane Clean American Energy

2:45pm - 3:00pm **NETWORKING BREAK**
Schaumburg Foyer North

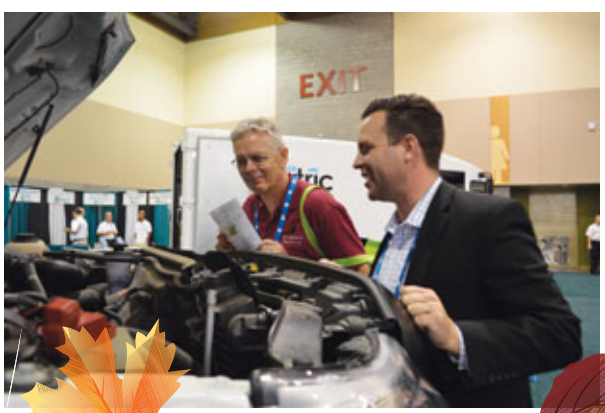
3:00pm - 3:50pm **CONCURRENT SESSIONS**

G **Case Study: City of Santa Ana 5-10 Year Alt. Energy Plan**
Schaumburg Ballroom F

C **Selling Sustainability to C-Level Executives**
Schaumburg Ballroom West

T **What You Can Learn from the EPA's Super Truck Program**
Schaumburg Ballroom B

4:00pm - 5:00pm **CLOSING KEYNOTE ADDRESS & HAPPY HOUR**
Rethinking Green: From Philanthropic to Sustainable Business Strategies
Schaumburg Ballroom East
Sponsored by LeasePlan — It's easier to leaseplan
**Keynote Address will begin at 4:20pm.*



G Government Fleet Sessions C Commercial Fleet Sessions T Heavy Duty Green Symposium Sessions

EXHIBITORS AND SPONSORS

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U.S. Department of Energy

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2014 ASSOCIATION PARTNERS

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Dear Conference Attendee,

I'd like to personally welcome each of you to the 2014 Green Fleet Conference & Expo. It's an exciting time to bring together the industry's best experts to share with you their greatest challenges, solutions and strategies to improve performance. For over 7 years, we've earned the title as one of the world's largest and fuel efficient events in the industry because we do our best to provide you with solutions to the quandaries all fleets face when going down a greener path.

Our conference takes place in the midst of a nationwide and global transition toward environmental sustainability while there's ever growing pressure on businesses to remain competitive and public entities to save on costs. Kind of makes you think, is it really worth it?

Of course it is. With new challenges, we also see an exciting new era of discovery in green technology and scientific research that makes way for new strategies and products, which will help fleets overcome high costs and reap the benefits of a more efficient and sustainable fleet.

Over the next two days, we'll bring you an amazing, fall festive Ride & Drive Event, where you can see and test drive the latest alternative-fuel vehicles on the market. You'll meet alternative-fuel experts including a first for Green Fleet with our Fuel Ambassador program, where alternative-fuel associations will have experts on hand to help answer questions about the benefits and misconceptions on alternative fuels. The program adds to an amazing array of speakers and leading experts who will share with you their mistakes, battle scars and victories.

Take advantage of your opportunity to attend all the educational sessions, participate in the Ride & Drive Event, and take every available opportunity to meet with our sponsors and exhibitors. And, be sure to network and share ideas with your peers.

We thank the many prominent organizations and corporate sponsors that have partnered with us to help produce this special event through their time, experience and knowledge.

Enjoy your time at this year's event! I am confident you will walk away from this Green Fleet inspired and recharged.

Robert J. Brown
Conference Chair
Associate Publisher
Bobit Business Media Auto Group

Ozinga Energy's CNG Grand Opening Ceremony & Tour

Take a tour and experience the grand opening of Ozinga Energy's newest CNG station in Des Plaines on Tuesday, October 28. A ribbon cutting ceremony will begin at 10:30am followed with a tour and lunch provided by Ozinga. Shuttle service will be offered from the Renaissance Hotel at 9:45am and 10:00am and returning at 12:45pm. This facility tour is FREE to all GFC registered attendees.

Shuttle will depart from the entrance in front of the Renaissance Hotel Entrance. RSVP required.

TRICK or TREAT PASSPORT PROGRAM

You have a chance to win great prizes with our "Trick or Treat" Passport Program! Pick up a Passport at registration and get it stamped at participating exhibits. Return your stamped booklet to the Bobit Business Media Booth #209 by 12:30pm on Thursday, October 30 for our 1:00pm drawing. You must be present to win.*

**If your organization is not allowed to accept prizes, we would be happy to donate the prize to a charity or organization of your choice. Exhibitors are not eligible.*

HIGHLIGHTED EVENTS

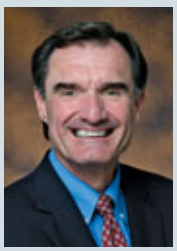
Join us for three nights of networking, good food, great drinks and fall festive activities:

Tuesday, October 28th

Green Fleet 101: First Timer's Orientation
3:00pm - 4:00pm
Schaumburg Ballroom G

Is this your first time attending Green Fleet Conference? Come and mingle with Green Fleet Conference staff and learn from the editors of *Green Fleet*, *Automotive Fleet*, *Heavy Duty Truck* and *Work Truck* magazine and green fleet industry experts to learn what the next two days will offer.

Wednesday, October 29th

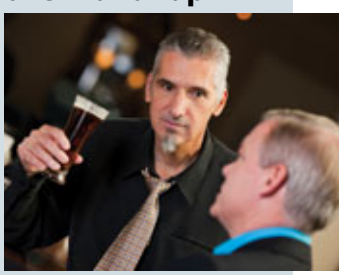


Opening Keynote Address & Breakfast
7:30am - 8:50am
Schaumburg Ballroom East

Enjoy a warm breakfast buffet and listen to our featured opening speaker **Mark Smith**, Manager of National Clean Fleets Partnership for the Department of Energy's Clean Cities Program while he speaks on the current status of the green fleet industry.

