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**Dean Transportation Recognized for Environmental Efforts**  
*2009 Michigan Clean Transportation Expo and Awards Recognizes Dean with 'Green' Award*

**LANSING, Mich.** – Lansing-based Dean Transportation was recently honored with the Corporate Clean Transportation Leadership Award for its company-wide commitment to 'green' activities, at the Michigan Clean Transportation Leadership Expo and Awards.

“Dean Transportation has created a culture that supports 'green' activities,” said conference organizer Rachel Kuntzsch. “In particular, Dean’s use of biodiesel fuels is displacing thousands of gallons of petroleum; and a new partnership with Greater Lansing Area Clean Cities will retrofit 350 diesel buses with emission-reduction equipment. When it comes to building a greener Michigan, Dean doesn’t just talk, it acts!”

The award was presented during the 2<sup>nd</sup> Annual Michigan Clean Transportation Expo and Awards gala, held September 29 at the Novi Expo Center. Several hundred 'green' leaders from across the state attended.

“On behalf of the more than 1,000 employees at Dean Transportation, I am proud to accept this award,” said Dean Transportation CEO Kellie Dean. “Protecting our environment for future generations is a company-wide effort at Dean. This award belongs to all of our employees who have a commitment to green transportation.”





## Award Winners Announced

The Michigan Clean Transportation Expo and Awards Gala (MCT) was organized by:

The second annual Michigan Clean Transportation Expo & Awards Gala was a success, featuring five innovative Tech Theatre presentations, transportation technology exhibitors from across the state, over 200 guests, and a compelling keynote speaker during the Awards Dinner and Gala. We are pleased to announce this year's award winners.



### 2009 Michigan Clean Transportation Award Winners:

**Energy Independence - Everfresh Transportation**, for their efforts to increase fuel economy across their fleet. Through aerodynamics improvements alone Everfresh has achieved fuel savings in excess of 6%.



**Small Business Clean Transportation Leadership - Powers Distributing**, for their investment and foresight in recognizing that clean vehicles can lead to an improved bottomline for their business. Powers Distributing has invested over \$1.5 million into new hybrid electric heavy duty vehicles.



**Corporate Clean Transportation Leadership - Dean Transportation**, for a company-wide commitment to 'green' activities. Specific to transportation, Dean uses biodiesel fuel in many fleet vehicles, displacing thousands of gallons of petroleum, and has partnered with Greater Lansing Area Clean Cities on an EPA Clean Diesel grant to retrofit over 350 buses with diesel emission reduction equipment.



**Clean Transportation Technology Innovation - Western Michigan University**, which has implemented a demonstration project to study the use of renewable energy charging stations to move electric vehicle charging away from fossil fuel dependence.

**Alternative Fuel Supplier of the Year - Blodgett Oil**, which has gone beyond just realizing alternative fuels are a good business opportunity for the fuel supplier to support the efforts of nonprofit groups educating on the benefits of non-petroleum fuels. Blodgett Oil has taken their own steps to

inform the public about health and environmental benefits associated with alternative fuels.

**Public Fleet Manager of the Year - Keith Johnson, University of Michigan**, who has been a long-time advocate for advanced vehicles and alternative fuel use in the University vehicle fleet as well as the public transit fleet on campus. Mr. Johnson has led UM to incorporate hundreds of alternative fuel vehicles into their operations, retiring as many fossil fuel vehicles.

**Private Fleet Manager of the Year - Blake Eldredge, Whiteline Express**, who has a clear commitment to finding ways to reduce the company's dependency on fossil fuels without compromising the integrity of their services or disrupting their drivers needs. With Mr. Eldredge's leadership Whiteline Express buys EPA Smartway spec. vehicles and has invested in auxilliary power units for 1/3 of their fleet to reduce engine idle time, while keeping truck cabs cool or warm for drivers during required downtime.

**Clean City of the Year - City of Ferndale**, which, in the past 2 years has made two notable changes in the way the city operates by promoting fuel efficient vehicles. Ferndale allows free parking at street meters for drivers of hybrids and other vehicles that average 30 miles per gallon or more in city driving. Also, the city is replacing older, less fuel-efficient fleet vehicle with higher efficiency models. Ferndale also hosts a Green Cruise, organized by the Sierra Club, which is an alternative form of the Woodward Dream Cruise. Participants come to ride their green friendly vehicles ranging from bikes and skateboards to uni-cycles and seg-ways as a way to raise awareness of clean transportation modes.

**Michigan Clean Transportation Community Leader - Conan Smith**, who has held a variety of positions with groups in Michigan working to improve energy efficiency and environmental health. Currently, Mr. Smith serves on the Washtenaw County Board of Commissioners having run on a platform that included emphasis on multi-modal transportation improvements, and is Executive Director of the Michigan Suburbs Alliance which is, in part, focused on helping Michigan communities improve energy efficiency.

**Media Clean Transportation Awareness - tie, MiBiz and Capital Gains**, which have both covered clean transportation stories from west and mid-Michigan, respectively, keeping the community informed of opportunities, projects, and technologies that move our society away from fossil fuel dependence.

# Corporate Clean Transportation Leadership Award

Presented To:

## Dean Transportation

In recognition of a corporation operating in Michigan that has demonstrated dedicated commitment to clean transportation through its products, community leadership, and innovative programs.

Clean Energy Coalition, Greater Lansing Area Clean Cities Coalition, NextEnergy's Detroit Area Clean Cities Coalition, and West Michigan Clean Cities Coalition commend your leadership in reducing petroleum dependence and improving air quality.



michigan  
clean  
transportation

2009 EXPO & AWARDS