



SmartWay Transport Webinar to Highlight Program Improvements

October 17, 2012

IDFA, in collaboration with the Innovation Center for U.S. Dairy, recently joined the **SmartWay Transport® Partnership Affiliate Program** offered by the U.S. Environmental Protection Agency to provide members with information on the latest fuel-saving strategies and technologies. IDFA invites members to join representatives from EPA, IDFA and the Innovation Center for a free **SmartWay Transport Webinar**, November 14, at 2:00-3:00 p.m. Eastern time.



Buddy Polovick, EPA's SmartWay team leader, will lead the presentation. The SmartWay program is a collaboration between the federal government and private groups to help freight shippers, carriers and logistics companies improve their fuel efficiency, reduce emissions and save money.

Since 2004, SmartWay partner companies have saved 55 million barrels of oil and \$6.5 billion in fuel costs. EPA recently introduced a second-generation program with improved performance benchmarking and carbon accounting systems.

"Tune in to the webinar to learn how the new SmartWay program can help you reduce your fuel bills and meet your corporate sustainability commitments," said Clay Detlefsen, IDFA vice president of regulatory affairs and the association's sustainability expert. "You'll also hear how SmartWay can help protect U.S. jobs and support economic growth."

Although participation in the webinar is free, **registration is required.**

For more information about SmartWay, contact Detlefsen at cdetlefsen@idfa.org.

For information on the webinar, contact Jessica Matsko, IDFA administration assistant, at jmatsko@idfa.org or (202) 220-3526.

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