Sponsored by GM Fleet & Commercial CHEVROLET • BUICK • GMC • CADILLAC

Night on the Town: Westwood Tavern and Tap
9:00pm - 10:30pm
Shuttle Pick-up at Renaissance Hotel Entrance



Featuring custom beer taps dispensing cold beer for attendees, an outdoor bar and two fireplaces to enjoy, you'll feel right at home networking with fellow attendees and industry experts. Complimentary shuttle service will be provided.

Thursday, October 31st

Closing Keynote Address & Happy Hour
4:00pm - 5:00pm
Schaumburg Ballroom East

Grab a drink and unwind while you settle in to hear from our closing speaker **John Viera**, Global Director for the Sustainability and Vehicle Environmental Matters for Ford Motor Company, who will close out two fantastic days of educational seminars and exhibits with a forecast on the future of the green fleet industry.

Sponsored by LeasePlan
It's easier to leaseplan

TAKING STEPS TOWARD A GREENER FUTURE

LeasePlan's GreenPlan® program helps companies around the world strengthen their sustainability initiatives and achieve consistent and long-term green fleet behavior.

LeasePlan is a proud sponsor of the Green Fleet conference.
www.us.leaseplan.com/greenplan

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Fuel Ambassadors

The 2014 Green Fleet Conference & Expo will feature six Fuel Ambassadors from various organizations representing different alternative fuels and technologies. These experts will be available to meet and network with attendees throughout the conference, and provide insight on the latest technological advancements, products and resources for their respective fuels.

Fuel Ambassadors will be participating in the All-Fuels Super Session, taking place on Wednesday at 2:00pm in Schaumburg Ballroom East, where they'll provide an entertaining and yet engaging session on their various fuel types.

Each Fuel Ambassador will wear special badging and can be found in the Fuel Ambassador Lounge in Booth 325 during exhibit hall hours.

Ben Prochazka,
Director of Strategic Initiatives

ELECTRIFICATION COALITION

The Electrification Coalition is a nonpartisan, not-for-profit group of business leaders committed to promoting policies and actions that facilitate the deployment of electric vehicles on a mass scale.

To learn more, visit www.electrificationcoalition.org

Jennifer Weaver,
OEM Outreach & Education Program Specialist

NATIONAL BIODIESEL BOARD

Biodiesel is America's first advanced biofuel. It is a renewable, clean-burning diesel replacement that is reducing U.S. dependence on imported diesel, creating green jobs and improving our environment. It is made from an increasingly diverse mix of resources including agricultural oils, recycled cooking oil and animal fats and meets the strict specifications of ASTM D6751.

To learn more, visit www.biodiesel.org

Joe Dalum,
Board Member

ELECTRIC DRIVE TRANSPORTATION ASSOCIATION

The Electric Drive Transportation Association (EDTA) is the trade association promoting battery, hybrid, plug-in hybrid and fuel cell electric drive technologies and infrastructure. EDTA conducts public policy advocacy, provides education and awareness, industry networking, and conferences.

To learn more, visit www.electricdrive.org

Greg Zilberfarb,
Consultant

PROPANE EDUCATION AND RESEARCH COUNCIL

The Propane Education & Research Council promotes the safe, efficient use of odorized propane gas as a preferred energy resource through research and development, training, and safety programs. The Propane Education and Research Act of 1996 authorized the creation of the Council, and propane producers and marketers in a referendum voted overwhelmingly to approve its formation.

To learn more, visit www.propanecouncil.org

Ezra Finkin,
Director of Policy and External Relations

DIESEL TECHNOLOGY FORUM

The Diesel Technology Forum is a not-for-profit educational organization dedicated to raising awareness about the economic importance and essential uses of diesel engines, highlighting the continuous improvements in fuel efficiency and emissions reductions, continuous progress to reduce the environmental impact of the existing fleet of diesel engines, and leading the way for future clean diesel technology in all applications.

