

# GREEN FLEET

## Conference 2009

Hyatt Regency Chicago  
October 19-20, 2009

# OFFICIAL CONFERENCE PROGRAM

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# Welcome



**Welcome to the 2nd Annual Green Fleet Conference**  
**The only national conference designed solely for fleet managers to**  
**LEARN AND DISCUSS REAL SOLUTIONS**  
**TO GREENING THEIR FLEETS and**  
**SAVING SOME GREEN!**



*Our team has been working in conjunction with our speakers and panelists to deliver a conference that will arm you with the knowledge needed to successfully manage your fleet operation. This conference was designed for fleet managers as a unique forum to help you develop innovative green solutions that can directly impact your professional growth and the future of your operation.*

*I urge you to attend all of the sessions and take every opportunity to meet with our sponsors and exhibitors when the exhibit area is open. Also, be sure to utilize our networking functions to meet and share ideas with your peers.*

*I would like to thank all the sponsors and partners of the Green Fleet Conference, as well as the speakers and panel members who have contributed their time, experience, and knowledge.*

*I am confident you will walk away from this conference inspired and recharged. Enjoy your stay in Chicago*

A handwritten signature in black ink, appearing to read 'RJB'.

**Robert J. Brown**  
**Associate Publisher**  
**Bobit Business Media Auto Group**

# Event Hours and Staff

## Conference Hours

### Monday, October 19

11:00am-7:30pm	Registration/Sponsor Display Hours
1:00pm-2:00pm	Opening Keynote Address
2:10pm-3:00pm	Concurrent Sessions
3:00pm-3:15pm	Networking Break
3:15pm-5:00pm	Concurrent Sessions
5:10pm-6:00pm	Opening Remarks by Mayor Michael B. Coleman and Awards Ceremony
6:00pm-7:30pm	Networking Reception

### Tuesday, October 20

6:30am-3:00pm	Registration
7:00am-7:50am	Networking Breakfast
8:00am-1:00pm	Sponsor Display Hours
8:30am-9:00am	Mayor Richard M. Daley Address
9:00am-10:00am	Keynote Address
10:00am-10:15am	Networking Break
10:15am-12:00pm	Concurrent Sessions
12:00pm-1:00pm	Networking Lunch
1:05pm-4:00pm	Concurrent Sessions



### Green Fleet Conference is a production of Bobit Business Media

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# Conference Schedule

## Monday, October 19, 2009

### 11:00am – 7:30pm Registration and Sponsor Displays

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### 1:00pm – 2:00pm Opening Keynote Address

#### Green Is Green: Remaking Business in the Age of Sustainability

Regency B

*Here's your opportunity to tap into the sustainability efforts of a leader for cutting-edge ideas. In one year, Frito-Lay reduced its facilities and fleet CO2 emissions by 96 million lbs. Its aim: decrease greenhouse gas emissions for every bag of chips the company produces by another 14 percent from 2002 levels.*

**Keynote Speaker:** David Haft, Group Vice President, Sustainability and Productivity, Frito-Lay, Inc.

### 2:10pm – 3:00pm (Concurrent Sessions)

#### 1) How the City of Inglewood Won NAFA's Green Fleet Award Government

Regency A

*Learn how the City of Inglewood, Calif., instituted a six-year alternative-fuel plan that saves more than \$100,000 a year. Fleet Manager Rick Longobart will describe the award-winning program that focuses on replacing gas-guzzling vehicles and implementing a green depot fueling infrastructure.*

**Presenter:** Rick Longobart, Fleet Services Superintendent, City of Inglewood, Calif.

#### 2) How to Make Your Green Program Pay for Itself Corporate

Regency B

*Going green can be a win-win for the environment and the corporate bottom line! Find out from the hands-on experts how savings from greening your fleet can offset the costs. Fleet managers leading the charge to sustainability will share their practical experiences in fleet right-sizing, telematics, and idle reduction.*

**Moderator:** John Mack, Manager, Environment and Fuel Strategies, Automotive Resources International (ARI).

**Panelists:** Alicia Hammond, Fleet Administrator, Ambius, Inc.; Rachel Beckhardt Hinchliffe, Project Manager, Corporate Partnerships Program, Environmental Defense Fund; Tom Hartner, Manager, Global Procurement, Millipore Corporation

### 3:00pm – 3:15pm

#### Networking Break

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### 3:15pm – 4:05pm (Concurrent Sessions)

#### 1) How the City of Chicago is Reducing Its Fleet Carbon Footprint Government

##### Regency A

*Take home lessons from the City of Chicago's award-winning green fleet initiatives. The city's fleet is implementing a green fleet agenda that includes environmentally responsive action steps most public sectors fleets can adopt: increasing clean-powered vehicles, boosting fuel economy through vehicle selection, right-sizing, and utilization, and developing alt-fuel infrastructures*

**Presenter:** Matt Stewart, CAFM, Sr. Automotive Equipment Analyst, City of Chicago Department of Fleet Management

#### 2) Step-by-Step Instructions to Create a Green Fleet Policy Corporate

##### Regency B

*Build in cost-effectiveness in your green fleet program with a well-developed policy. Pick up tips on creating a comprehensive green policy document that covers all the bases, from benchmarking metrics to vehicle selectors.*

**Moderator:** Dan Hannan, Senior Vice President, Strategic Consulting and Environmental Solutions, Donlen Corporation

**Panelists:** Pete Silva, Director, Fleet Procurement, PepsiCo.; Mike Fogarty, Procurement Analyst, Johns Manville Corporation; Moni Islam, Manager, Operations Improvement and Analysis, Walgreens - Option Care

### 4:10pm – 5:00pm (Concurrent Sessions)

#### 1) How New York City Plans to Reduce GHG Emissions by 30% by 2017 Government

##### Regency A

*Learn from the leader. At the forefront of cost-effective green initiatives, the Big Apple's Department of Citywide Administrative Services will show you the way they built the largest hybrid fleet, and one of the largest and most diverse alt-fuel fleets in the nation.*

**Presenters:** Steve Weir, CAFM, Director, NYC Office of Fleet Administration (OFA); Robert Riccelli, Executive Director, IT and Special Projects, NYC Department of Citywide Administrative Services, Division of Municipal Supply Services; Ariella Rosenberg Maron, Deputy Commissioner, Energy Management, NYC Department of Citywide Administrative Services, Division of Energy Management

#### 2) Real-World Driver Behavior Modifications to Meet Green Fleet Goals Corporate

##### Regency B

*Drivers' on-road habits can waylay even the most cost-efficient green fleet initiative. Find out how education, incentives, and other tools can build your program's success at the foundation — the driver behind the wheel.*

*There will also be an Environmental Defense Fund Fleet Survey Presentation: What are other fleets doing to go green while saving costs? Get the big-picture view with the help of the EDF's industry survey.*

**Moderator:** Jason Mathers, Project Manager, Corporate Partnerships Program, Environmental Defense Fund

**Panelists:** Charles Schott, Director, Fleet Americas, Pfizer, Inc.; Mike Butsch, Fleet Manager, Joy Global; Janis Christensen, CAFM, Director, Corporate Fleet Management Consulting, Mercury Associates, Inc.

