



Kevin Rutherford of *Trucking Business and Beyond*, who also hosts a nightly talk show for truckers on Sirius 147 and XM 171 was the guest speaker and enlightened the attendees on how an owner operator looks at efficiency when he is the one in charge of all the costs of operation. “When you are the guy holding the fuel nozzle and adding over 200 gals of fuel, nearly \$1,000 into the tanks, the situation comes home very quickly!” he reminded us all. A copy of Kevin’s presentation can be found on the NACFE website.

In his opening comments, **Don Baldwin, NACFE Chairman and Michelin Executive**, kicked off the day with some very interesting statistics on congestion and how our efforts to improve efficiency is critical to keeping freight moving in a sustainable manner. “There are 140 mil passenger cars and 9 mil trucks in the US, up 18% since 2000, but we have removed 26,000 miles of highways and railways since 1990.”



Ken Vieth, Sr. Partner and General Manager of ACT Research, an industry forecasting and advisory group, helped all attendees stay grounded in the real world. He challenged the suppliers in the room to develop long haul products that can have a return on investment for the buyer at about 18 months. “According to the trucking people I speak with, these green products simply must pay for themselves midway through the first ownership” and on the urgency of our work, “There will be over 500,000 new Class 8 trucks built in 2011 and 2012, compared to about half that in the prior two years, these trucks will be used for a very long time, so their specifications with respect to fuel efficiency is very important.”

Kyle Treadway, is President of a group of Kenworth dealerships in Utah and six other Northwestern states and serves as the American Truck Dealers Chairman. Kyle's insights were particularly helpful in understanding how truck dealership salespeople sell new technologies and how service shops maintain them. He stated "Keep these technologies as simple as possible and help us understand how to sell and repair them. With emissions, electronics and other new products, our dealership training budgets have tripled in the last five years."



Steve Gilligan, Vice President Product Marketing for Navistar, helped also to keep the group grounded by stating that "a great number of parties need to work together for successful high adoption of fuel efficient technologies". Stakeholders such as the supplier themselves, the tractor manufacturers and the trailer builders, as well as the fleet, dealer and government agencies need to work together to find solutions quickly and educate the entire supply chain on the benefits of the new ideas. "I believe the NACFE can be very valuable to this process".

Kevin Beaty of Eaton Corporation and NACFE Board Member encouraged the attendees to promote the use of freight efficiency products and information. He also offered ideas on how to become more engaged with the Council. He reminded us that "We are the people we have been looking for to advance these technologies and practices for a more sustainable, strong freight industry. The NACFE is now the means for us to do just that!"