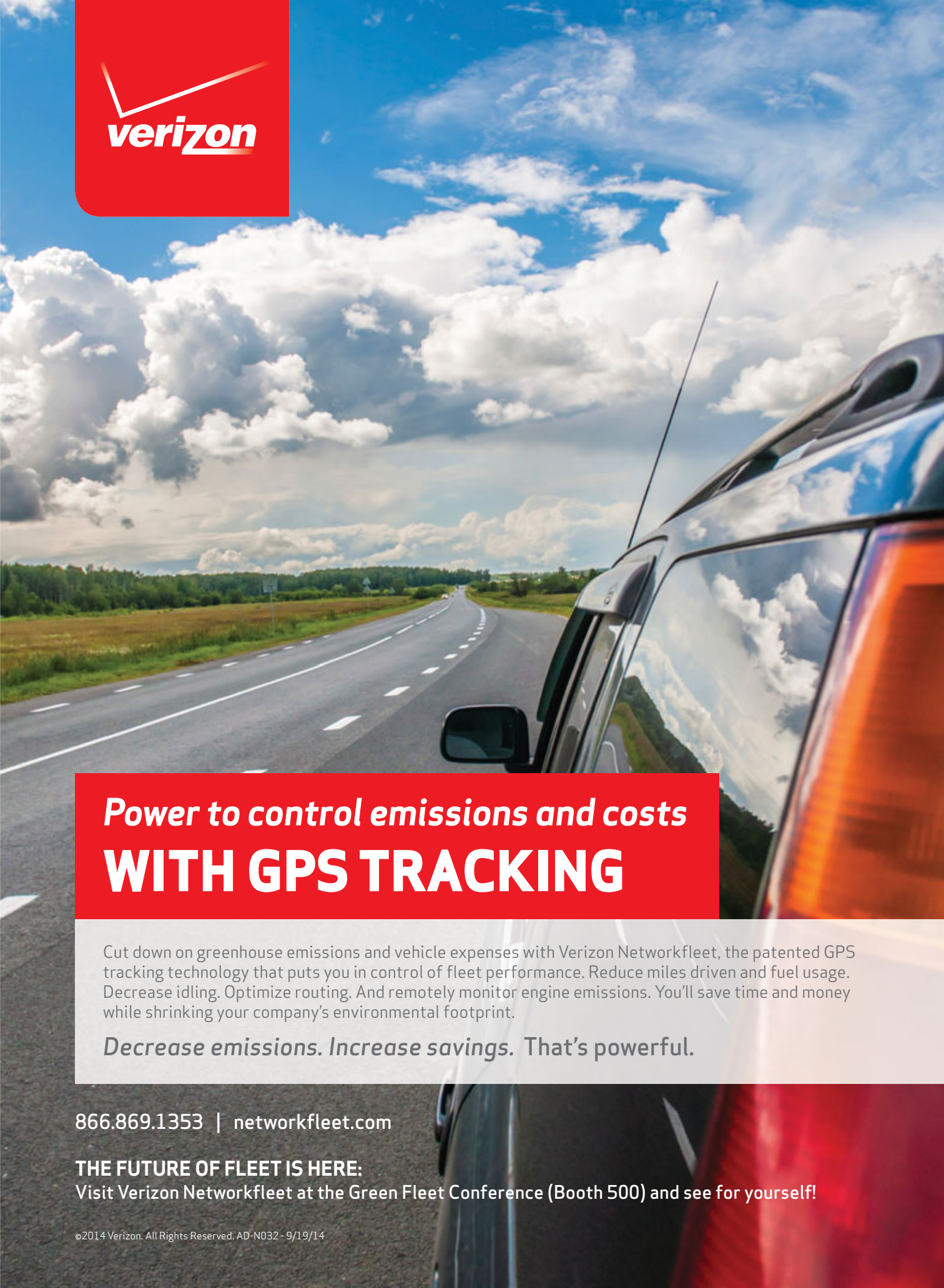
To learn more, visit www.dieselforum.org

Tom Sheehan,
Manager of Market Development

NATURAL GAS VEHICLES FOR AMERICA

NGVAmerica is a national organization dedicated to the development of a growing, profitable, and sustainable market for vehicles powered by natural gas or biomethane. NGVAmerica represents more than 200 companies, environmental groups, and government organizations interested in the promotion and use of natural gas and biomethane as transportation fuels.

To learn more, visit www.ngvamerica.org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Cut down on greenhouse emissions and vehicle expenses with Verizon Networkfleet, the patented GPS tracking technology that puts you in control of fleet performance. Reduce miles driven and fuel usage. Decrease idling. Optimize routing. And remotely monitor engine emissions. You'll save time and money while shrinking your company's environmental footprint.
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Harvest Fair

9:00am – 11:30am

South Parking Lot at the Renaissance Schaumburg Convention Center Hotel

The Ride & Drive Event at the 2014 Green Fleet Conference & Expo will truly be an event within an event. We're closing down an entire back parking lot to create a lively harvest fair-like atmosphere so attendees can have fun AND get hands-on driving experience with the latest green vehicles.

THE RIDE & DRIVE EVENT WILL FEATURE:

Music

Rock out to our fall festive DJ!

Contest - Frequent Driver Program

The candy is back! Each time you drive a vehicle, you'll receive a piece of candy from the manufacturer. If you collect four pieces, you can turn them in for a chance to win a $500 grand prize Visa gift card (cash money!) or a "runner-up" prize. Eight pieces gets you entered twice!

Pumpkin Carving

Come carve a pumpkin and show off your skills! We will provide everything you need to carve that face of Richard Nixon you've been practicing all these years. The best creation will win a $100 Visa gift card!

Refreshments

There will be plenty of specialty fall drinks and fair-like treats to hold you over until lunch.

Angry Pumpkins

All those hours of playing Angry Birds is going to finally pay off! Here is your chance to launch a pumpkin as far as you can using a large slingshot. Whoever launches their pumpkin the farthest wins a $100 Visa gift card.

Test Drives!

Drive, drive, drive! Walk around and take the vehicles out for a spin.

Test Drive! These manufacturers and more will be on hand so you can take vehicles out for a spin.

- Advanced VTech
- American Honda Motor Car, Inc.
- Crosspoint Kinetics
- Derive Efficiency
- Ford Motor Company
- Hino Trucks
- Lighting Hybrids
- Mercedes-Benz
- Nissan
- Navistar
- ROUSH CleanTech
- Toyota Motor Sales
- Unicor
- Volkswagen
- WM GreenTech
- Zenith Electric

The Fine Print

- You must show a valid driver's license and sign a waiver in order to test drive vehicles.
- The Ride & Drive Event is FREE to all Green Fleet Conference & Expo attendees including exhibit hall only pass holders.
- Vehicle manufacturers will be assigned designated space at the event. Maps will be available onsite and available at the check-in table.
- It is also free to ask questions of the vehicle manufacturers, laugh and groove to the music. Certain dance moves may incur an additional fee.
- In case of inclement weather, stop by the registration desk for details on an updated location.

ROUSH CLEANTECH

VISIT BOOTH 519 LEARN

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IN FUEL COSTS
IN POUNDS OF CO_2

FUEL COST SAVINGS

SUPERSHUTTLE
$10,400 savings
per shuttle per year

MESA PUBLIC SCHOOLS
$6,500 savings
per bus per year

FLINT MTA
$7,000 savings
per bus per year

EMISSIONS SAVINGS

SUPERSHUTTLE
35,000 fewer lbs of CO2
per shuttle per year

MESA PUBLIC SCHOOLS
7,200 fewer lbs of CO2
per bus per year

FLINT MTA
20,400 fewer lbs of CO2
per bus per year

ROUSH CleanTech offers propane autogas fuel systems for a variety of light- and medium-duty Ford commercial vehicles and Blue Bird buses. You can increase your savings without compromising your quality, performance or warranty.