# Conference Schedule

**5:10pm – 5:25pm**

**Award Ceremony Opening Remarks**

 **Regency B**

**Speaker:** Mayor Michael B. Coleman, City of Columbus, Ohio

**5:25pm – 6:00pm**

**100 Best Green Fleet Awards and Top Fleet Environmental Leadership Awards**

 **Regency B**

**Presenters:** Tom Johnson and Steve Riley

**6:00pm – 7:30pm**

**Networking Reception**

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## Tuesday, October 20, 2009

**6:30am – 3:00pm**

**Registration**

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**7:00am – 7:50am**

**Networking Breakfast**

 **Crystal B**

**8:00am – 1:00pm**

**Sponsor Displays**

 **Foyer**

**8:30am – 9:00am**

**Mayor Address**

 **Regency B**

**Speaker:** Mayor Richard M. Daley, City of Chicago, IL

**9:00am – 10:00am**

**Keynote Address: The Good, Bad, and the Ugly of Environmental Regulations**

 **Regency B**

*Discover how to navigate through maze of existing and pending legislation while building your green fleet — how take advantage of eco-related laws while avoiding costly compliance missteps.*

**Keynote Speaker:** Kipp Coddington, Attorney, Alston & Bird

**10:00am – 10:15am**

**Networking Break**

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 **Foyer**

**10:15am – 11:05am**

**General Session: What Clean Cities Offers to Fleets**

 **Regency B**

*The 90-coalition network across the U.S., Clean Cities brings together public and private interests in partnerships to promote alt-fuels and green vehicles. Clean Cities representatives will give you not only the big picture, but also the latest in your region on alt-fuels, advanced vehicles, fuel blend and fuel economy, hybrids, and idle reduction*

**Moderator:** Carl Lisek, Vice President and Coordinator, Legacy Environmental Services and South Shore Clean Cities

**Panelists:** Francis Vogel, Executive Director, Wisconsin Clean Cities-Southeast Area Inc.; Samantha Bingham, Environmental Policy Analyst, City of Chicago Environmental Department; Kelly Marczak, Director, Clean Fuel and Vehicle Technologies, American Lung Association of Minnesota and Twin Cities Clean Cities Coalition; Maggie Striz Calnin, Program Coordinator, Greater Lansing Area Clean Cities and Kuntzsch Business Services, Inc.; Colleen Crowninshield, Manager, Tucson Regional Clean Cities Coalition

### **11:10am – 12:00pm (Concurrent Sessions)**

#### **1) What Money is Available? How to Stay Up to Date on Available Grants**

##### **Government**



##### **Regency A**

*Don't leave money on the table! Learn how to track down and draw upon public funding that can help subsidize your green fleet initiatives.*

**Co-Presenters:** Richard Battersby, CAFM, CPFP, Director, Fleet Services, University of California, Davis; Wendy Dafoe, Project Leader, NREL Fuels and Vehicles Deployment, Clean Cities/Alternative Fuels Data Center

#### **2) Green Peace: Finding Common Ground For Internal Challenges When Going Green**

##### **Corporate**



##### **Regency B**

*Competing corporate agendas and perspectives can cut short the life of any green fleet initiative. Fleet managers who've overcome worked their way through the obstacles will share tips on smoothing the way to successfully implementing your own green fleet program.*

**Moderator:** Bryan Steele, National Vice President, Client Relations, LeasePlan USA

**Panelists:** Dave Francis, Fleet Manager, Metropolitan Water Reclamation; Sue Miller, Senior Fleet Manager, Fleet Management Services, McDonald's Corporation; Mark Leuenberger, Director, Fleet Operations, Cox Enterprises, Inc.

### **12:00pm – 1:00pm**

#### **Networking Lunch**

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**Crystal B**



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### **1:05pm – 2:00pm (Concurrent Sessions)**

#### **1) How to Get Your Management to Do the Right Thing**

##### **Government**

##### **Regency A**

*Transform management resistance to your green fleet programs into wholehearted support. Experienced fleet managers present strategies to gain management backing of fleet-related sustainability initiatives.*

**Presenter:** Maggie Laird, Owner, Laird Consulting

**Panelists:** J.D. Schulte, CAFM, CPFP, Fleet Manager, City of Moline, Illinois; Venu Gupta, P.E., Superintendent, Buildings and Fleet, City of Milwaukee, Wisconsin; Barbara Bonansinga, Manager, Division of Vehicles, State of Illinois; James Tillman, Assistant Director, Finance Department, City of Houston

# Conference Schedule

## 2) How to Go Green in a Down Economy?

### Corporate



### Regency B

*Turn these struggling economy times into an opportunity to build a fuel-efficient, eco-friendly fleet operation, creating overall cost-savings. Finding real green today with strategies that work from fleet experts.*

**Moderator:** Karen Healey, Director, Product Management, PHH Arval

**Panelists:** Mike Butsch, Fleet Manager, Joy Global; Diane Lopez, Manager, Corporate Fleet and Limo, Abbott Laboratories; Denise Cross, Purchasing Manager, Carrier Corporation

## 2:05pm – 3:00pm (Concurrent Sessions: Set 1)

### 1) Tips and Tools – A Guide to Sensible AFV Choices

### Government



### Regency A

*This session will present a sensible step-by-step approach to starting a green fleet program, or to enhance an existing program by using web-based tools and other analytical techniques. Attendees will also hear how Federal fleets are responding to increasing pressure to “Go Green”.*

**Presenter:** Gary R. Hatfield, Director, Public Fleet Consulting Services, Mercury Associates, Inc.

### 2) Innovative Solutions on How to Save Money & Green Your Fleet

### Corporate



### Regency B

*A series of 5-minute presentations by Green Fleet sponsors (who are not OEMs or fleet management companies) on their products/services.*

**Moderator:** Robert J. Brown, Associate Publisher, Bobit Business Media Auto Group

**Panelists:** Steve Kirchner, COO, MicroGreen; Brett Littlefield, OEM Sales Manager, Auto Meter Products, Inc.; Paul McCue, President, Clean Oil Technology; Colin Sutherland, Vice President, Sales, Geotab; Kevin Kroger, President and COO, PuraDYN Filter Technologies; Scott Saffian, Sr. Vice President, Worldwide Sales, Coulomb Technologies; Todd A. Mouw, Director of Sales and Marketing, ROUSH Performance

## 3:05pm – 4:00pm

### General Session: Driving Ahead with Alternative Fuels and Advanced Technologies



### Regency B

*Which single or range of alt-fuels in this alphabet soup is the best fit to save fuel and costs for your fleet? A panel of experts will lead you through the pros and cons of each*

**Moderator:** Francis Vogel, Executive Director, Wisconsin Clean Cities-Southeast Area Inc

**Panelists:** Brian Feehan, Vice President, Propane Education and Research Council

# Conference Speakers



**Richard Battersby, CAFM, CPFP, Director, Fleet Services, University of California, Davis**  
Richard is the Director of Fleet Services at University of California, Davis and is Coordinator of the East Bay Clean Cities Coalition. He has over 25 years in the fleet industry and has written and participated in numerous state, local and federal grant funded projects. Richard is a CAFM and CPFP and currently holds over 40 ASE certifications. Richard has a BS degree from the California State University, Sacramento and is an active member in PFSA, APWA, CCFMA, and is a past Chairman and officer of the NAFA San Francisco Chapter.



