

GREEN FLEET

Conference 2008

Hyatt Regency Chicago
September 15-16, 2008

OFFICIAL CONFERENCE PROGRAM

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Welcome

Welcome to the **1st Annual Green Fleet Expo & Conference** – the only national conference designed solely for fleet managers to

LEARN AND DISCUSS REAL SOLUTIONS TO GREENING THEIR FLEETS



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 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 table top display area is open. Also, be sure to utilize our networking receptions where you'll be able 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 hope you walk away from this conference inspired and recharged. Enjoy your stay in Chicago!

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

Conference Hours and Staff

Conference Hours

Monday, September 15

1:00pm-1:50pm Keynote Speaker
2:00pm-2:50pm, 3:05pm-6:00pm

Tuesday, September 16

8:00am-9:00am Keynote Speaker
9:00am-12:00pm, 1:00pm-2:40pm, 3:00pm-5:00pm

Sponsor Display Hours

Monday, September 15

2:50pm-3:05pm, 6:00pm-7:30pm

Tuesday, September 16

7:00am-7:50am, 12:00pm-1:00pm, 2:40pm-3:00pm



Green Fleet Conference is a production of Bobit Business Media

3520 Challenger Street, Torrance, CA 90503

Tel: 310-533-2400

Fax: 310-533-2511

Web site: www.greenfleetconference.com

Magazine Team

Ed Bobit, Chairman
Ty Bobit, President & CEO
Sherb Brown, Vice President & Group Publisher
Bob Brown, Jr., Associate Publisher
Eric Bearly, Sales Manager
Mike Antich, Editor and Associate Publisher
Myla Diaz, Sales Coordinator
Cindy Brauer, Managing Editor
Lauren Fletcher, Associate Editor
Grace Lauron, Associate Editor
Lisajoyce Vergara, Assistant Editor

Event Team

Michelle Mendez, Director of Events
Kristen Messineo, Event Manager
Karin Hollink, Marketing Manager
Adriana Michaels, Conference Manager
Cindy Suzuki, Conference Coordinator
Jane Sweeney, Event Coordinator

Conference Schedule

Monday, September 15, 2008

1:00pm – 1:50pm

Keynote: 2009-2011: Sneak Preview of Upcoming Green Fleet Vehicles

Regency C

With a perspective backed by more than 20 years in the industry, Automotive Fleet editor Mike Antich will report on the fuel-efficient and emissions-reducing models we'll see in the near future.

Moderator: Mike Antich, Automotive Fleet

2:00pm – 2:50pm (Concurrent Sessions: Set 1)

1) **Mistakes to Avoid When Implementing a Green Fleet Initiative: Learning from Best Practices**

Corporate Regency C

Don't reinvent the wheel. Learn what works and what doesn't from the real-world experience of those already greening their fleets.

Moderator: Dan Hannan, Donlen Corporation

Panelists: Bo Calloway, Coca-Cola Bottling Company Consolidated; Amy Erickson, Scientific Games Corporation; Chris Lang, Genuine Parts Company; Josie Sharp, Shire Pharmaceutical Company

2) **Panel Discussion: Getting Money to Fund Your Green Fleet Government Regency D**

Show me the money! Everyone talks about funds available to support green fleet initiatives; this presentation will help guide you through locating, applying for, and securing those incentives and grants.

Moderator: Maggie Laird, Laird Consulting

Panelists: Jim Larson, Pacific Gas and Electric Company; Lori Pampell, North Central Texas Council of Governments; Stephen Russell, City of Keene; J.D. Schulte, City of Moline; John Walton, Forest Preserve District of DuPage County

2:50pm – 3:05pm

Coffee Break and Sponsor Displays Foyer

3:05pm – 4:00pm (Concurrent Sessions: Set 2)

1) **"Out of the Box" Solutions to Greening Your Fleet – That Work! Corporate Regency C**

Go beyond the tried and true. Presenters offer creative and workable answers to building an eco-friendly, yet cost-effective fleet.

Moderator: John Righini, GE Capital Solutions Fleet Services

Panelists: Michael Bieger, ADP; John Dmochowsky, Kraft Foods; Sandra Koelzer, Apple Inc.; KarYeng Liew, Panda Restaurant

Conference Schedule

2) **USPS: Diverse Strategies to Build a Green Fleet** **Government Regency D**

The world's largest civilian fleet, the USPS, plans to replace nearly 90 percent of its neighborhood delivery fleet with a wide range of environmentally conscious, less petroleum-dependent vehicles. Discover the details of this ambitious initiative.

Presenter: Han Dinh, USPS

4:10pm – 5:00pm (Set 3)

1) **Pros and Cons of Buying Carbon Offsets to Meet Green Fleet Goals** **Corporate Regency C**

What are carbon offsets, and where do you "buy" them? And most importantly, do they fit in your company's overall environmental and sustainability goals?

Presenters will explain the process, with particular attention to avoiding the pitfalls.

Moderator: Mike Pitcher, LeasePlan USA

Panelists: Tom Armstrong, ThyssenKrup; Bill Gooden, Cox Enterprises, Inc.; Tom Murray, Environmental Defense Fund

2) **Preparing Your Shop to Maintain AFVs** **Government Regency D**

Vehicles powered by biodiesel, compressed natural gas, propane, and powerful new-generation electric batteries present new servicing, storage, and technology challenges. Panelists will share their experiences in tackling those challenges.

Moderator: David Bragg, Bragg Fleet Management Services

Panelists: Larry Campbell, City of Fort Wayne; Sherry Lewis, UCLA Transportation; Pat Spencer, City of Bellevue, Washington State; Bill Vanden Brook, City of Madison

5:10pm – 6:00pm (Set 4)

1) **How Much Green Does it Take to be Green? Preparing and Understanding AFV Lifecycle Costs** **Corporate Regency C**

Looking at the big picture, how does the extra cost of a hybrid or alternative-fuel vehicle stack up against promised fuel savings and environmental benefits? This presentation will provide a tutorial on calculating an accurate answer.

Presenters: Dave Freed and Dave Wurster, Vincentric

2) **What You Need to Know About 2010 Diesel Emission Standards** **Government Regency D**

More stringent government mandates are set to go into effect in less than two years. Will your fleet operation be ready? This presenter will help guide you through the regulations.