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TUESDAY // OCTOBER 28, 2014

9:00am - 6:00pm

PRE-REGISTRATION OPEN

Schaumburg Foyer North

10:30am - 12:00pm

OZINGA ENERGY CNG STATION GRAND OPENING

Schaumburg Foyer North Entrance

Come and take a shuttle over to Ozinga's CNG Station Grand Opening and Press Conference Event. Take a tour and learn about Ozinga and their efforts to help reduce carbon emissions by building CNG public stations for both medium and heavy duty vehicles.

Shuttle Pick-Up at 9:45am and 10:00am

1:00pm -3:00pm

DRIVING GREEN WITH THE HELP OF CARBON CREDITS

Brought to you by American biogas Council

Schaumburg Ballroom F

Several federal and state policies offer carbon credit programs that are driving the adoption of bio-CNG and electricity from biogas as preferred fuel sources for green fleets. On August 18, the EPA classified bio-CNG as a cellulosic fuel. These credit programs are justifying the development of bio-CNG projects and fleet conversions. This session will feature a panel of experts who will discuss the value of available carbon credits and show how fleets can access these revenue streams. This is a must-attend workshop if you are considering converting to CNG or electricity. If you are already using these renewable fuels, you will want to make sure you are maximizing the potential revenue available to you and not leaving any money on the table.

Presented by ECOENGINEERS People Driven Solutions

1:30pm - 3:30pm

CLEAN CITIES VOLUNTEER TRAINING

Clean Cities U.S. Department of Energy

Invite Only

Schaumburg Ballroom E

3:00pm - 4:00pm

GREEN FLEET 101: FIRST TIMERS' ORIENTATION

Schaumburg Ballroom G

New to alternative fuels? New to Green Fleet Conference & Expo? Then swing by our First Timers' Orientation to gain a quick overview on green fleet industry basics before diving headfirst into the more advanced sessions.

4:00pm - 6:00pm

CLEAN CITIES OPEN FORUM: FOR ORGANIZERS, STAKEHOLDERS & GFC ATTENDEES

Clean Cities U.S. Department of Energy

Schaumburg Ballroom H

The session will provide a guided networking format with several Clean Cities coordinators and industry stakeholders from around the country. Attendees should bring their questions, issues, ideas, experiences, and success stories related to alternate fuel vehicles, refueling infrastructure, operational efficiencies, fleet partnering and collaboration, and overall "green fleet" planning and deployment. Similar to a poster session, attendees will have the chance to create discussions, help facilitate the agenda, and learn how several Clean Cities coalitions "make things happen."

WEDNESDAY // OCTOBER 29, 2014

7:00am - 7:00pm

REGISTRATION OPEN

Schaumburg Foyer North

7:30am - 8:50am

OPENING KEYNOTE ADDRESS & BREAKFAST

Alternative Fuels: The Past 20 Years – Successes, Challenges, and Opportunities

Schaumburg Ballroom East

Winston Churchill once said: "Those that fail to learn from history, are doomed to repeat it." Mark Smith will take a look back over the past 20 years to explore what lessons we have learned in the world of alternative-fuel and advanced technology vehicles. Are we doomed to repeat our history, or are we making "high impact" strides to accelerate market adoption of these vehicles and develop the necessary refueling/recharging infrastructure? Mark will also explore the challenges encountered along the way, the challenges that lie ahead, and the successes attained.

Keynote Speaker: Mark Smith, Department of Energy's Clean Cities

Sponsored by GM Fleet & Commercial CHEVROLET • BUICK • GMC • CADILLAC

9:00am - 11:30am

RIDE & DRIVE EVENT

South Parking Lot

Test drive the latest precision-engineered alternative fuel technologies side-by-side in this year's fall festive Ride & Drive event. A valid driver's license is required to test drive vehicles. This event is open to all attendees.

11:30am - 2:00pm

EXHIBIT HALL OPEN

Discovery Hall

12:00pm - 1:00pm

LUNCH IN EXHIBIT HALL

Discovery Hall

2:00pm - 3:10pm

GENERAL SESSION

All-Fuels Super Session

Schaumburg Ballroom East

Come and meet our Green Fleet Conference & Expo Fuel Ambassadors as they debunk misconceptions, and address the state and future of each fuel. Find out which fuel source would best suit your fleet's needs, and what you need to know as you work to further your fleet's efficiency and sustainability.

Host: Richard Battersby, City of Oakland

Fuel Ambassadors: Electric Drive Transportation Association, Electrification Coalition, Diesel Technology Forum, National Biodiesel Board, Propane Education & Research Council, Natural Gas Vehicles for America

3:20pm - 4:10pm

CONCURRENT SESSIONS

G Navigating Grants: From Collaborating to Writing Best Practices

Schaumburg Ballroom F

With moving targets when it comes to grant availability and applicability, fleets have better chances of receiving a grant when they work together or clearly outline their needs within a grant application. Learn from fleets that have won grants in the past, and hear about what works and what doesn't.

Presenters: Darwin Burkhart, Illinois Environmental Protection Agency; Jedediah Greenfield, City of Houston; Spiro Kattan, NYC Department of Sanitation

C Coaching Drivers & Solutions to Maximize Your Fuel Efficiency

Schaumburg Ballroom West

There's a lot more to being fuel efficient than adopting alternative fuels. Many fleets are still faced with the realities of using gasoline with the challenge of how to increase their MPG as much as possible. From spec'ing to idle reduction and fuel efficient driving practices, what should a fleet expect to gain from these strategies?

Moderator: Bob Cavalli, Volkswagen of America, Inc.