**Rachel Beckhardt Hinchliffe, Project Manager, Corporate Partnerships, Environmental Defense Fund**

Rachel Beckhardt is a Project Manager in the Corporate Partnerships Program of Environmental Defense Fund, a leading environmental organization that links science, economics, law, and innovative partnerships to create breakthrough solutions to pressing environmental problems.

Rachel collaborates with the private and public sectors to leverage new technologies and industry best practices to provide distinct business benefits and produce positive environmental results. She works specifically on paper and agroforestry issues, expanding low-carbon transportation solutions, and green dining opportunities.

Before EDF, Rachel worked as an analyst for a management consulting firm covering the renewable energy and agribusiness industries. Rachel has an M.S. from Tufts University's interdisciplinary Agriculture, Food, and Environment program and a B.A. from Bates College.



**Samantha Bingham, Environmental Policy Analyst, City of Chicago Environmental Department**

Samantha Bingham is an Environmental Policy Analyst for the City of Chicago's Department of Environment and is the US Department of Energy's Clean Cities Coordinator for the Chicago Area Clean Cities Coalition. Samantha manages several of the City's air quality improvement programs, coordinates responses to grant solicitations, and through analytical support and subject matter knowledge assists in developing City policies and ordinances. In her role as Clean Cities coordinator, Samantha encourages local fleets to use alternative fuels, alternative fuel vehicles as well as clean vehicle technologies to reduce petroleum dependence and improve air quality.



**Robert J. Brown, Associate Publisher, Bobit Business Media Auto Group**

Robert Brown has been involved in the fleet industry for more than 10 years as the Great Lakes sales representative for Bobit Business Media. He also has 10 years of automotive experience working for Cadillac in a variety of sales and marketing roles. Brown is also responsible for the development of the concept and plan for the Green Fleet Expo & Conference. He is dedicated to promoting the awareness of fleet managers incorporating green initiatives in their fleet and is heavily involved in the Automotive Fleet's Fleet Car and Truck of the Year Award.



**Barbara Bonansinga, Fleet Manager, State of Illinois, Central Managements Services, Division of Vehicles**

Barb Bonansinga is fleet manager for the state of Illinois fleet of about 12,300 vehicles. Fleet provides management, maintenance and repair, fuel and leasing to over 40 state agencies as well as multiple local governments. Barb is also a member-at-large with the National Conference of State Fleet Administrators.

# Conference Speakers



## **Mike Butsch, Fleet Manager, Joy Global**

Mike Butsch has managed the vehicles for Joy Global since 2000. Joy Global's business units include: P&H Mining Equipment, Joy Mining Machinery and Continental Crushing and Conveying, all industry leaders in the above/below ground mining industry. Currently Joy Global has fleet operations in North America, South America, Africa and Australia. Mike has participated on a number of Fleet advisory Boards and is a regular Contributor to Work Truck Magazine.



## **Janis Day Christensen, CAFM Director, Corporate Fleet Consulting Services, Mercury Associates, Inc.**

Ms. Christensen is a Senior Manager and Director of Corporate Fleet Consulting Services with Mercury Associates, Inc. of Gaithersburg, MD. She is a Certified Automotive Fleet Manager (CAFM). With over 25 years of experience within the fleet management profession, Christensen began her fleet career as a fleet manager in 1982. She has provided consulting services to a wide array of private and public fleets, fleet service providers, automotive trade associations, and automotive publication companies since 1998. Prior to joining Mercury, Christensen was president of her own consulting company, Christensen & Day Group. Previously, she worked at TRW where she was responsible for fleets ranging in size from 200 to over 3,000 vehicles during 15 of her 21-years with the company.

Ms. Christensen is an active member of the fleet management profession and is a past vice president of the NAFA. Since 1984, she has served NAFA in a variety of national and local positions and in 1999, was honored with NAFA's highest award for Distinguished Service. She is currently serving NAFA as Co-Vice Chair of the Education Development Committee and Chair of the Seminar Review Committee.



## **Kipp Coddington, Attorney, Alston & Bird**

Based in Alston & Bird's Washington, D.C. office, Mr. Coddington is an energy and environmental lawyer with significant transactional and policy experience involving both stationary and mobile sources. He has spent the bulk of his career representing fleet interests such as UPS and the American Automotive Leasing Association (AALA) on environmental and energy matters. He represented AALA and NAFA Fleet Management Association in EMA v. SCAQMD, the U.S. Supreme Court decision that set limits on the ability of local governments to impose vehicle acquisition decisions on private fleets



## **Denise Cross, Purchasing Manager, Carrier Corporation**

Denise Cross is Purchasing Manager for Carrier Corporation, with responsibility for their North American fleet, mobile workforce solutions and real estate activities. Carrier Corporation is a wholly-owned subsidiary of United Technologies Corporation and is a world leader in air conditioning, heating and refrigeration systems.

Denise is a member of UTC's global fleet procurement team and PHH Arval's client advisory board. She has managed Carrier's fleet since 2003. In 1Q08, Carrier introduced GPS to their technician fleet of ~2,000 vehicles. This project has yielded positive results in safety and reduction of GHG through increased MPG and reduction of fuel consumed.



## **Colleen Crowninshield, Manager, Tucson Regional Clean Cities Coalition**

Colleen has worked for the Pima Association of Governments (PAG) since 1994, and in 2002 she assumed the Clean Cities' responsibilities as a full time Coordinator. In 2004 she was promoted to Clean Cities Manager. In 2005 the U.S. Department of Energy awarded her the Coordinator of the Year.

The Tucson Coalition's most recent and most notable projects include, Securing the position as clean fuel consultant to the NFL Environment Program to assist with alternative fuel choices and access for the 2008 Super Bowl in Tempe, AZ. SuperBowl supported E85 and Biodiesel use during their stay in AZ. Began what is only the second clean fuel

# Conference Speakers

driver training program in the nation at a local high school, using two dedicated natural gas Honda Civics, and curriculum that teaches early drivers about alternative fuels.