Moderator: Tim Shick, Navistar Engine Group

Panelists: Mike Butsch, Joy Global; Wendell Jones, City of Little Rock; Dick Livermore, City of Minneapolis; Dave Schiller, Minnesota Department of Natural Resources; Jim Steffen, Service Manager

6:00pm – 7:30pm

Networking Reception and Sponsor Displays  Foyer

Conference Schedule

Tuesday, September 16, 2008



7:00am – 7:50am

Networking Breakfast  **Regency D** sponsored by **Automotive Resources International**

8:00am – 9:00am

Keynote: What Can Green Fleets Expect Out of Climate Change Legislation

 **Regency C**

Regardless of who wins the presidency, Congress will very likely enact climate change legislation. James Bruce will walk through the likely approach that Congress will take and how it will affect transportation in particular.

Presenter: James Bruce, J.T. Bruce & Associates

9:00am – 10:00am

Panel Discussion: Impacting Driver Behavior: Telematics and Other Tools  **Regency C**

Changing driver behavior – from what vehicles they select to how fast they step on the gas pedal – is one of the fastest avenues to reducing fuel costs. Panelists will discuss how telematics and other strategies can produce significant results.

Moderator: Scott Singsank, Wheels

Panelists: Julie McDowell, Hospira, Inc.; Stephen Levine, Pfizer, Inc.; Bivan Kischer, Takeda; Randy Read, Telargo

10:00am – 11:00am

Implementing Idle Reduction Programs That Work

 **Regency C**

According to some estimates, for every hour a truck idles, a half-gallon of fuel burns and the engine experiences the equivalent of 40 miles of wear and tear. Panel members will share how their successful anti-idling programs work.

Moderator: Matt Stewart, City of Chicago

Panelists: Bob Anno, ServiceMaster Companies; Keith Johnson, University of Michigan; Bob Stanton, Polk County

11:00am – 12:00pm

Effective Strategies to Cut Spiraling Fuel Costs While Reducing Emissions  **Regency C**

There's no magic bullet that will build an environmentally conscious fleet operation while reigning in soaring fuel prices. Panelists will present a variety of proactive steps and policies for an effective arsenal to launch a comprehensive attack on this challenge.

Moderator: Jim Creighton, ARI

Panelists: Joseph Aamidor, Smartway; Melinda Beffrey, Kellogg Company; Tom Hartner, Millipore Corporation; Mel Pawlisz, Culligan International; Steve Weir, City of New York, Dept. of Citywide Administrative Services

Conference Schedule

12:00pm – 1:00pm

Networking Lunch and Sponsor Displays 🌱 **Regency D & Foyer**

1:00pm – 1:50 pm

How to Effectively Remarket AFV and Hybrid Vehicles

🌱 **Regency C**

As more and more of these “green” vehicles reach end of service, what remarketing tools and strategies will achieve the best resale value? This expert panel will share their best advice.

Moderator: Mike Antich, Automotive Fleet

Panelists: Darrin Aiken, Wheels Inc.; Bill Cieslak, PHH Arval; Bob Graham, ARI; Tim Martin, LeasePlan USA; Paul Seger, GE Capital Solutions Fleet Services; Gus Xamplas, Donlen Corporation

1:50pm – 2:40pm

Practical Ways to Reduce Fleet Emissions Without Increasing Costs

🌱 **Regency C**

A group of fleet managers who’ve been on the front line in the emissions-cutting battle offer tips and best practices from their experience.

Moderator: Karen Healey, PHH Arval

Panelists: Diane Lopez, Abbott; Don Sedia, Duramed/Barr Pharmaceuticals, Inc.

2:40pm – 3:00pm

Coffee Break and Sponsor Displays 🌱 **Foyer**

3:00pm – 4:00pm

Case Studies: Real-World Operating Expenses in Running a Hybrid Fleet 🌱 **Regency C**

Beyond the hype and the rosy promises, what’s the bottom line in operating a hybrid fleet? Representatives from the private and public sectors share their calculations.

Moderator: Carl Neuberger, Merchants Leasing

Panelists: Pete Silva, PepsiCo Global Procurement; Steve Weir, City of New York, Dept. of Citywide Administrative Services

4:00pm – 5:00pm

Fleet Metrics to Benchmark GHG and CO² Emission Reductions 🌱 **Regency C**

It’s all about the numbers. One of the first critical steps in implementing a green fleet initiative is establishing an emissions baseline. The presentation will provide the nuts and bolts of measuring and benchmarking your fleet operations.

Presenter: Jason Mathers, Environmental Defense Fund

Panelist: Patsy Brownson, Cox Enterprises, Inc.; Denise Keberlein, Dow Chemical; Fred Turco, Pfizer; Brian Wieglosz, Sanofi Aventis; Maria Williams, USG Corporation

Conference Faculty



Darrin Aiken, Assistant Vice President of Vehicle Remarketing, Wheels Inc.

In 1989, Darrin Aiken began working for Wheels Inc., a fleet management company with more than 200,000 vehicles under management. He started in the vehicle remarketing department at Wheels as a regional sales manager, where his responsibilities included remarketing vehicles through Wheels' preferred wholesale vendors. Aiken remarketed more than 10,000 vehicles per year from 1989 until 1997, when he was promoted to director of remarketing, responsible for all sales of vehicles through their wholesale vendors. In 1999, he was promoted to his current position of assistant vice president of vehicle remarketing.



Joseph Aamidor, Associate, ICF International

Joseph Aamidor, an associate at ICF International, has supported numerous public agencies both domestically and abroad. His work focuses on the transportation sector's contribution to global climate change and strategies to mitigate these contributions. Aamidor provides recruiting and partner management support to EPA's SmartWay Transport Partnership, a voluntary program to increase fuel efficiency in the freight sector and reduce emissions. As a partner account manager, he helps participating companies document the fuel usage and emissions of their current operations. He also helps them set and meet goals to improve fuel economy and reduce emissions. Aamidor is also part of a team that collects and analyzes transportation activity data for use in the official U.S. inventory of greenhouse gas emissions and sinks.