Panelists: Janis Day Christensen, Mercury Associates, Inc.; Tony Eiermann, Coca-Cola Refreshments USA, Inc.; Abe Stephenson, DISH

T Natural Gas: Things We Should Have Known Before

Schaumburg Ballroom B

Early adopters of natural gas fuel for trucks talk about lessons learned and what they wish they had known – good and bad – before they embarked on this path. Learn from those who have been there what you should consider in your own natural gas planning.

Moderator: Annalloyd Thomason, Natural Gas Vehicle Institute

Panelists: Joel Fasnacht, Kwik Trip, Inc.; Tim Ozinga, Ozinga Bros, Inc.; Joe Shefchik, Paper Transit Inc.

4:20pm - 5:00pm

GENERAL SESSION

Innovative Solutions

Schaumburg Ballroom East

Geared toward fleet managers, this session is a series of five-minute presentations from companies showcasing new products and services on display in the Exhibit Hall.

Presenters: Hino Trucks, Current Motor, Safety Kleen/Eco Power, Derive Efficiency, Icom North America, Leahy-Wolf, Ricardo, Inc., Ford Motor Company

5:00pm - 7:00pm

EVENING RECEPTION& EXHIBIT HALL OPEN

Discovery Hall

9:00pm - 10:30pm

NIGHT ON THE TOWN:

Westwood Tavern & Tap

Shuttle Pick-Up at Renaissance Hotel Entrance at 8:30pm

Come unwind and review the day's events with fellow attendees as you enjoy a nice cold beverage at the Westwood Tavern and Tap, exclusively set aside for GFC attendees. Complimentary shuttle service will be provided from 8:30pm to 11:00pm.

THURSDAY // OCTOBER 30, 2014

7:00am - 2:00pm

REGISTRATION OPEN

Schaumburg Foyer North

7:30am - 9:00am

BREAKFAST AND GENERAL SESSION

Alternative Fuels Gone Wild: Real Stories, Real Challenges

Schaumburg Ballroom East

Fleets share things they wish they knew before taking on an alternative-fuel program. They'll bring up unexpected problems and how they ultimately came to solutions to move their programs forward.

Moderator: Thomas Nimmo, Utilimarc

Presenters: Banny Allison, AmeriPride; Tony Orta, Southern California Gas Company; Chris Shaffer, Utilimarc

9:10am - 10:00am

CONCURRENT SESSIONS

G Retrofitting Fleet Maintenance Facilities to Service CNG and LNG Vehicles

Schaumburg Ballroom F

Most fleet maintenance facilities designed for gasoline or diesel vehicles cannot handle NGVs without retrofitting the facility. These modifications can be minor or significant. This session will review the major considerations for adapting facilities and offer tools to evaluate whether it's best to retrofit or start from scratch.

Presenter: Mark Ellis, Maintenance Design Group

C How to Implement a Fleet Efficiency Program with GPS/Telematics Technology

Schaumburg Ballroom West

With more flexibility and customization, as well as the availability of cloud-based solutions, today's GPS and telematics systems can aid fleets of all shapes and sizes. The fleets will give an overview of unique ways and new ideas on how fleets can use GPS/telematics to improve efficiencies.

Presenter: Greg Miller, DHL

T Looking Ahead: Emerging & Future Alternative Fuels & Powertrains

Schaumburg Ballroom B

What fuel and powertrain technologies are just around the corner? Will you be putting DME or algae-based biodiesel into your truck engine? Maybe a hydrogen fuel cell? What's going on with hybrids? Will we see opposed-piston engines?

Moderator: Stephane Babcock, HDT *Magazine;*

Presenters: Joshua Goldman, TransPower; Elliot Hicks, Oberon Fuels; David Johnson, Achates Power; Dan Phillips, Solazyme

10:00am - 10:15am

NETWORKING BREAK

Schaumburg Foyer North

Sponsored by ICOM NORTH AMERICA Alternative Fuel Systems

10:15pm - 11:05am

CONCURRENT SESSIONS

G Building an Electric Vehicle Charging Station Network

Schaumburg Ballroom F

The increased availability of electric and plug-in EVs is creating an immediate need for a network of EV charging stations. Proper location choice, cost and equipment design are just some of the challenges that need to be addressed. This session will look at what it takes to build and maintain an EV charging network.

Presenters: Doug Bond, Alameda County, CA; David Worthington, County of Sonoma, CA

C Hybrids, Electrics, and AFVS: Volumes, Resale & Variances

Schaumburg Ballroom West

Highlighting alternative-fuel vehicles — from hybrids to CNG and diesel — and how these vehicles have grown in volumes, this session will provide a historical view and forecast the future values on these vehicles, as well as trends on pricing, variance of values and cost of ownership compared to their gas-only counterparts.

Presenter: Ricky Beggs, Black Book

T 121 Ways to Save Money on Fuel

Schaumburg Ballroom B

This interactive session will delve into the topic of HDT's popular June cover story, "121 Ways to Save Money on Fuel." We'll highlight some of the most innovative and unusual ideas our editors uncovered for this special issue, from alternative fuels to tire inflation, from changing driver habits to smart fuel buying, and maybe bring a few more to the table. Be prepared to come share your favorite fuel-saving tip.

Moderator: Dave Moniz, HDT *Magazine*

Panelists: Bill Bliem, NFI; Deborah Lockridge, HDT *Magazine, Jim Park,* HDT *Magazine; Mike Roeth, North American Council for Freight Efficiency*

11:05am - 1:20pm

EXHIBIT HALL OPEN

Discovery Hall

12:00pm - 1:00pm

LUNCH IN EXHIBIT HALL

Discovery Hall

1:30pm - 2:45pm

GREEN FLEET AWARDS CEREMONY

Schaumburg Ballroom East

Join fellow attendees in honoring fleets, fleet managers, and automotive vendors who have led the way in making their operations more sustainable and who have gone above and beyond to make their operations and the world "greener."