Colleen assisted the Tucson Regional Clean Cities Coalition in receiving the 2003 Governor's Pride in Arizona Award for Pollution Prevention and the 2004 EPA Region 9 Environmental Award. In June of 2005 Mayor and Council awarded Colleen the Copper Letter as an Extraordinary Citizen. She is also a member of the Metropolitan Energy Commission, and she is the clean fuels advisor for the Ambos Nogales Air Quality Task Force under EPA's Border 2012 Initiative.



## **Wendy Dafoe, Project Leader, NREL Fuels and Vehicles Deployment**

Wendy Dafoe is a senior project leader for the Clean Cities program at the National Renewable Energy Laboratory. For the past 15 years, Wendy has managed the U.S. Department of Energy's Alternative Fuels and Advanced Vehicles Data Center and assisted Clean Cities' almost 90 coordinators with all their informational needs. Through this network of coordinators, Clean Cities enables fleets to reduce their petroleum consumption by providing them with data and tools through its Web sites and technical assistance project, as well as with connections to local and federal funding opportunities.



## **Brian Feehan, Vice President, Propane Education & Research Council**

Mr. Feehan is the Vice President of the Propane Education & Research Council (PERC) in Washington, DC. As an industry funded organization, PERC focuses on engine fuel, research & development, safety & training, agricultural markets and consumer education. Prior to his role at PERC, he served as the Executive Director of the Propane Vehicle Council (PVC). The PVC was the national organization representing the propane industry's motor fuel interests. The PVC focused on market development, legislative issues and building stakeholder alliances to promote the use of propane in both off and on road applications.

Prior to joining the PVC - Mr. Feehan served as the Projects Director for the World LP Gas Association in Paris, France. As Projects Director for the WLPGA he developed marketing tools and implemented strategies promoting the use of LP Gas worldwide. Mr. Feehan also represented the WLPGA on several United Nations organizations while strengthening partnerships with many national and international agencies and associations.

Brian holds a B.A. in Political Science and a Masters of Public Administration from George Mason University in Virginia



## **Mike Fogarty, Procurement Analyst, Johns Manville**

Mike Fogarty is a Procurement Analyst with Johns Manville. His duties include managing the company's vehicle fleet and procurement of indirect commodities. Mike began his career at Johns Manville in 2007. He is a graduate of Penn State University with a degree in Supply Chain Management and obtained an international business degree in Barcelona, Spain. Johns Manville, a Berkshire Hathaway company, is a leading manufacturer and marketer of premium-quality building materials and specialty products for commercial, industrial, and residential applications.



## **Venu J. Gupta, P.E., Superintendent, Buildings and Fleet, City of Milwaukee, Wisconsin**

Managing NIMS compliance for the Department of Public Works. Administration and Management of City's 220 facilities valued at \$1.3 Billion, 6.6 million sq ft space, 83 Recreational areas and 300 acres of green space; a centralized fleet of 4200 with a \$130 Million Valuation, a Centralized dispatch center, 24/7 Call Center, 24/7 Call Center; and maintenance and installation of fiber network, and telephone switchgear. The department includes a staff of 450; and \$430 Million operating and \$30-\$35 Million Capital Budget per annum.

# Conference Speakers



**Dave Haft, Group Vice President, Sustainability and Productivity, Frito-Lay, Inc.**

Dave Haft, Group Vice President of Sustainability and Productivity joined Frito-Lay in 1984 after eleven years of Consulting Engineering in Milwaukee, WI. Dave spent eight years in HQ Engineering where he led the design and construction of five new manufacturing plants and several distribution centers. Dave then moved to Field Operations where he served as Manufacturing Manager in San Antonio, Operations Director in Michigan, Sr. Operations Director in Chicago (Heartland) and Vice President of Operations for the Central Division. For the past seven years, Dave has led Operations Productivity, Quality Assurance, Food Safety/Sanitation, Environmental Compliance and Resource Conservation, and Manufacturing Operations Support for FLNA. Dave also has responsibility for Service and Distribution, including Warehouse, Traffic, Fleet and Sales Operations. Lean Six Sigma and Autonomous Maintenance are led by Dave's team, as well. For two years, Dave has led the Environmental Sustainability initiatives for Frito-Lay. Dave holds Bachelors degrees in Architectural Engineering and Environmental Design from the University of Oklahoma and an MBA from Marquette University



**Alicia Hammond, Fleet Administrator, Ambius, Inc.**

Alicia Hammond is Fleet Administrator for Ambius, Inc., North America and also handles various other procurement duties. She has been with Ambius since 2001. Alicia has been working on substantially expanding the fleet and implementing GPS monitoring. She is currently enrolled in the CAFM program. The fleet currently contains 350 vehicles, primarily used for service across the United States and Canada. Ambius is the largest interior landscape service provider in the United States.



**Dan Hannan, SVP Strategic Consulting and Environmental Solutions, Donlen Corporation**

With more than 16 years of fleet management experience with Donlen Corporation and General Electric, Hannan has held management roles in vehicle remarketing, purchasing, quality, information technology, and strategic consulting. Hannan graduated from Minnesota State University, Mankato in 1991, is a certified Six Sigma Black Belt, and is located in Northbrook, IL. Hannan, along with Donlen's team of strategic consultants, works with clients to lower operating costs, eliminate administrative burden, and reduce the environmental impact of fleet operations.



**Tom Hartner, Manager, Global Procurement, Millipore Corporation**

Tom Hartner is the Manager of Global Procurement at Millipore Corporation, a \$1.6 billion global life sciences company where he also serves as the Global Fleet Manager. The Millipore fleet consists of 1000+ vehicles mainly centered in Europe and the US. In 2009 the US Fleet has observed an 26% reduction in GHG emissions and an overall reduction in cost through several tactics: converting over 95% of the US fleet to hybrid vehicles or more fuel efficient gas vehicles; better vehicle alignment to position requirements; better alignment of mileage patterns and depreciation rates, and the use of fuel cards. In addition, Millipore has introduced an Employee Incentive Plan for the purchase of Smartway Elite Certified vehicles and special Hybrid parking spots at all of our US facilities to further promote the use of more fuel efficient vehicles.



**Gary Hatfield, Director, Public Fleet Consulting Services, Mercury Associates, Inc.**

Gary Hatfield has been engaged in fleet management for over 37 years. He is an experienced fleet manager, having worked with Xcel Energy and PG&E for nearly 25 years, and as a full time fleet management consultant for 14 years. He has worked recently with NASA, the U.S. Marine Corps, the U.S. General Services Administration, Department of Homeland Security, the U.S. Department of State and other Federal agencies as well as state and local governments to improve fleet management. He has had direct experience with many types of alternative fuel vehicles since 1974. Mr. Hatfield holds a degree in Mechanical Engineering from Purdue University and is a member of the Society of Automotive Engineers.



