



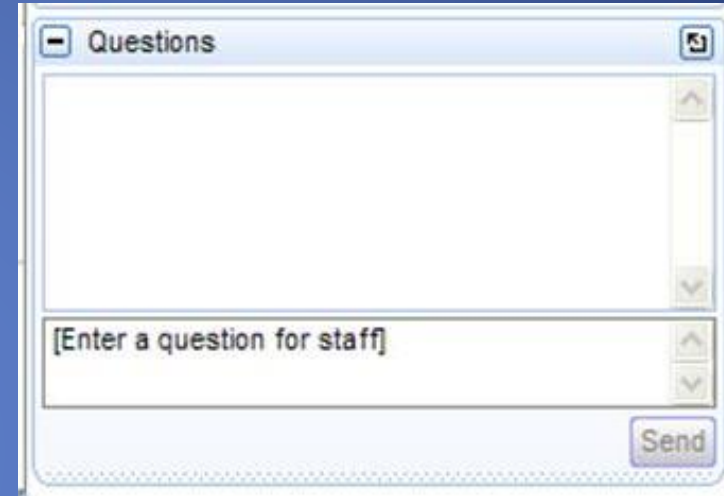
2017 SmartWay Affiliate Round Table Chat

Join the Conversation!
January 26, 2017



Webinar Housekeeping

- Submit a question via the Questions box on your GoTo control panel.



- After the presentation, as time permits, our EPA presenter will answer questions submitted via the Questions box.

Webinar Housekeeping

The presentation slides and recording will be available at:

<http://www.epa.gov/smartway/smartway-webinars-events>

(select the “Past Webinars/Events” tab)

Take the SmartWay Affiliate Challenge

Share the benefits of sustainable shipping—[Learn More about the Affiliate Challenge.](#)

SmartWay
Affiliate
Challenge



SmartWay Latest News

Watch our new [About SmartWay](#) video to learn how efficient freight improves supply chain performance!

[More SmartWay News](#)

Learn about SmartWay



- [Overview of SmartWay](#)
- [Why Freight Matters](#)
- [How SmartWay Advances Sustainable Transportation Supply Chains](#)
- [Carbon Accounting & Reporting](#)
- [SmartWay Program Successes](#)
- [Trends, Indicators & Partner Statistics \(TIPS\)](#)

Participate in SmartWay



- [How to Participate in SmartWay](#)
- [How the SmartWay Partnership Works](#)
- Become a SmartWay:
 - [Shipper](#)
 - [Logistics Company](#)
 - [Carrier](#)
 - [Affiliate](#)
- [Tools & Resources for Partners & Affiliates](#)

Upcoming Webinars & Events

- **Education Webinar:** [SmartWay Affiliate Roundtable Chat](#)
January 26, 2017
- **Education Webinar:** [Introduction to the 2017 SmartWay Truck Carrier Tool](#)
February 1, 2017

[More SmartWay webinars & events](#)

Global Collaboration & SmartWay

- [SmartWay Home](#)

- [Learn about SmartWay](#)

- [Participate in SmartWay](#)

- [Meet the SmartWay Partners and Affiliates](#)

- [Use the SmartWay Brand](#)

- [Global Collaboration](#)

- [SmartWay Latest News](#)

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- [Webinars/Events](#)

SmartWay Webinars & Events

EPA hosts events and webinars to help you learn how to get the most out of the SmartWay Program.

Webinars are free: Please register promptly because registration may be closed to new attendees after 12:00 noon on the day of the webinar.

Upcoming Webinars: To participate in an upcoming SmartWay webinar, you must pre-register. Registration links are provided below in webinar descriptions. After registering, you will receive a confirmation email containing information about joining the webinar.

Past Webinars: Selecting the "Past Webinar Resources" tab shows you previous training topics and may include additional resources such as slides, recordings, and transcripts.

[Freight Matters! Webinar Series:](#) Hear from leaders in the industry about freight-related trends and issues that matter to your business.

