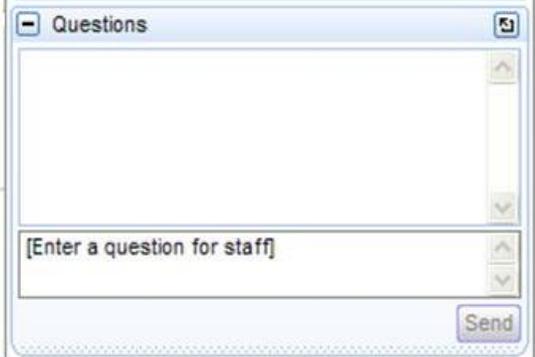


# Webinar Housekeeping

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



The image shows a screenshot of a 'Questions' box from a GoTo webinar interface. The box has a title bar with the word 'Questions' and a close button. The main area is a large, empty text field. Below this is a smaller text input field with the placeholder text '[Enter a question for staff]'. At the bottom right of the box is a 'Send' button.

- After the presentation, as time permits, our EPA presenter will answer questions submitted via the Questions box.
- Please complete the survey at the end of today's webinar. Your feedback is important to us!

# 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)**

# SmartWay

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## Happy New Year!

Start 2018 off right--[become a SmartWay Transport Partner!](#)



### SmartWay Latest News

- January 2018 [Affiliate Calendar](#)
- View 2017 [Excellence Awardees](#)
- Truck fleets meet 10+ MPG in [Run on Less](#).

## Learn about SmartWay



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

## Participate in SmartWay



- [How to Participate in SmartWay](#)
- [How the SmartWay Partnership Works](#)
- Become a SmartWay:
  - [Shipper](#)
  - [Logistics Company](#)
  - [Carrier](#)
  - [Affiliate](#)

## Upcoming Webinars & Events

- 1/17/2018 [2017 SmartWay Awardees Best Practices Webinar](#)
- 1/24/2018 [A National Conversation with SmartWay Affiliates](#)
- 1/31/2018 [Introduction to the SmartWay 2018 Truck Tool](#)

[More SmartWay webinars & events](#)





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[Global Collaboration](#)

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[Newsroom](#)

[Webinars/Events](#)

## SmartWay Webinars & Events

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

**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](#)

**Suggest a Webinar Topic:** If you would like to see a webinar about a particular topic, [email your idea](mailto:smartway_transport@epa.gov) (smartway\_transport@epa.gov) with the subject line "SmartWay Webinar Suggestion."

### [Event Type Legend](#)

↕ Type	↕ Date	↕ Event Name
Education Webinar	November 30, 2016	<a href="#">Unlocking SmartWay Data for Shippers: Optimize Supply Chain Decision Making and Enhance CSR Reporting</a>
Education Webinar	December 7, 2016	<a href="#">2016 SmartWay Awardee Best Practices Webinar</a> <a href="#">Exit</a>

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



# A National Conversation with SmartWay Affiliates

*with Co-Hosts, Patrice Thornton and Kathleen Martz*

*Wednesday, January 24, 2018*

# Today's Agenda

- **SmartWay Affiliate Program**
  - *What is a SmartWay Affiliate?*
  - *There's value in being an Affiliate*
  - *When Affiliates fulfill their commitments, they grow the SmartWay Program*
    - *And there are multiple ways to help grow SmartWay and green freight transportation.*





## What is a SmartWay Affiliate?

- Affiliates: Organizations that support SmartWay goals
- The types of organizations that can become SmartWay Affiliates include:
  - *Industry trade and professional associations*
  - *Environmental organizations*
  - *Nongovernmental organizations*
  - *Academic institutions*
  - *Municipal, county, state and federal government agencies*
  - *Truck/Trailer dealers and leasing companies*



# Value for SmartWay Affiliates

*As an Affiliate, you'll receive:*

- *Brand recognition*
- *Proven strategies*
- *Best-in-class education*
- *Access to materials*
- *Partnership opportunities*
- *Public recognition*

# Another value: LinkedIn Affiliate Forum

SmartWay has established the *SmartWay Affiliate Best Practices LinkedIn Group* for exclusive use by US EPA SmartWay Affiliates

Participation in this group allows Affiliates to:

- Share ideas, useful information and resources
- Launch discussions
- Post articles
- Contribute best practices
- Announce your events

If you're already on LinkedIn, it's easy to participate.

Visit the [U.S. EPA SmartWay Affiliate Forum](#) group page and ask to become a member.

Come and join the conversation!



# Fulfilling Commitments = Growing SmartWay



Link your website to  
SmartWay's website

Link your website to SmartWay's  
website,  
Feature the SmartWay Affiliate logo,  
Host webinars

Link your website to SmartWay's  
website, Feature the SmartWay Affiliate  
logo, Host webinars, Place ads in your  
newsletters and or in local papers,  
Assist with tool submissions, Present  
SmartWay at meetings and conferences



# Examples of Leadership Achievements

- Amplifying the visibility of your organization, your local community and SmartWay
- Integrating the SmartWay message into your existing programs
- Engaging in partner-related efforts, events
- Assisting customers with SmartWay tool completion



# Affiliate Participants



- **Tracy Sakaguchi**—*Director of State Issues & Special Events Coordinator; Colorado Motor Carriers Association*
- **Emily Crane**—*Director of Events & Member Services; Georgia Motor Trucking Association, Inc.*
- **Curt Earnest**—*Chief Operating Officer; Georgia Motor Truck Association, Inc.*
- **Linda Blisset**—*Director of Safety; Illinois Trucking Association, Inc.*
- **Barb Hunt**—*Vice President; Indiana Motor Truck Association*

# US EPA Participants

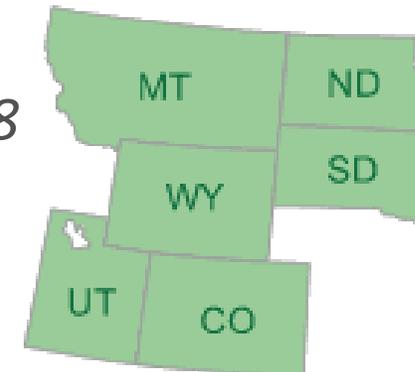
- **Alan Powell**—*Senior Environmental Engineer; Region 4*



- **Anthony Maietta**—*Environmental Protection Specialist; Region 5*



- **Kyle Olson**—*Community Air Toxics Coordinator; Region 8*



# Sharing Experiences



- *What does your association do that you feel sets you apart? Or, what energizes your members' participation?*
- *Do you work with your Regional contacts on your shared goals?*
  - *What can we do to introduce you, or facilitate that relationship?*
- *How do your carrier members deal with congestion and idling?*
  - *Do you track any data related to these issues?*
- *Anything else you'd like to share among us and with the audience today?*





Any questions ?

# For More Information

- Contact Patrice Thornton at [thornton.patrice@epa.gov](mailto:thornton.patrice@epa.gov)
- Contact Kathleen Martz@ [martz.kathleen@epa.gov](mailto:martz.kathleen@epa.gov)
- Visit the SmartWay website – [www.epa.gov/smartway](http://www.epa.gov/smartway)
- Call the information help line at (734) 214-4767