**Karen Healey, Director, Product Management, PHH Arval**

Karen Healey is a Director of Product Management for PHH Arval. She is responsible for managing PHH’s risk, safety and environmental products and developed the award-winning PHH GreenFleet in partnership with Environmental Defense Fund. Ms. Healey also manages PHH’s internal environmental initiatives, including PHH’s participation in the EPA Climate Leaders program.

Before joining PHH, Ms. Healey worked for KPMG Consulting. She has degrees from Arizona State University and Georgetown University. She is a past board president for Re-building Together Baltimore and currently sits on the board of Habitat for Humanity of the Chesapeake.

**Moni Islam, Manager, Operations Improvement and Analysis, Walgreens - Option Care**

Moni Islam is the manager of the Operations Improvement & Analysis team for Walgreens - OptionCare, serving in that role for the past four years. He has launched several major initiatives while leading this group including the delivery of 700 GPS-equipped fleet vehicles. He is a graduate of Northern Illinois University in Chicago earning a Bachelor of Science degree in Accounting. Walgreens-OptionCare provides accredited infusion services, respiratory therapies and home medical equipment to patients with temporary or long-term needs.

**Steven Kirchner, COO, MicroGreen**

Kirchner is the former Senior Vice President of Worldwide Marketing for Valvoline Oil Company and has over 23 years of marketing, sales and operational experience in the automotive industry. He developed and led dynamic new marketing and sales changes within the industry. Kirchner was awarded a Cannes Film Festival and a Clio Award for an Environmental Marketing Campaign. Over the past 6 years, he has leveraged his experience to provide consulting services and has been involved in new technology early stage companies.



**Kevin G. Kroger, President and Chief Operating Officer, PuraDYN Filter Technologies, Inc.**

Kevin Kroger is the President and Chief Operating Officer for PuraDYN Filter Technologies Inc. and brings over 30 years experience in the Medium and Heavy – Duty Diesel Engine Industry. Kevin received the Mechanical Engineer of the Year Award for Outstanding Achievement by Purdue University in 2000. He also earned a BSME from Purdue University along with a Certificate for University-Industry Cooperative Education Program in Engineering.



**Maggie Laird, Owner, Laird Consulting**

Maggie Laird is the owner of Laird Consulting and brings nearly 30 years experience specializing in fleet and fuel management business solutions. She has a diverse knowledge of fleet practices in both the Public and Private arenas. She leads workshops, seminars, and individual client training classes dealing with both types of systems internationally. She also conducts feasibility studies, management reviews, and custom tailors the reference materials and training classes for their clients. Maggie’s experience in process flow, customer support, project management, implementation assistance, parts inventory control, system design, and analysis enables her to provide expertise in assisting with planning and all other phases of fully utilizing fleet software.



**Mark Leuenberger, Director, Fleet Operations, Cox Enterprises Inc.**

Mark Leuenberger is the Director of Fleet Operations for Cox Enterprises Inc, overseeing one of the nation’s largest private fleets. This includes all Cox subsidiaries’ vehicles consisting of Cox Communications (The nation’s third largest cable telecommunications company), Manheim Auto Auctions (The nation’s largest auto auction company) and Cox Media Group (including AutoTrader, Cox Radio, Cox Newspapers and Cox Broadcasting.)

Before taking responsibility for the enterprise fleet group in 2008, he had worked in the workforce automation and fleet arena for over fifteen years. He was most recently responsible for the deployment of Cox Communications’ award winning workforce automation and management systems, including the deployment of their vehicle mobile resource management system.

Mr. Leuenberger holds degrees in Telecommunications and Business Management from The Pennsylvania State University.

# Conference Speakers



**Brett Littlefield, OEM Sales Manager, Auto Meter Products, Inc.**

Brett Littlefield is the OEM Sales Manager of Auto Meter Products, Inc. He holds a Masters degree in Public Administration from Northern Illinois University and is a resident of DeKalb, Illinois where he lives with his wife and son. During his nine years at Auto Meter, Littlefield has worked in the automotive aftermarket and with many prominent OE manufacturers. Currently, Littlefield is involved heavily in promoting Auto Meter's Ecometer, an economical fuel-efficiency gauge that increases driver/operator awareness on how they can modify their driving habits to achieve greater fuel efficiency, yielding reduced fuel costs and GHG emissions.



**Rick Longobart, Fleet Services Superintendent, City of Inglewood, Calif.**

Rick Longobart, presently employed as the Fleet Services Superintendent for the City of Inglewood, was a former Equipment Maintenance Supervisor for the City of El Segundo.

A native of Culver City California, Longobart attended Los Angeles Technical College and Phoenix University. Longobart experience, consist of Fleet and Facility maintenance, Hazardous Waste and AB989 Recycling Program. He is responsible for the implemented an automated fleet and fuel management system that streamlined the Divisions operation by using environmentally sound business practices that decreased waste and reduced costs. Because of his leadership, the City has saved millions of dollars and received certification from both the State of California for its outstanding maintenance records and vehicle repairs; and the Department of Toxic Substance for its excellent environmental operations and has been recognized as one of the Top 100 Fleets in America and finalist Fleet Manager of Year in 2009. Throughout the year Longobart has been instrumental in adopting programs that have improved efficiency and streamline the operation.



**Diane Lopez, Manager, Corporate Fleet and Limo, Abbott Laboratories**

Diane Lopez is responsible for the oversight and management of the Abbott U.S. Fleet Program, Executive Automobile and Executive Limousine Programs, RideShare Program and Employee Shuttle Program. Her five main objectives include: 1) Protecting employees' safety relating to Abbott owned or leased ground transportation in a manner that supports Abbott's vision to be premier healthcare company; 2) Regulating quality; 3) Enabling employee productivity; 4) contributing to Abbott's corporate goal of reducing overall CO2 emissions, and 5). Saving money. Within the past few years Diane has developed a consistent U.S. Fleet Policy & Fleet Reference Manual, launched a Corporate Fleet website, negotiated auto manufacturer rebates resulting in average rebates per vehicle more than triple that of 5 years earlier, accelerated replacement of > 1,000 SUVs to take advantage of favorable used vehicle market conditions for an estimated gain on sale of \$2MM, enhanced financial controls by establishing a thorough procedure to audit fleet related expenses, implemented an FTP process to improve the billing process, implemented a GreenFleet initiative, and much more. As part of Abbott's goals program to reduce greenhouse gas emissions (CO2) 30 percent by 2011, Diane integrated environmental criteria into the overall management of their U.S. fleet vehicles. She partnered with Environmental Defense and PHH Arval to offer many Abbott employees greener vehicle options. Diane stays active in the fleet industry as serving as Chair of the Northern Illinois / Southern Wisconsin Fleet Manager Association, and the Vice Chair of the NAFA Chicago Chapter.