Bob Anno, Director, Fleet Maintenance, ServiceMaster Companies

Robert F. Anno, is the director, fleet maintenance, for the ServiceMaster Companies, Memphis, TN. He is responsible for maintenance and repair of a fleet of over 18,000 vehicles including those used by Terminix and TruGreen. Prior to joining ServiceMaster in 2005, he has worked for AutoZone, Inc., Frito-Lay, Inc. and as a commissioned officer in the US Army. He earned an undergraduate degree from Syracuse University and a graduate degree from Florida State University



Mike Antich, Editor and Associate Publisher, Automotive Fleet

Mike Antich is Editor and Associate Publisher for *Automotive Fleet* magazine. He is also the editor for five other fleet-related magazines produced by Bobit Business Media, as well as the U.S. editor for Fleet Europe, a pan-European fleet management magazine headquartered in Brussels, Belgium. Antich is involved with a variety of fleet and remarketing industry associations, including the International Automotive Remarketers Alliance (IARA), where he serves as secretary on the Board of Directors and chairman of the IARA certification task force. He is also executive vice president of the Automotive Fleet & Leasing Association (AFLA), and secretary of the NAFA Affiliates Committee and NAFA Foundation.



Tom Armstrong, Director of Fleet, ThyssenKrupp

Tom Armstrong has spent the last eight years as director of fleet for ThyssenKrupp Elevator and has been in corporate fleet management for 16 years. Previous to that he spent six years in the USAF and successfully owned and operated a freight company in the late '80's, early '90's

Conference Faculty



Melinda Beffrey, Senior Manager, Sales Operations and Communications, Kellogg Company

Melinda Beffrey has been senior manager, sales operations and communications, Kellogg Company, since February 2008. She joined the company in 1989 as human resource specialist at the Battle Creek Plant. She was promoted to compensation analyst, for corporate compensation in 1992. To broaden her experience, Beffrey was promoted to the manager field sales administration in the Morning Foods Division in 1996 where she was responsible for operations of 18 divisional sales offices, and the development of the field sales call center. She continues to expand her role by leading the fleet strategy, the real estate plan, along with the sales technology and communication programs.



Michael Bieger, Sr. Director - Shared Services, Automatic Data Processing, Inc. (ADP)

Michael Bieger has more than 12 years industry experience and currently heads a department that manages four separate and distinct ADP fleets with more than 2,900 vehicles. He is also charged with coordinating all of ADP's global fleets. He's a previous presenter for NAFA on technology and innovation and on developing strategic sourcing solutions for fleet in partnership with procurement. Bieger recently finished a two-year term on GE Capital Solutions Fleet Services client advisory board.



David Bragg, Fleet Management Consultant, Bragg Fleet Management Services

David Bragg managed the City of Fayetteville Arkansas fleet for five years, achieving selection to the 100 Best Fleets in North America in 2006 and 2007. He was a Public Fleet Manager of the Year nominee and a member of the Hybrid Truck Users Forum's Refuse Truck Working Group. Bragg is a graduate of the University of Arkansas at Fayetteville, with a degree in Transportation and Logistics. He retired in July 2008, but continues to be active with the public fleet and alternative-fuels industries.



Bob Brown, Associate Publisher and Sales Manager, Bobit Business Media Auto Group

Bob 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.



Patsy Brownson, CAFM, Manager, Fleet Relations, Cox Enterprises, Inc.

Patsy Brownson has been in fleet management since 1976. She has been with Cox Enterprises, Inc. Brownson is a past president of the National Association of Fleet Administrators and Automotive Fleet & Leasing Association. She became one of the first Certified Automotive Fleet Managers and was awarded the Distinguished Service Award in 1998. Brownson has worked with EPA, and DOE on clean air and energy issues and served on a presidential task force that inspired the Clean Cities program. In recognition of her accomplishments and leadership, President Clinton appointed her to the Policy Dialogue Advisory Committee to Develop Options for Reducing Greenhouse Gas Emissions from Personal Motor Vehicles.

Conference Faculty



James Bruce III, President, J.T. Bruce & Associates

James Bruce, of J.T. Bruce & Associates, is an attorney, engineer, and consultant in energy and climate change issues. He recently was a partner at Wiley Rein, LLP in Washington, D.C. assisting major energy intensive industries on climate change legislation. Before his term at Wiley Rein, he was the senior counsel to the U.S. Senate Committee on Energy and Natural Resources for 13 years. He holds a B.S.E. and M.S.E. from Princeton University in Aerospace Mechanical Engineering and received his law degree from George Washington University. He is a member of the D.C. Bar and is a registered patent attorney.



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*.



Bo Calloway, Director of Fleet Assets and Process, Coca-Cola Bottling Company Consolidated (CCBCC)

Bo Calloway has more than 30 years in the fleet management industry. He, along with CCBCC, has taken on the challenge to become a leader on different issues, such as environmental stewardship. CCBCC has converted 25 percent of its 2,000-plus light-duty vehicles to hybrids. CCBCC's current light-duty fleet travels approx 40 million miles each year, so the less fuel consumed, the more it helps the environment and the company's bottom line. This initiative has been recognized by the NC Dept of Transportation, NC Dept. of Environment and Natural Resources, State Division of Air Quality, and the NC Dept of Administration State Energy. These state agencies honored CCBCC and Calloway with a NC Mobile Clean Air Renewable Energy (CARE) Award.



Larry Campbell, Fleet Director, City of Fort Wayne

Larry Campbell has been in charge of organizations with multiple facilities and has overseen construction of two new facilities. He has coordinated facility renovations and implemented new environmental practices to reduce waste to become "green" compliant. By using different types of fuel and purchasing hybrids, he is working towards better environmental practices for the future. Campbell led the City of Fort Wayne fleet management team to No.1 in The 100 Best Fleets in 2006, and has been recognized in the top ten during the past three years.



William Cieslak, Vice President, Vehicle Operations, PHH Arval

William F. Cieslak, vice president, vehicle operations, is responsible for PHH Arval's used vehicle sales department, as well as managing PHH's network of new vehicle dealers. Cieslak joined PHH PHH Arval in 1986 when PHH acquired Avis Leasing Corp., and has been a driving force behind the consistent excellence of PHH Arval's Used Vehicle Sales. He is a recognized industry expert in the marketing of used vehicles, residual forecasting / realization, and supplier management.