Sustainability All Stars

Heavy Duty Trucking Top 50 Green Fleets 2014

Also presenting awards:

PROPANE Clean American Energy

2:45pm - 3:00pm

NETWORKING BREAK

Schaumburg Foyer North

3:00pm - 3:50pm

CONCURRENT SESSIONS

G Case Study: City of Santa Ana 5-10 Year Alt. Energy Plan

Schaumburg Ballroom F

The City of Santa Ana will present its "5-10 Year Alternative-Energy Plan," which consists of various fuel types, vehicles and infrastructure, and funding sources. These initiatives have translated into greenhouse gas and carbon reductions. The presenter will also cover how the city has executed community outreach and grant funding.

Presenters: Rick Longobart, City of Santa Ana; Cynthia Ross, Longobart-Ross Consulting

C Selling Sustainability to C-Level Executives

Schaumburg Ballroom West

Adopting alternative fuels, adding new technologies or changing operational strategies are all examples of potential hurdles when getting top executives on board to a sustainability program. How do you get buy-in from C-level executives so you can further your fleet's efficiency improvements?

Moderator: Mary Sticha, GE Capital Fleet Services

Panelists: Jim Florio, Click Wholesale Distributing, Inc.; Pete Silva, Fleet and Procurement Consultant; Abe Stephenson, DISH

T What You Can Learn from the EPA's Super Truck Program

Schaumburg Ballroom B

In 2010, the Department of Energy gave $284 million in grants to four groups of North American truck and engine makers and their suppliers to each develop a "Super Truck," demonstrating vastly improved efficiency. What has been the result? One of the project trucks achieved 10 mpg. Some of the technology developed for these programs will remain the stuff of tomorrow – but some will be on dealer lots in a year or two.

Presenters: Darren Gosbee, Navistar Corporation; Jim Park, HDT *Magazine*

4:00pm - 5:00pm

CLOSING KEYNOTE ADDRESS & HAPPY HOUR

Rethinking Green: From Philanthropic to Sustainable Business Strategies

Schaumburg Ballroom East

"Going green" used to be a philosophical or philanthropic effort for businesses to pursue. But for businesses today, "going green" must be done through effective, profitable strategies that are core to your business. In the fleet world, these strategies often help drive fleet efficiencies both environmentally and economically. Hear from Ford Motor Company's Director of Sustainability and Vehicle Environmental Matters, John Viera on how he was able to change the way Ford viewed sustainability, and what challenges and trends fleets should prepare for looking forward.

Keynote Speaker: John Viera, Ford Motor Co.

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G Government Fleet Sessions C Commercial Fleet Sessions T Heavy Duty Green Symposium Sessions

Green Fleet
CONFERENCE & EXPO

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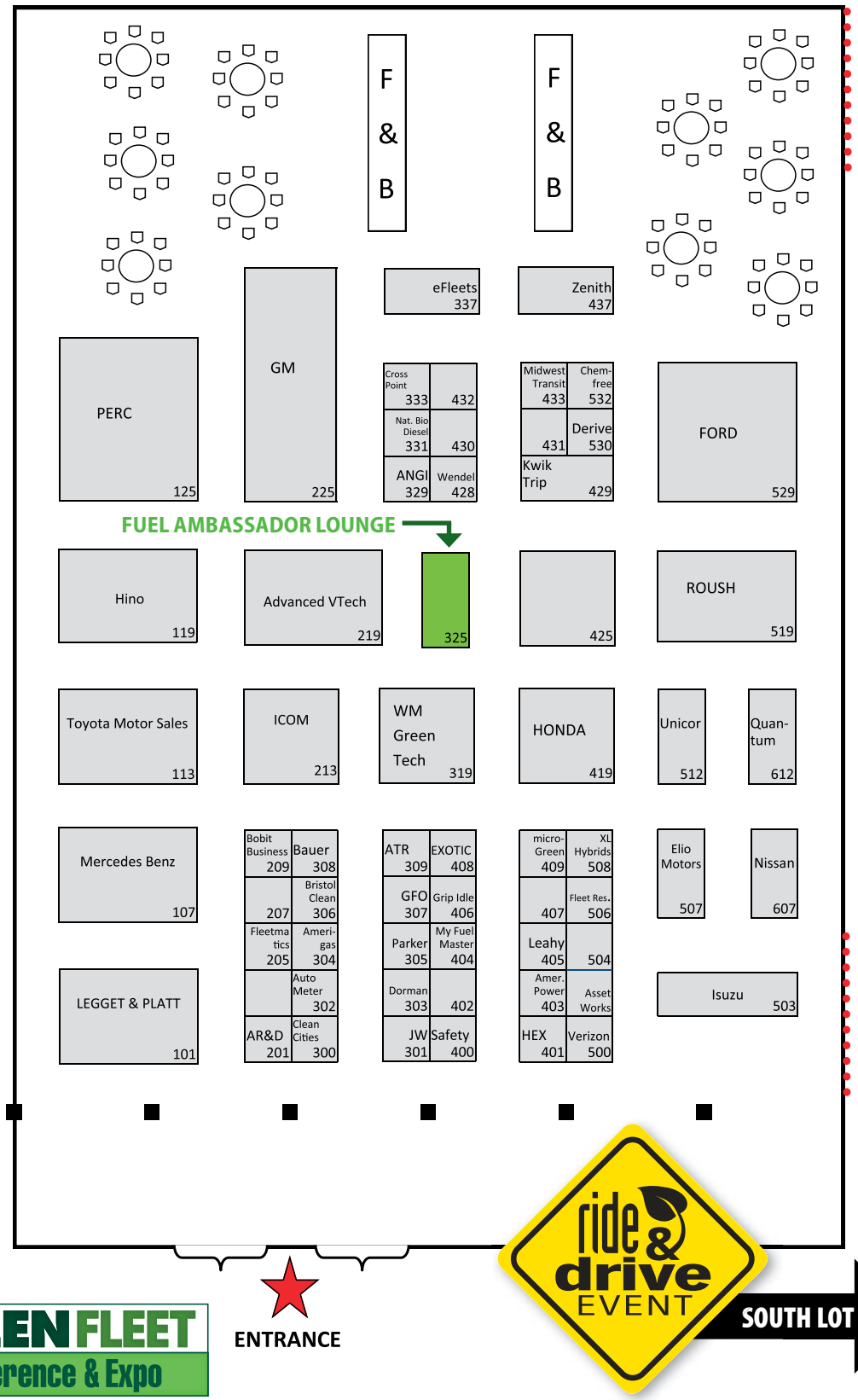
Discovery Hall