- Upcoming Webinars/Events
- Past Webinars/Events


↕ Type	↕ Event Name
Education Webinar	2016 SmartWay Awardee Best Practices Webinar
Education Webinar	Unlocking SmartWay Data for Shippers: Optimize Supply Chain Decision Making and Enhance CSR Reporting
Freight Matters	Efficiency Begins at Home, but What About the Neighbors: Getting to

SmartWay Webinar Host



Patrice Thornton has worked at the US EPA since 1992. She has worked on SmartWay Transport Partnership program since 2007, and currently acts as the SmartWay Affiliate Manager. Patrice graduated with a bachelors degree in Sociology from Wayne State University in Detroit, MI

Today's Webinar

- 
- Discuss SmartWay Affiliate Program
 - Role of the Affiliate
 - Examples of leadership achievements/best practices
 - 2017 Affiliate Challenge
 - Round Table Discussion
 - Panelists Introductions

Affiliate Description



- Affiliates are organizations that support the goals of the SmartWay Partnership
- Affiliate types
 - Industry associations, government entities, universities
 - Tractor – Trailer leasing companies and dealerships

SmartWay Affiliate Role



- Affiliates drive change through
 - Member outreach
 - Education and training
 - Promotion and publicity
- Affiliates play a key role in partnership growth
- Participate in the annual EPA SmartWay Affiliate Challenge which recognizes Affiliates that have demonstrated outstanding leadership in these areas

SmartWay Affiliate Challenge



- EPA recognizes Affiliates who are proactive and innovative in their marketing efforts
- Affiliates complete activities that support four specific categories
 - SmartWay Outreach Efforts
 - SmartWay Enrollment Efforts
 - Efficient Freight Supply Chain Practices
 - Collaboration
- EPA provides resources to assist with the marketing and educational efforts
- Important dates - activities performed between March 1 of previous year and March 1 of current year. Application is due to EPA by **March 15, 2017**
 - www.epa.gov/smartway/smartway-affiliate-resources

Examples of Leadership Achievements




- Amplified the visibility of their organization, their local community and SmartWay
 - Recognized SmartWay partners at a regional conference
 - Annual report highlighted SmartWay as a key strategy for businesses
 - Short videos about organization's commitment to sustainable supply chain
- Integrated the SmartWay message into their existing programs
 - Local Green Truck program included SmartWay strategies
 - SmartWay strategies included on association's website
 - Showcased new fuel efficiency products, as well as technologies and solutions for saving fuel and reducing emissions
 - Connected with local community colleges, resulting in the use of the FleetSmart Driver Training program
- Engaged in partner related efforts
 - Sponsored workshops targeted toward the small carrier featuring SmartWay strategies and technologies
 - Hosted webinars
- Assisted customers with SmartWay tool completion

Meet our Panelists



- Colorado Motor Carriers Association – ***Tracy Sakaguchi***
- Environmental Defense Fund – ***Maria Draper***
- International Sanitary Supply Association – ***Stephen Ashkin***
- Mid Atlantic Regional Air Management Association – ***Debbie Thomas***
- North Central Texas Council of Governments – ***Jason Brown***
- Penske Truck Leasing – ***Andrew Cullen***
- Retail Industry Leaders Association – ***Jess Dankert***
- Specialty Graphic Imaging Association – ***Allison Lundy***
- WI Partners for Clean Air – ***Jessica Lawent***

Question 1

- 
- What value do your members/customers say SmartWay provides?
 - What is your impression of how well SmartWay is meeting member/customer/stakeholder needs for their participation in the program to be successful, and what more could we do to improve?

Panelists:

Environmental Defense Fund – Maria Draper

Penske Truck Leasing – Andrew Cullen

Colorado State Trucking – Tracy Sakaguchi

International Sanitary Supply Association - Stephen Ashkin

Question 2

- What challenge(s) do you face in implementing SmartWay in your state/region, if any?
 - What would be needed to further incentivize your stakeholders to be more involved in SmartWay?

Panelists:

MARAMA – Debbie Thomas

WI Partners for Clean Air – Jessica Lawent

North Central Texas Council of Governments – Jason Brown

Question 3

- What benefits has your organization experienced as a SmartWay Affiliate?

Panelist:

Specialty Graphic Imaging Association – Allison Lundy
Retail Industry Leaders Association – Jess Dankert

Question 4

- What obstacles have you faced in meeting your commitments as a SmartWay Affiliate?
 - How have you overcome those obstacles?

Affiliate Feedback Results



- How does your organization promote issues, updates, etc. to members/clients/stakeholders?
- How do you feature the Affiliate logo?
- Which SmartWay resources are most useful to you?
- Which tools and resources would you like to see in the future?
- Which training topics would be of most benefit to you?
- What enhancements could be made to improve the value of the Affiliate program?

For More Information

- Contact Patrice Thornton at Thornton.patrice@epa.gov
- Visit the SmartWay website – www.epa.gov/smartway
- Call the information help line at (734) 214-4767