Conference Faculty



James Creighton, VP-Global Strategic Services, Automotive Resources International (ARI)

James Creighton is responsible for ARI's global sales and strategic consulting team, which provides ARI's domestic and global fleets with in-depth analyses and cost savings recommendations. He was formerly director of operations and has held management positions in vehicle acquisition and client administration. Employed by ARI since January 1983, Creighton has a BS degree in Business Logistics from Pennsylvania State University.



Han Dinh, Director of Vehicle Engineering, USPS

Presently, Han Dinh is the program director for all research and development of vehicle programs at the United States Postal Service. In this position, he oversees all vehicle technical activities including the alternative-fuel vehicles programs. A former senior project engineer in the Powertrain Division of General Motors in Michigan, Dinh received his Masters of Science degree from the University of Wisconsin at Madison and Applied Scientist degree from George Washington University, both in mechanical engineering.



John Dmochowsky, Sales Fleet Manager, Kraft Foods

With more than years of experience in managing the Kraft sales fleet of automobiles and light trucks, John Dmochowsky has provided a wealth of expertise and innovation to all phases of a Kraft corporate fleet program. As the leader of the Kraft fleet, Dmochowsky has successfully integrated the Nabisco and Kraft Foods fleet, developed effective solutions in eliminating manual processes by embracing technology, developed a new accident management program, switched Kraft Foods sales fleet from six-to four-cylinder in 2007 and is currently testing hybrid and diesel vehicles to tie in with Kraft green initiatives.

Amy Erickson, Fleet Manager, Scientific Games Corporation

Amy Erickson is the fleet manager for Scientific Games. She manages fleets in 30 states, Puerto Rico, Canada and Mexico. When she was given the fleet to manage six years ago, Scientific Games was using several different fleet vendors to manage their account. Since then the fleet has turned around drastically, with policies in place, factory order, and with one fleet vendor. Erickson also writes for Proposals and continues to do project management as needed. SGI has recently installed a GPS dispatch program that gives the driver locations and dispatches the driver that is closest to the call, which helps save time, money, and fuel costs.



Dave Freed, Co-Founder and Managing Partner, Vincentric

Dave Freed is a co-founder and managing partner of Vincentric, where he leads the sales and marketing efforts. A former senior vice president with R.L. Polk & Co., Freed brings a wealth of data and database knowledge to the Vincentric team, combined with past experience in data acquisition and distribution at Alliance Data Systems, where he was a member of the corporate senior leadership team.



Bill Gooden, Vehicle & Equipment Specialist, Cox Enterprises, Inc.

William Gooden is currently the vehicle and equipment specialist for Cox Enterprises. In his 19-plus year career in the fleet industry he has performed the role of fleet maintenance manager for several large organizations including Heilig Meyers. His current projects include developing specifications and implementation of Alternative Fuel Vehicles into the Cox Enterprise fleet. He holds an AAS degree from Spokane Community College and is an NTEA member serving on the Fleet Advisory Counsel and Light-Duty Group Hybrid Action Evaluation Committee. He is also a NAFA and HTUF member.

Conference Faculty



Bob Graham, Director Vehicle Remarketing, Automotive Resources International (ARI)

Bob Graham joined ARI in 1973. He started in the new-vehicle ordering area, moved to the maintenance management department, then to used-vehicle sales, and is now director of vehicle remarketing. Graham was instrumental in moving ARI's remarketing program to a Web-based environment, which led to ARI AutoDirect, ARI Virtual Market, and other industry-leading programs. He is an active industry speaker and panelist, has sat on various advisory boards, and was named the National Association of Fleet Resale Dealers Fleet Person of the Year in 1991.



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 of 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. Hartner has been with Millipore for 2-plus years, but has also held positions as a strategic sourcing manager for Amway Corporation, a new product development consultant for Arthur D. Little, and as a packaging engineer for The Perrigo Company and Johnson & Johnson. He has a BS degree from Michigan State University in Packaging Engineering.



Karen Healey, Director of Product Management, PHH Arval

Karen Healey is director of product management for PHH Arval. She is responsible for managing PHH's information services and environmental products. As the leader of PHH's environmental initiatives, she has partnered with the Environmental Defense to develop the PHH GreenFleet program. Before joining PHH in 2001, Healey worked for KPMG Consulting leading marketing efforts around the organization's supply chain services. She has a B.A. from Arizona State University and an M.A. from Georgetown University.



Keith Johnson, General Manager, Fleet and Garage Services, University of Michigan, Parking & Transportation Services

Keith Johnson has been with the University of Michigan since 1989 and is currently the general manager of fleet and garage services. Johnson's responsibilities include overseeing more than 1,000 passenger and service vehicles and transit coaches for the UM transit operation. He has 30 years experience in the automotive, truck, and transit industry. Johnson holds a Bachelor of Applied Science in Automotive Service.



Wendell Jones, Director of Fleet Services, City of Little Rock

Wendell Jones has been with the City of Little Rock a total of 33 years in various capacities. He currently holds the position of director of the fleet services department with prior city positions as director of general services and assistant director of public works, overseeing special programs and building services divisions, as well as parking enforcement and environmental services. In addition to these positions with the City of Little Rock, he has served as the director of community development for the City of Benton.

Conference Faculty

Denise Keberlein, Global Purchasing, Corporate Supply Manager, NA Travel and Fleet, The Dow Chemical Company

Bivan Kischer, Manager, Sales Administration, Takeda Pharmaceuticals

Bivan Kischer is the manager of sales administrator for Takeda Pharmaceuticals, a research-based global pharmaceutical company. Takeda is the largest pharmaceutical company in Japan.



Sandra Koelzer, Corporate Fleet Manager, Apple, Inc.

Sandra Koelzer manages Apple's U.S. fleet and is a global supply manager in the corporate procurement group. The initial phase of her career focused on risk and insurance management, loss prevention, and business recovery planning. She holds a Bachelor's degree from Brigham Young University and an A.R.M. certificate from Insurance Institute of America.



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 leading workshops, seminars, and individual client training classes dealing with both types of systems internationally. Laird also conducts feasibility studies, management reviews, and customizes the reference materials and training classes for their clients. Laird 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.