**Kelly Marczak, Director, Clean Fuel and Vehicle Technologies, American Lung Association of Minnesota and Twin Cities Clean Cities Coalition**

Kelly Marczak is director of clean fuel and vehicle technologies for the American Lung Association in Minnesota (ALAMN) and Twin Cities Clean Cities Coalition. For ten years, her duties have included management of ALAMN's biofuels activities through the Clean Air Choice™ consumer education program. She also serves as the point of contact for the state's biodiesel and E85 grant program and provides technical support to fuel stations and vehicle owners.

**Ariella Rosenberg Maron, Deputy Commissioner, Energy Management, NYC Department of Citywide Administrative Services, Division of Energy Management**

Ariella Rosenberg Maron is the Deputy Commissioner for Energy Management at the NYC Department of Citywide Administrative Services. Prior to this role, she was the Deputy Director of the NYC Mayor's Office of Long-Term Planning and Sustainability, the office responsible for the implementation of PlaNYC, the city's long-term sustainability plan. She was part of the core team that developed PlaNYC, focusing on air and water quality, energy, and climate change. She has also worked as a senior project manager in the Energy Division of the New York City Economic Development Corporation, as an urban planner in the Bronx Office of the New York City Department of City Planning, and as an analyst at the energy, economic consulting firm PA Consulting Group (formerly PHB Hagler Bailly).

Maron currently teaches a course on sustainability indicators at the Pratt Institute. She received her Master in City Planning from MIT where she concentrated on environmental policy and urban design and focused her thesis research on mainstreaming green building in NYC. She received her undergraduate degree from the University of Pennsylvania.



**Jason Mathers, Project Manager, Corporate Partnerships, Environmental Defense Fund**

Jason Mathers is a project manager in the Corporate Partnerships program at Environmental Defense Fund. He is leading the effort to advance greenhouse gas management in the commercial fleet sector. As part of this work, Jason has created a fleet greenhouse gas calculator, developed a suite of training materials on fuel-smart driving behaviors, and initiated a survey on the environmental practices of leading fleets.

Prior to joining, EDF was an organized leading global change scientists for policy developments. He has a graduate degree in economics and is a veteran of the U.S. Navy, serving on board the USS Normandy.



**Paul McCue, President, Clean Oil Technology, Inc.**

A founder of Clean Oil Technology, Inc. in the US, bringing unique green oil filtration technology from Sweden and focusing the company platform on sustainability of lubrication oil to fleets in the US and Canada. With 13 years in contract manufacturing of transportation, medical and industrial products, his approach to marry engineered solutions for overall cost savings has been the benchmark of his work.



**Sue Miller, Senior Fleet Manager, McDonald's Corporation**

Employment Background: Sue Miller has been the Fleet Manager at McDonald's Corporation for the past 23 years. Prior to her employment at McDonalds, Sue worked for ServiceMaster Industries, A.B. Dick Company, and Keebler Company. She has been a NAFA Member for 30 years and an AFLA member for 23 years serving as Vice President and President in 1997 & 1998. She was also awarded the Automotive Fleet Manager of the year and her company's President Award in 1998. Sue completed McDonald's HU college certified courses in Managing the Organization, Foundations of Leadership, and Partnering for Progress.

**Robert Riccelli, Executive Director, IT and Special Projects, NYC Department of Citywide Administrative Services, Division of Municipal Supply Services**

Robert Riccelli is the Executive Director for IT and Special Projects at the NYC Department of Citywide Administrative Services' Division of Municipal Supply Services. In this position, and among other responsibilities, he oversees the development and implementation of initiatives whose goal is to reduce emissions from the City's vehicle fleet and introduce advanced technology vehicles into the fleet. These PlaNYC related efforts, in combination with the agency's on-going efforts to introduce more efficient, cleaner vehicles into the fleet have led to New York's position as the largest hybrid electric fleet in the nation. He has also worked as the Fiscal Director for the New York City Mayor's Office, and Director of Contract Audit and Audit Coordination Director at the Mayor's Office of Operations and Mayor's Office of Contracts. His career in City government began as an auditor, audit supervisor and audit director with the Office of the Comptroller.

Riccelli was born and raised in the Bronx and is a graduate of the City University of New York having received his undergraduate degree in Business Administration from the Baruch College School of Business. He is also a graduate of New York City's Leadership Institute.

# Conference Speakers



## **Scott Saffian, Sr. Vice President of Worldwide Sales, Coulomb Technologies**

With more than 30 years of sales experience, Scott Saffian has generated significant revenue and built sales teams for both hardware and software organizations. Most recently Mr. Saffian was vice president of academic sales at Xythos Software, a leading provider of Internet-based document and file management applications. Through his leadership at Xythos he helped grow the business from less than 50,000 users to more than 4M licensed users today, and made them the undisputed leader in document management in higher education. Mr. Saffian was also the Vice President of Worldwide Sales at Xippix, an Internet-base visualization software company, and Aurora Technologies where he opened up distribution sales to the PRC through Hong Kong. Mr. Saffian holds degrees from the University of Pittsburgh.



## **J.D. Schulte, CAFM, CFPF, Fleet Manager, City of Moline, Illinois**

J.D. Schulte is the Fleet Manager for the City of Moline, IL. J.D. is certified through the American Public Works Association (APWA) as a Certified Public Fleet Professional (CPFP) and by the National Association of Fleet Administrators (NAFA) as a Certified Automotive Fleet Manager (CAFM). J.D. is also an ASE Master Auto & Master Medium/Heavy Truck Technician as well as being an ASE certified Service Consultant.

J.D. served his apprenticeship with GM at Robinson-Lesline Buick in Wichita Kansas and has been with the City of Moline for 19 years. Moline's Fleet Services Division has been recognized as one of the Top 100 Managed Fleets in North America for each of the past four years.



## **Charles Schott, Director, Fleet Americas, Pfizer, Inc.**

Charlie joined Pfizer in 1984 after serving 5 years in Germany with the US Army Corps of Engineers. After a series of Production, Logistics and Procurement positions, Charlie was promoted to Director and his responsibilities included International Fleet projects. He has lead Fleet Project Teams in Europe, Asia, Latin America, Africa and the Middle East. He was recently appointed Pfizer America's Fleet Lead on Aug 1 2009. Charlie is very active in his community – he serves on the Executive Board for Connecticut Odyssey of the Mind (non-profit); Asst Scout Master BSA Troop 70; Junior Achievement in NYC



## **Pete Silva, Director, Fleet Procurement, PepsiCo**

Pete Silva is the Director of Fleet Procurement for PepsiCo. He is responsible for negotiating agreements for the operating units including the Pepsi Bottlers, Frito Lay, and Tropicana. The PepsiCo fleet including bottlers represents over 45,000 vehicles from cars to heavy duty trucks.