GREEN FLEET Conference & Expo

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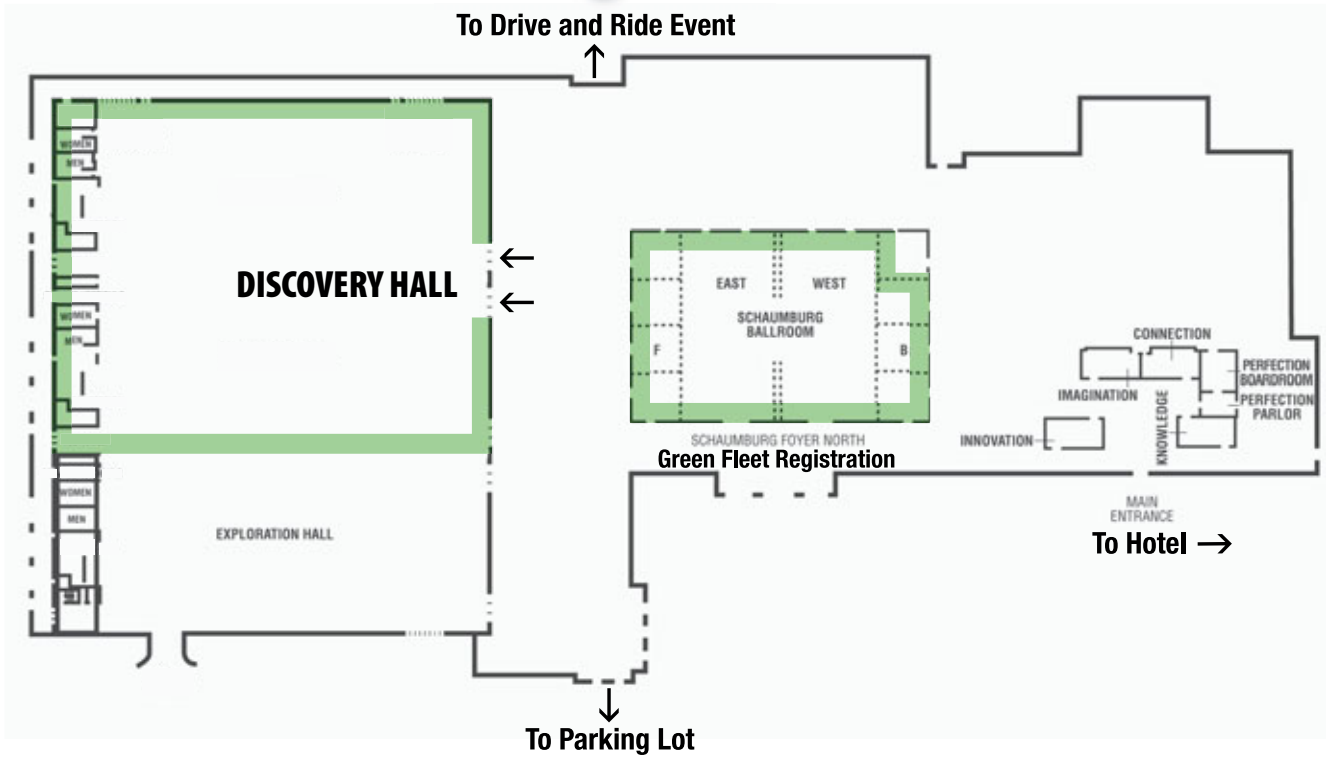

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List of Speakers

Banny Allison
Fleet Manager
AmeriPride

Stephane Babcock
Senior Editor, Heavy-Duty Trucking *Magazine*
Bobit Business Media

Richard Battersby
Equipment Services Manager
City of Oakland

Bill Bliem
Senior Vice President, Fleet Services
NFI

Ricky Beggs
Senior Vice President, Editorial Director
Black Book

Doug Bond
Transportation Services Manager
Alameda County

Darwin J. Burkhart
Manager, Clean Air Programs
Illinois Environmental Protection Agency

Bob Cavalli
Fleet Program Consultant
Volkswagen of America, Inc.

Joe Dalum
Board Member
Electric Drive Transportation Association

Janis Day Christensen
Certified Automotive Fleet Manager
Mercury Associates

Tony Eiermann
Fleet Asset Manager
Coca-Cola Refreshments USA, Inc.

Mark Ellis
Central Region Manager
Maintenance Design Group

Joel Fasnacht
Business Development
Kwik Trip, Inc.

Ezra Finkin
Director of Policy and External Relations
Diesel Technology Forum

Jim Florio
Chairman/CEO
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Joshua Goldman
Vice President of Business Development
TransPower

Darren Gosbee
Engineering Director, Advanced Technology and PowerTrain Calibration
Navistar Corp.

Jedediah B. Greenfield
MPA, Public Information Officer
Fleet Management, City of Houston

Elliot Hicks
Co-Founder and Chief Operating Officer
Oberon Fuels

David Johnson
President and CEO
Achates Power

Spiro Kattan
Supervisor of Mechanics
NYC Department of Sanitation

Deborah Lockridge
Editor-in-Chief, Heavy-Duty Trucking *Magazine*
Bobit Business Media

Rick Longobart,
Facilities, Fleet and Central Stores Manager
City of Santa Ana

Greg Miller
Director of Fleet
DHL

David Moniz
Publisher, Heavy-Duty Trucking *Magazine*
Bobit Business Media

Thomas Nimmo
Partner
Utilimarc

Tony Orta
Strategy & Compliance Manager
Southern California Gas Company

Tim Ozinga
Co-Owner & Marketing Communications Director
Ozinga Bros., Inc.