Chris Lang, Manager Corporate Fleet - Genuine Parts Company, U.S. Automotive Parts Group (NAPA)

Chris Lang has served in the role as corporate fleet manager for 11 of her 15 years with Genuine Parts Company. She is the corporate contact for automotive vendor negotiations and serves as the liaison for all GPC subsidiaries relating to light duty trucks and cars. She currently manages a fleet of 5100 vehicles from acquisition to disposal. Lang, a member of NAFA and AFLA, is a graduate of Hollins College in Virginia, and is a Six Sigma Green Belt.

Stephen Levine, Fleet Manager, Pfizer, Inc.

Stephen Levine is the fleet manager for Pfizer, Inc., the world's largest research-based biomedical and pharmaceutical company. Pfizer has three major business segments: health-care, animal health and consumer health care.



Sherry Lewis, Associate Director, UCLA Transportation

Sherry Lewis is the associate director of UCLA Transportation. She manages the campus transit program which includes the campus shuttle and special event transportation. Lewis' additional duties include the management of campus vehicle inventory and support programs. She serves on the BusCon advisory board to facilitate the University Transit Conference.



KarYeng Liew, Compensation and HRIS Manager, Panda Restaurant

KarYeng Liew joined Panda Restaurant Group in 2005 and currently serves as the compensation and HRIS manager. She is responsible for the compensation and HRIS function and for the company car program, which is 95% green. Prior to joining Panda, she worked for Seagate Technology as a Six Sigma Black Belt. Liew received her BSE and MSE in industrial engineering from Iowa State University.

Conference Faculty



Dick Livermore, Fleet Manager, City of Minneapolis

Dick Livermore has been in the automotive industry since 1967. His career started with Goodyear as a store management trainee in 1967 and progressed to store manager in 1968. Dick started with General Mills in 1971 where he worked in fleet management until 1994. Starting in 1994, he moved to the City of Minneapolis as its fleet manager. He moved from a light-duty commercial fleet to managing a light-duty, heavy-duty and truck construction equipment, police, and fire department vehicle fleet. His career in fleet has covered four decades of changes in the industry. Minneapolis is presently using E-85, biodiesel, has numerous hybrid vehicles, and will be testing a couple electric vehicles.



Diane Lopez, Manager, Corporate Fleet & Limo, Abbott

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. As part of Abbott's goals program to reduce greenhouse gas emissions (CO₂) 30 percent by 2011. Lopez integrated environmental criteria into the overall management of its U.S. fleet vehicles. She partnered with Environmental Defense and PHH Arval to offer many Abbott employees greener vehicle options. Lopez stays active in the fleet industry as serving chair of the Northern Illinois / Southern Wisconsin Fleet Manager Association, and vice chair of the NAFA Chicago Chapter.



Tim Martin, Vice President, Operations, LeasePlan USA

Tim Martin is responsible for the management of commercial fleet operations, which includes vehicle acquisitions, vehicle upfitting, remarketing, license, title, and registration. Previously, Martin served as director of remarketing where he implemented a regionalized auction remarketing plan, resulting in heightened brand awareness for LeasePlan vehicles. This awareness helped expand buyer pools and increase vehicle resale values for LeasePlan clients. Prior to joining LeasePlan in 2005, he held various positions in operations and remarketing with Saab Cars USA, Inc., Saab Financial Services Corp., Mercedes-Benz Credit Corp., and General Motors Acceptance Corp.



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

Jason Mathers works with today's leading companies to identify, develop, and implement innovative environmental practices that make business sense. He is currently working to advance greenhouse gas management among vehicle fleets, promote sustainable practices in the retail sector, and build demand for low-carbon transportation fuels. Mathers is an experienced analyst and advocate. While with the Union of Concerned Scientists, he organized leading global change scientists on important policy developments. He has a graduate degree in economics and a B.S. in environmental science. He is also a veteran of the U.S. Navy, serving onboard the USS Normandy (CG-60).

Julie McDowell, Manager, Global Fleet & Travel Services, Hospira, Inc.

Julie McDowell is the global fleet and travel services manager for Hospira, Inc., a specialty pharmaceutical and medication delivery company launched from the core global hospital products business of Abbott Laboratories.

Conference Faculty



Tom Murray, Managing Director, Corporate Partnerships, Environmental Defense Fund

Tom Murray is a managing director in the Corporate Partnerships Program at Environmental Defense Fund (EDF). Murray directs the work of the Washington D.C. corporate partnerships team, which develops and implements joint projects with leading companies to create environmental improvements that make business sense. Currently he is leading EDF's "Green Fleet" partnership with PHH Arval to drive down costs and greenhouse gas emissions from vehicle fleets. In addition, he leads the organization's "Green Portfolio" partnership with Kohlberg Kravis Roberts & Co. L.P. (KKR) to measure and improve the environmental performance of companies within KKR's U.S. portfolio.



Carl Neuberger, Director of New Business Development, Merchants Leasing

Carl Neuberger is a veteran of the commercial fleet management and leasing business and previously held posts in both account management and sales and served as an independent consultant within the industry. Currently, he is director of new business development for Merchants Leasing, a leading supplier of vehicle leasing and services to the mid sized fleet market. In this role, Neuberger is responsible for sales and with assisting clients in making sound decisions for their vehicle programs, including improved fuel economy and alternatives for "Going Green."

Lori Pampell, Transportation Planner, Air Quality Policy and Program Development, North Central Texas Council of Governments

Lori Pampell joined the transportation department staff of the North Central Texas Council of Governments, the metropolitan planning organization for the Dallas-Fort Worth area, in July 2005. She currently serves the agency as a transportation planner in the air quality policy and program development team. Her responsibilities include collaboration with staff, local governments, and other agencies to implement various policies and programs designed to reduce transportation-related emissions and improve air quality in North Central Texas with an emphasis on clean vehicle projects.



Mel Pawlisz, Fleet Manager, Culligan International

Mel Pawlisz is the current fleet manager at Culligan International with responsibility for units in the U.S. and Canada. The former ASE mechanic has worked in the maintenance department of a lease company and has more than 10 years experience as a fleet manager. His background includes organizing a global fleet.