Pete has an Industrial Engineering Degree from the University of Florida and has spent 26 years working for Frito-Lay and PepsiCo. Pete spent sixteen years in Frito Lay Manufacturing before moving to run fleet at Frito Lay in 1998 and was elevated to his current role in 2004. In 2007 Pete also obtained responsibility for Indirect Purchasing at Frito Lay.

Pete is a member of the General Motors Customer Sounding Board and he was recently named by Fleet Financial magazine as 2008 Fleet Executive of the Year. Pete lives in Highland Village Tx with his wife Kim and has three daughters in college and one son left at home.



**Matt Stewart, CAFM, Sr. Automotive Equipment Analyst, City of Chicago Department of Fleet Management**

Matt Stewart is a Senior Automotive Equipment Analyst for the City of Chicago Department of Fleet Management. Since joining the department in 2006, he has been responsible for the purchase of alternative-fuel, hybrid and electric vehicles as well as implementation of diesel-emissions-retrofit, idle-reduction and other programs that reduce petroleum usage and emissions from the city-wide fleet, including police, fire, airports and sanitation. Ongoing programs include a ten-percent increase in the size of the green fleet annually and extensive grant- and privately-funded diesel-retrofit initiatives. Matt previously worked in fleet management at the Forest Preserve District of DuPage County, Illinois, a leading green fleet. Matt is a NAFA Certified Automotive Fleet Manager and received his B.A. in Anthropology from Wheaton College, Illinois.



**Bryan Steele, National Vice President, Client Relations, LeasePlan USA**

Bryan Steele, National Vice President, Client Relations As National Vice President, Client Relations, Bryan is responsible for managing a dedicated group of fleet management professionals. The client relations vice presidents proactively interact with clients to identify and improve efficiencies of operations, as well as cost saving opportunities.

An industry veteran of more than 29 years, Bryan began his career at LeasePlan as vice president, client services where he was instrumental in implementing such programs as Future Directions, Client Review Team and the Partnership Executive Program. Bryan also created the Client Activation Team while serving in this position. Prior to joining LeasePlan, Bryan worked at PHH and as vice president, sales and marketing for EV Global Motors.



**Maggie Striz Calnin, Program Coordinator, Greater Lansing Area Clean Cities**

Maggie Striz Calnin serves as the program coordinator for Greater Lansing Area Clean Cities and supports NextEnergy's Detroit Area Clean Cities Coalition. Maggie has helped develop membership programs and has developed new programs and events. Prior to her current role, Maggie served as legislative assistant in the Michigan House of Representatives and Michigan Senate. Volunteer activities include serving as a member of the Ingham County Animal Control Advisory Committee. Maggie holds a B.A. from Michigan State University.



**Colin Sutherland, Vice President, Sales, Geotab**

Colin Sutherland is the Vice President of Sales for Geotab. Geotab's unique method of data collection and driver feedback has resulted in Geotab technology users consistently hitting engine idling targets without supervision. In addition, Geotab customers have reshaped the way they perceive and use their external field forces surrounding fuel, safety and time management. Colin has worked with many of the largest fleets in North America and brings a new focus on fuel consumption that involves balancing cost with priority and safety. Geotab is one of the top 5 telematics companies sold worldwide



**James Tillman, Assistant Director, Finance Department, City of Houston**

James Tillman joined the City of Houston in May of 2006, after receiving his MBA at Rice University. As an Assistant Director in the Finance Department, he oversees centralized fleet operations, Capital Improvement Plan, and Special Projects. The City of Houston currently operates over 12,000 vehicles, of which over 40% are hybrid where there is a viable hybrid alternative. James is in a unique position where he has developed optimization models for both Police and Fire Department Fleets and manages the coordination and financial management of the City's \$4.5B Infrastructure plan. Current projects focus on implementation of new fleet management software, continuation of right sizing and rejuvenating the fleet, and working to make Houston "plug in ready" for future electric vehicles.

# Conference Speakers



**Francis X. Vogel, Executive Director, Wisconsin Clean Cities-Southeast Area, Inc.**

Francis X. Vogel is the Executive Director of Wisconsin Clean Cities – Southeast Area, a Milwaukee-based nonprofit organization that promotes cleaner air and energy security through alternative fuel development and related strategies. In this capacity, Mr. Vogel serves on the Wisconsin Clean Diesel Coalition, the Steering Committee of the Wisconsin Partners for Clean Air and is the former North Central Region representative to the Clean Cities Coordinator Council. He is the Vice-Chair of a related national organization, Transportation Energy Partnership, and was a member of the Wisconsin Governor's Global Warming Task Force Transportation Work Group. Formed in 1994, Wisconsin Clean Cities is one of 86 such coalitions nationwide designated through the U.S. Department of Energy Clean Cities Program.

Mr. Vogel is also a nonprofit management consultant with 19 years professional experience as a consultant or staff person. His broad range of technical assistance to nonprofit groups includes Board of Directors training, strategic planning and fund development. He is a 2006 graduate of the Nonprofit Management Fund's Diagnostic Clinic Consultant Institute and a 2007 graduate of the Fund Development Institute. Mr. Vogel earned a Bachelor of Arts from the University of Wisconsin (UW) - Madison in 1981, where he also took substantial Master of Arts coursework in Public Policy and Administration.



**Steve Weir, CAFM, Director, NYC Department of Citywide Administrative Services, Division of Municipal Supply Services, Office of Fleet Administration**

Since 1997, Steve Weir has been the Director of the NYC Office of Fleet Administration (OFA), which establishes and enforces fleet policies governing the procurement, use and disposal of the City fleet of 27,000 vehicles and motorized equipments. The City has the largest hybrid fleet in the US with over 3,300 such vehicles.

Steve started his career with NYC in 1982 coming to the Dept. of Sanitation before transferring to the OFA in 1988. Previously, Steve was an officer in the United States Air Force from 1969 to 1982. Steve holds an MBA and is a Lifetime NAFA CAFM. Steve was a presenter at last year's Green Fleet Conference and the co-recipient with the NYC Parks and Recreation of the 1st annual NAFA Green Fleet award in the light duty category.