Jim Park
Equipment Editor, Heavy Duty Trucking *Magazine*
Bobit Business Media

Dan Phillips
Director, Fuels
Solazyme

Ben Prochazka
Director of Strategic Initiatives
Securing America's Future Energy

Mike Roeth
Executive Director
North American Council for Freight Efficiency

Cynthia Ross
Consultant
Longobart-Ross Consulting

Tom Sheenhan
Manager of Market Development
Natural Gas Vehicles for America

Christopher Schaffer
Partner
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Joe Shefchik
V.P. Business Development and Solutions
Paper Transport, Inc.

Pete Silva
Fleet and Procurement Consultant

Mark S. Smith
Manager of National Clean Fleets Partnership
Department of Energy's Clean Cities Program

Abe Stephenson
Fleet and Administration Manager
DISH Network

Mary T. Sticha
SVP-General Manager Commercial Programs
GE Capital Fleet Services

Annalloyd Thomason
Vice President/General Manager
Natural Gas Vehicle Institute

John Viera
Global Director, Sustainability and
Vehicle Environmental Matters
Ford Motor Company

Jennifer Weaver
OEM Outreach & Education Program Specialist
National Biodiesel Board

David Worthington
Fleet Manager
County of Sonoma, CA

Greg Zilberfarb
Consultant
Propane Education and Research Coalition

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630-454-4520
mike.peterson@vw.com • www.vwcorporatefleet.com

Wendel Future Fuels, LLC ..... Booth 428

John Havrilla
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Amherst, NY 14228
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Future Fuels brings alternative fueling options to a wide variety of clients. Our experts are knowledgeable in the fueling options available today, including CNG, LNG, hydrogen, electric and propane. We provide a range of project delivery models and financing options that will fit your needs.

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Wheels provides fleet vehicles and services to more than 300,000 vehicles throughout North America. EcoWheels environmental fleet program provides selector consultation, comprehensive reporting, driver outreach and more.

XL Hybrids ..... Booth 508

Natalie Weimer
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617-718-0329
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XL Hybrids is the pioneering developer of hybrid electric powertrains that deliver a 25% increase in miles driven per-gallon. Please visit our booth at #508 and join us in the Ride & Drive Wednesday morning.

Zenith Motors ..... Booth 437

Christine Smith
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Zenith Motors LLC is a Wilder KY manufacturer of electric shuttle and cargo vans. Zenith Motors is proactively helping companies reduce their fleet operating costs by eliminating the cost of gasoline, reducing the maintenance.

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

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Suitcasing: Any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by the event sponsor or in ways that violate the rules of the event.

QUESTIONS?

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

Notes

Notes

EXECUTIVE TEAM

Ty F. Bobit, President and CEO
Sherb Brown, Vice President and Group Publisher

GREEN FLEET MAGAZINE

Robert Brown, Jr., Conference Chair and Associate Publisher
Mike Antich, Conference Co-Chair, Editor and Associate Publisher
Chris Wolski, Senior Editor
Lauren Fletcher, Managing Editor
Joni Owens, West Coast Sales Manager
Eric Bearly, East Coast Sales Manager
Joanne Tucker, Public Relations Manager

HEAVY DUTY TRUCKING MAGAZINE

David Moniz, Publisher
Deborah Lockridge, Editor-in-Chief
Tom Berg, Senior Editor
Stephane Babcock, Senior Editor
Al Brunelli, SE Region Manager
Bill Madden, Western US/Canada Region Manager
Justin Miller, MW/NE Region Manager

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Kristen Messineo, Senior Event Manager
Jennifer Pacheco, CEM, Event Manager
Lorena Cardenas, Event Assistant
Megumi Kaminaga, Conference Manager
Irene Gruen, Event Marketing Manager
Danielle Israel, Event Marketing Coordinator

Green Fleet Conference & Expo is a production of

Bobit Business Media

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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*.

"I kept researching this segment, convincing myself it was an opportunity to fill a need. I borrowed $5,000, left my job, rented a one-room office, and somehow got my family (the sixth kid was on her way) to believe we'd survive," Bobit recalled in a 2011 interview marking *Automotive Fleet's* 50th anniversary.

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.

"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 Ford's fall announcement in *CCJ*, a well-established trucking magazine, Cook decided to give the insert to Bobit for the charter installment, which "made" the issue. Chrysler and Plymouth followed suit, solidifying the nascent magazine's financial footing.

Bobit relocated the company from the Chicago suburb of Glenview, Ill., to sunny California in 1977. Today, the company is still located in Southern California, in the beach community of Torrance.

Currently, Bobit Business Media publishes more than 20 magazines as well as various trade shows and websites in the automotive, protection, and beauty fields. The company's fleet brand remains robust, and was further solidified by Bobit and his son Ty, who took on the mantle of CEO in 2007, with the purchase of *HDT* magazine in 2012. The company's fleet publications cover the full gamut of the market from sedan and light-duty fleets in *Automotive Fleet* and executive fleets and fleet operations in *Fleet Financials* all the way to heavy-duty, over-the-road fleets in *HDT*.

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 Fleet Hall of Fame in 2009. He was also 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.

He is survived by his five children: Ty Bobit, Beverly Jacobson, Beth Edwards , Bobi Jo Banas, and Barbara Jusseaume, 14 grandchildren, and one great-grandchild.

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-child. Pictured with him are his children (l-r) Ty, Bonnie, Bobi Jo, Beverly, Barbara, and Beth.

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