Mike Pitcher, President & CEO, Corporate Fleet Sales, LeasePlan USA

Mike Pitcher was recently named president & CEO of LeasePlan USA. Prior to this, Pitcher served as executive VP for LeasePlan USA's corporate fleet division. In this role, he was responsible for the corporate fleet sales, marketing, and client services departments. In addition, he was responsible for the division's operations functions, which include purchasing, vehicle remarketing, and fleet maintenance. Within the industry, Pitcher is active in the Automotive Fleet Leasing Association (AFLA).



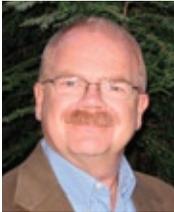
John Righini, Chief Marketing Officer, GE Capital Solutions Fleet Services

John Righini currently serves as chief marketing officer of GE Capital Solutions Fleet Services business. In this role, he leads product development, marketing strategy, digital customer experience, and communications. Righini joined GE in 2004 as part of the marketing initiatives group in corporate marketing. From 2004 to 2007 he served as director - ecomagination at GE Corporate and continued to drive GE's initiative aimed at aggressively bringing to market new technologies and services that help customers simultaneously meet pressing environmental and operational challenges.

Conference Faculty

Randy Read, Vice President of Sales, Telargo

Randy Read is the vice president of sales for Telargo, a comprehensive mobile assets management service that uses advanced technologies to significantly enhance the operation of the vehicle fleet.



Stephen Russell, Fleet Superintendent, City of Keene, New Hampshire

Steve Russell is the fleet superintendent for the City of Keene, N.H. The vehicles of police, fire, rescue, public works, water, wastewater, and the recycling center are all part of the City fleet, which has been using biodiesel for more than six years and has been nationally recognized for its use. In 2004, Keene's fleet services division was the recipient of The State of New Hampshire Governor's Award for Pollution Prevention, recognized for its work in biodiesel and other pollution prevention work.



Dave Schiller, Fleet, Safety, Materials Manager, Minnesota Department of Natural Resources

Dave Schiller is fleet, safety, and materials manager for the Minnesota Department of Natural Resources (MnDNR). Among the largest of U.S. landowners, MnDNR's mission ranges from enforcing natural resources laws to managing wildfires, and reliable working equipment is vital. Schiller has been MnDNR's fleet manager for seven years, and has supervised portions of the fleet for 20 years. He credits his forestry and business background with success in understanding customer needs and seizing opportunities to improve the departments' fleet.



J.D. Schulte, Fleet Manager, City of Moline, Ill.

J.D. Schulte is the fleet manager for the City of Moline, Ill. He is certified through the American Public Works Association (APWA) as a Certified Public Fleet Professional (CPFP) and as a Certified Automotive Fleet Manager (CAFM). He is also an ASE Certified Master Automotive and Master Medium/Heavy Truck Technician. Schulte served his apprenticeship with GM at Robinson-Lesline Buick and has been with the City of Moline for 18 years.



Don Sedia, Sr. Corporate Facilities and Fleet Manager, Duramed/Barr Pharmaceuticals, Inc.

Don Sedia is the senior corporate facilities and fleet manager for Duramed/Barr Pharmaceuticals Inc. He joined Barr in 2004 as a member of the Duramed/Barr engineering department. His responsibilities include overseeing corporate facilities and operational service functions at six Duramed/Barr locations nationwide. In addition to his engineering responsibilities, Sedia is the fleet manager for the Duramed Inc. proprietary sales force specializing in products for the women's healthcare industry. He has worked for the past three years on ways the Duramed fleet can meet its business objectives while reducing their carbon footprint.



Paul Seger, Vice President of Asset Remarketing, GE Capital Solutions Fleet Services

Paul Seger has been with GE for 27 years. For the last 20 years, he has held multiple positions within the fleet services and consumer finance vehicle remarketing divisions. During this time, he was instrumental in navigating the consumer business through one of the most challenging cycles in automobile leasing industry. He and his team were responsible for mitigating millions of dollars of forecasted residual value losses while establishing a remarketing growth strategy for fleet services. In addition, Seger is a qualified Six Sigma Green Belt within the organization and has participated in multiple quality improvement projects.

Conference Faculty



Josie Sharp, CAFM, Fleet Manager, Shire Pharmaceutical Company

Josie Sharp, CAFM, has been in the fleet management industry for over 20 years managing both private and public fleet operations. Presently Sharp works as the fleet manager for Shire Pharmaceutical Company managing a fleet of over 900 vehicles, as well as managing the speaker programs for the U.S.. Prior to joining Shire, Sharp managed the Commonwealth of Pennsylvania's fleet bringing many changes to state government. She was influential in bringing the NAFA FMI to Philadelphia in 2003 for the first time in NAFA's history. During her career, she worked with five leasing companies, developed several fleets, established and wrote policies and procedures; effectively negotiated with vendors, OEMs and leasing companies, streamlined fleet operations and created safety programs.

Tim Shick, Director, Business and Product Strategy, Navistar Engine Group



Pete Silva, Director-Fleet/FLNA OGS Procurement, PepsiCo Global Procurement

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. Silva has an Industrial Engineering Degree from the University of Florida and has spent 26 years working for Frito-Lay and PepsiCo. He 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. He is a member of the General Motors Customer Sounding Board and was recently named by *Fleet Financials* magazine as 2008 Fleet Executive of the Year.



Scott Singsank, Senior Account Manager, Wheels Inc.

Scott Singsank joined Wheels in 2002 as an account manager, with experience in customer service, account management and sales. At Wheels, Singsank has become a subject matter expert on the topics of fuel management, including environmental impact and alternative fuels. He is an active member of NAFA and holds a bachelor's degree from the University of Iowa.



Patrick Spencer, Fleet Supervisor, City of Bellevue, Washington

Patrick Spencer works for the City of Bellevue in Washington as the fleet supervisor. The fleet consists of more than 1,000 pieces of equipment which has been "going green" since 2001 with a concentrated effort over the last two years. Spencer's experience is fleet-related, working in Alaska and Washington State. He has worked five years in the logging industry, 11 in waste disposal and nine in government. His background is mainly heavy equipment and trucks and has worked on sedans, light/medium trucks and police cruisers for six years.