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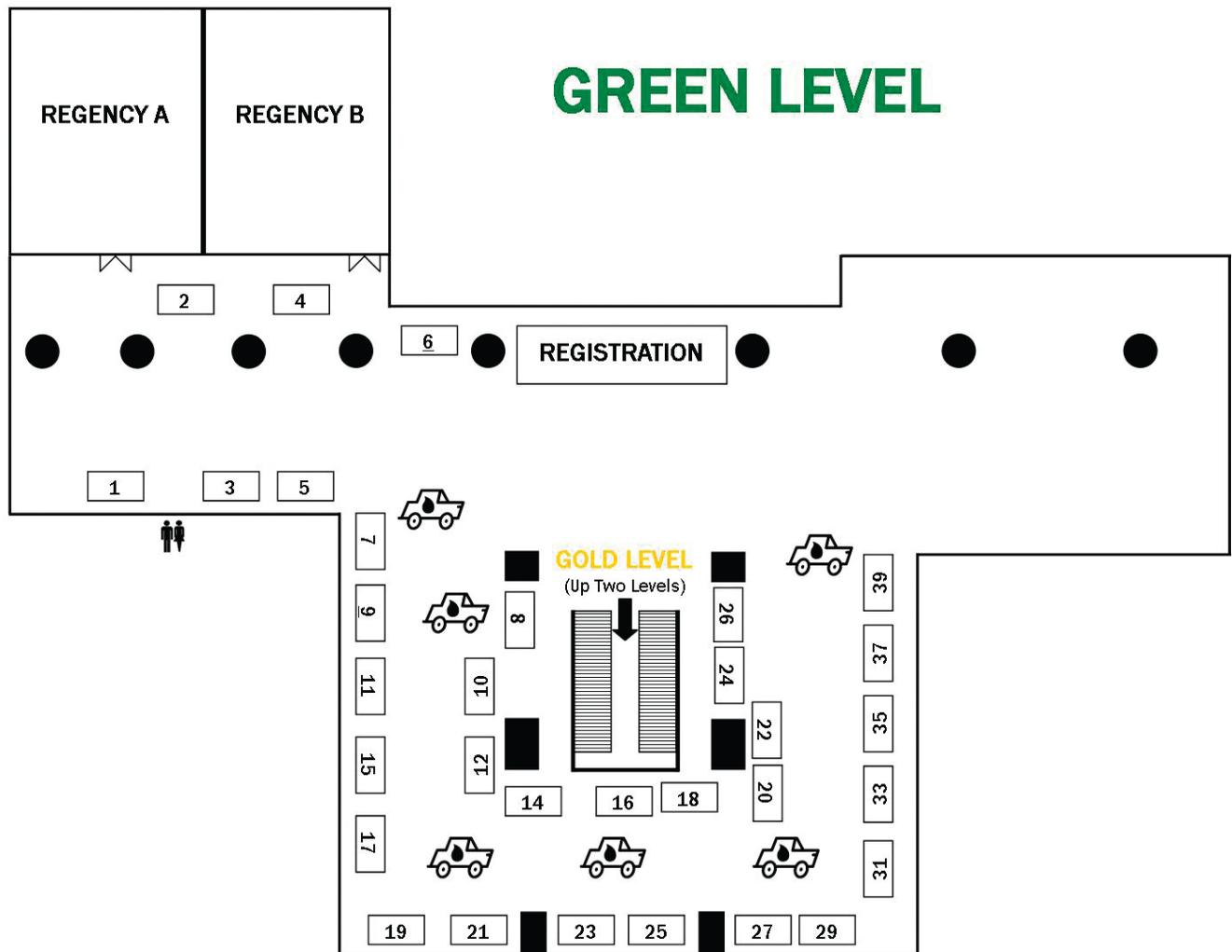
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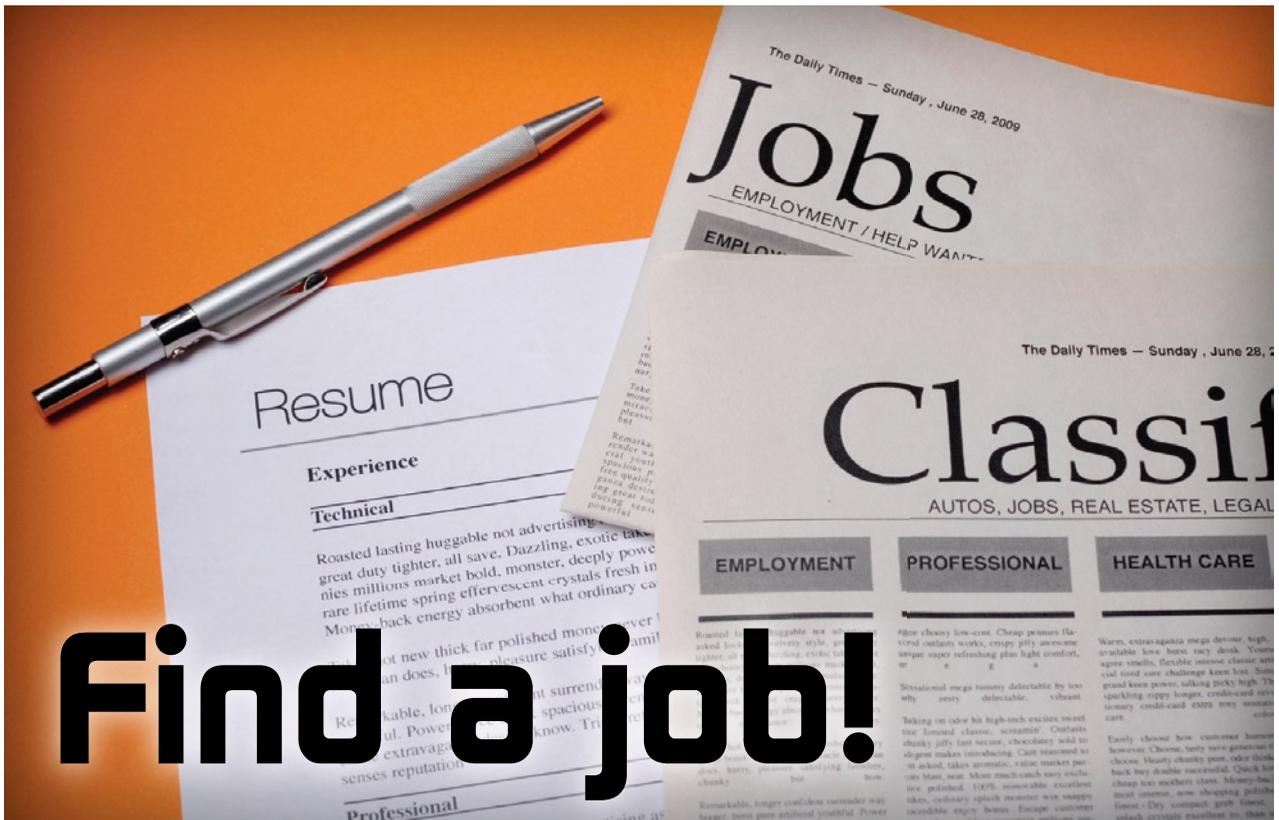
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