Bob Stanton, Director-Fleet Management, Polk County Board of County Commissioners

Bob Stanton has been the director of fleet management for Polk County for 16 years. Stanton is a past president of the Florida Association of Governmental Fleet Administrators, has spoken for the American Trucking Association, APWA, NHTSA, NAFA, NTEA, and at several state and national industry conferences. He is two-time recipient of the Bell Canada Goill Award for Innovation in Fleet Operations presented by the NAFA and the "Best in Category" Award from the National Association of Counties. He received his B.A. from Mercer University, his Public Management certification from Florida State University, is an APWA Certified Fleet Professional, an ISO 9001 auditor, and certified as a Lean Six Sigma professional.

Conference Faculty



James Steffen, Director of Fleet Engineering and Technical Support, ServiceMaster

Steffen joined the ServiceMaster fleet team in 2005 as director of fleet engineering and technical support. While at ServiceMaster his engineering team has developed a number of vehicle systems to reduce vehicle emissions and fuel consumption by more than 10 percent. They are presently working on hybrid and all-electric vehicles that meet ServiceMaster brand's operational requirements and further reduce emissions and fuel use. Prior to joining ServiceMaster, Steffen was engineering director at Utilimaster for the development of an all-new U.S. Postal Service carrier route vehicle. He also served as chief engineer for vehicles and ground support equipment and was the chief technology officer on the FedEx hybrid-delivery truck development program.



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

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 10-percent increase in the size of the green fleet annually and extensive grant- and privately-funded diesel-retrofit initiatives. Stewart previously worked in fleet management at the Forest Preserve District of DuPage County, Ill, a leading green fleet. He is a NAFA Certified Automotive Fleet Manager and received his B.A. in Anthropology from Wheaton College, Illinois.



Fred Turco, Senior Director, Global Fleet Services, Pfizer

Fred Turco was previously an environmental health and safety profession for 14 years. He has been with Pfizer since 2000 responsible for EHS project and planning and support at a site level and for all of Pfizer's research and development facilities worldwide. Turco has been the team lead of Pfizer's sales and marketing division, including fleet safety, for the last two years. Recently Turco was appointed senior director of Pfizer's Global Fleet Services. He led the development of Pfizer's Green Building Team in 2002 and has long been an advocate of 'greening' operations. Turco holds a BS in marine engineering from Massachusetts Maritime Academy and is an MS candidate in environmental management from Harvard School of public health.



Bill Vanden Brook, Fleet Service Superintendent, City of Madison, Wis.

Bill Vanden Brook, CEM, started with the City of Madison in 1979 as the parts manager. He was promoted to the position of general supervisor in 1983 and in 1991 was selected as the fleet superintendent. He attended the University of Wisconsin and Madison Area Technical College. He currently serves on the Board on Directors for the Association of Equipment Management Professionals.



John Walton, Fleet Services, Manager, Forest Preserve District of DuPage County

John Walton obtained a degree in radio, TV and film and worked in that industry in the U.S. and abroad. He then started and operated his own computer and media production companies before joining the Forest Preserve District of DuPage County where he is the fleet services manager. In 2001 the Forest Preserve District Commission passed an ordinance to convert the fleet to 100% alternative fuels and technology in 10 years. Walton is currently vice-chair of the Chicago Area Clean Cities Collation, the steering committee of Partners for Clean Air and the State of Illinois Biofuels Investment and Infrastructure work group and the Biofuels Utilization Subcommittee. The Forest Preserve District is currently using CNG, E-85, LPG, biodiesel, hybrids, and electric.

Conference Faculty



Steve Weir, CAFM, Director, Office of Fleet Administration, City of New York, Dept. of Citywide Administrative Services

As director of the NYC's Office of Fleet Administration, Weir publishes and enforces city-wide policies and local laws governing fleet administration of the City's approximate fleet of 27,500 vehicles. The City of New York has a long history of green initiatives and has the largest hybrid city fleet in the United States, totaling 2,762 vehicles. Additionally, the city has another 2,000 vehicles operating on ethanol, compressed natural gas or electricity and has approximately 1,000 vehicles operating on biodiesel. He is the recipient of the NAFA Green Fleet Award for light and medium-duty fleets and is a recent graduate of that organization's Certified Automotive Fleet Manager (CAFM) program.



Brian Wielgosz, Project Supervisor, Fleet Operations, Sanofi Aventis

Brian Wielgosz has over 8 years experience within the Pharmaceutical Industry and has held various roles within Customer Service, Operations, and Supply Chain, including 2 1/2 years in fleet management. In his current role as project supervisor, fleet operations at sanofi aventis US, he helps support an 8,000 vehicle commercial fleet. His primary responsibilities include project management, process development & enhancement, and analysis & reporting. Wielgosz is a CAFM candidate and possesses a Bachelor of Science Degree from Kings College as well as an M.B.A. from Wilkes University.

Maria Williams, Fleet Operations Supervisor, USG Corporation

Maria Williams oversees all fleet activities for more than 1,400 vehicles in the U.S. and Canada for USG Corporation, a producer of gypsum wallboard, joint compound, and a vast array of related products. Williams helped to reduce fleet costs more than \$900,000 since 2006 by a selection of smaller, more fuel-efficient vehicles. With the help of a newly designed Intranet site, the percentage of vehicles sold to employees increased to 46 percent from June 2007 to March 2008 and improved driver communication with comprehensive information on all fleet policies and procedures.



David Wurster, Co-Founder and President, Vincentric

David Wurster is a co-founder and president of Vincentric, where he also leads the product development and industry analysis efforts for the organization. With more than 20 years in senior leadership roles with IntelliChoice and R.L. Polk & Co., he is a recognized leader within the automotive industry, and is frequently contacted by media outlets to provide commentary for broadcast, print, and Web-based stories due to his expertise in lifecycle cost analysis and automotive cost of ownership. Wurster has a wide range of knowledge and is adept at creating actionable information that helps auto manufacturers, fleet operators, dealers, publishers, and data companies reach their business goals.



Gus Xamplas, Vice President of Remarketing, Donlen Corporation

Gus Xamplas is the vice president of remarketing for Donlen Corporation, a fleet management company. He oversees the resale of vehicles through upstream channels including auction sales and fleet driver purchases. Xamplas has more than two decades in the automotive and asset management industries. He is a former vice president of credit risk management for Wells Fargo Financial, as well as former senior vice president of consumer leasing at Bank of America. Prior to those roles, he was senior vice president of retail credit at First of America. He currently serves on the board of the International Automotive Remarketers Alliance (IARA).

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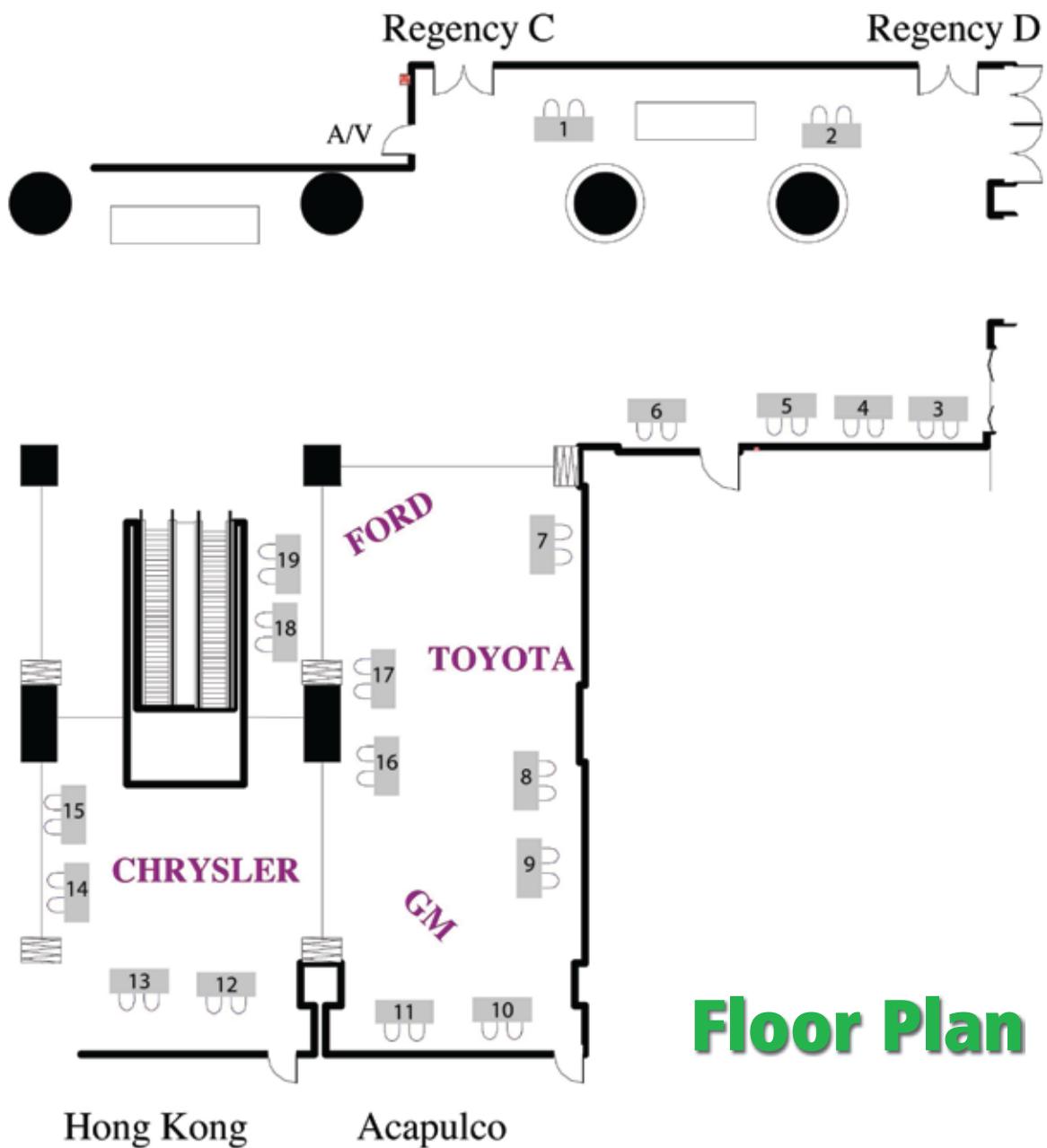
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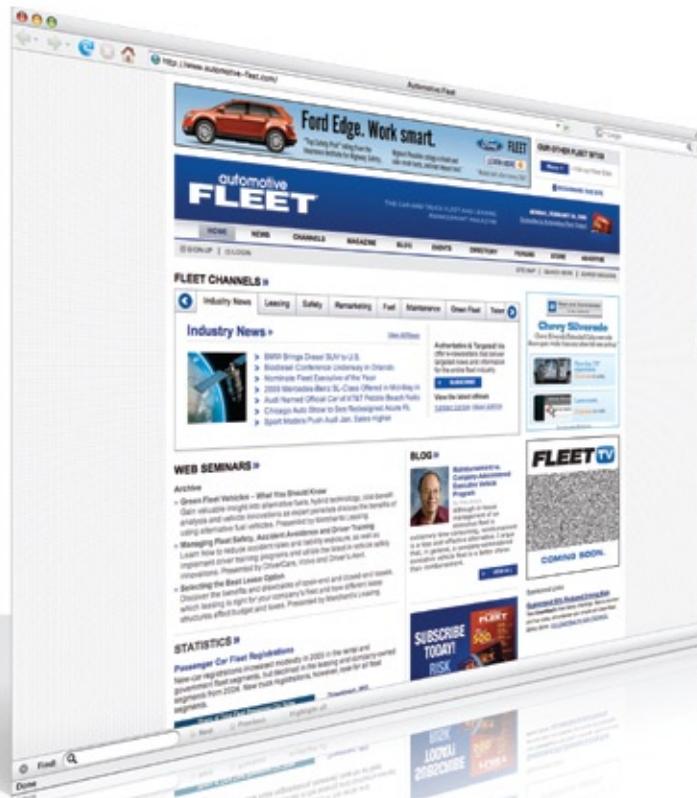
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