

BetterFuels



clean air choice™

AMERICAN LUNG ASSOCIATION®
of the Upper Midwest

A Clean Fuels Publication of the American Lung Association of the Upper Midwest

Illinois • Iowa • Minnesota • North Dakota • South Dakota • Wisconsin

800.LUNG.USA • CleanAirChoice.org

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Chopper Sales Help Fuel Clean Air Choice in Iowa

When Michael Murphy of Seymour, Iowa, was handed the keys to the E85-powered "Renewable Energy Chopper" at halftime of the September 15th Iowa vs. Iowa State football game, he wasn't the only beneficiary of the "Join the Ride, Iowa" raffle. The Iowa Farm Bureau donated all post-tax proceeds —\$113,357.51-- from the summer long campaign and raffle (tickets were \$10 each) to the American Lung Association of Iowa's Clean Air Choice program. The custom designed motorcycle, valued at \$100,000, was created by the Teutel family, the colorful stars of the "American Chopper" cable television series. Episodes on the making of the Renewable Energy Chopper aired on The Learning Channel on October 11 and October 18.

Accepting the check on behalf of the American Lung Association of Iowa was Roger Kuhle, chairman of the Des Moines based nonprofit's Leadership Board. Also participating in the halftime ceremony was Jessica Zopf, program manager for the Clean Air Choice program, a public-private partnership which focuses on reducing air pollution in Iowa and other upper Midwest

states through the use of cleaner fuels and vehicle technologies.

"The moment I saw it unveiled at the Iowa Speedway by Paul Sr. and his sons, Paul Jr. and Mikey, I knew people would line up to buy a ticket to win the one-of-a-kind, environment-friendly motorcycle," said Harold Wimmer, CEO of the American Lung Association of the Upper Midwest. "I want to thank everyone who bought a ticket, and especially the Iowa Farm Bureau for their generosity and support. We will invest the money in educating drivers about cleaner-burning fuels such as Iowa E85 and biodiesel." A statewide radio campaign is planned by ALA-Iowa.

DID YOU KNOW?

- ✓ **Biodiesel reduces** lifecycle carbon dioxide (CO₂) by **78%** versus petrodiesel.
- ✓ **Biodiesel** has a **positive energy balance**, **3.2 units of energy is produced** for every one unit needed for production, while diesel has a negative energy balance, 0.83 to 1.

Source: US Departments of Energy and Agriculture



After a 5-year hiatus,
BetterFuels is back and
better than ever!



August 16, 2007, Sioux Falls, South Dakota
 (L-R) Mark Cotter with the Sioux Falls Public Works Department; Mayor Dave Munson, Emily Nelson now with the American Lung Association of Minnesota (Formerly of South Dakota) and Linda Redder with the American Lung Association of South Dakota pictured here at an E85 fuel promotion.

Upcoming Events

E85 Station Promotion – E85 for \$1.85/gallon
 First 25 vehicles will receive E85 for \$0.85/gallon
 Thanks to South Dakota Corn Council. (25 gallon limit)
 Wednesday, November 21, 2007 • 3pm – 6pm
 Baltic, SD • Midway Service
 25402 475th Ave • 605.529.5458

Biodiesel Fuel Quality Seminar
 Monday, December 3rd, 2007
 Northfield Inn Suites and Conference Center
 3280 Northfield Drive, Springfield, IL

2008 Minnesota Ag Expo
 January 11th through January 12th, 2008
 Bloomington, MN • Bloomington Sheraton

Bald Eagle Days
 January 12th through 13th, 2008
 Rock Island, IL • QCCA Expo Center

MN Soybean Growers Association Annual Meeting
 Monday, January 14, 2008
 Morton, MN • Jackpot Junction Casino & Hotel

New E85 Stations

United Farmer's Mercantile Co-Op
 203 West Oak, Red Oak, IA

Express Lane #50
 3200 Illinois Route 2, Hillsdale, IL

Aisha Wash & Fuel Island – Citgo
 5549 West Diversey Avenue, Chicago, IL

Bentz Oil Company
 222 Northeast 4th Street, Grand Rapids, MN

Kwik Trip #743
 1870 US Highway 10 & WI – 114, Menasha, WI

Rife's Stop N Shop
 320 Minnesota Ave W, Sebeka, MN

Kwik Trip # 301
 1200 S. Main St., River Falls, WI

Holiday Stationstore #157
 1845 S Robert St, Saint Paul, MN

Holiday Stationstore
 4200 Larabee Ave NE, Saint Michael, MN

Harlem Marathon
 1427 S. Harlem Ave., Berwyn, IL

Meijer Store #176
 4200 Conestoga Dr., Springfield, IL

Fairview Quick Stop
 900 Church St., Fairview, IL

Borowiak's IGA
 500 South 10th St., Mt. Vernon, IL



Biodiesel Essay Contests Provide Scholarships to Seniors

The American Lung Associations of South Dakota and Minnesota are partnering with the South Dakota Soybean Research and Promotion Council and the Minnesota Soybean Growers Association to sponsor statewide Biodiesel Essay Contests in their respective states. These essay contests are open to all high school seniors in each state planning to continue their education after high school.

The first place entry from each state will receive a \$500 scholarship and second place will receive a \$250 scholarship. All entries are due by

April 30, 2008. More information about the scholarship will be available at CleanAirChoice.org.



2007 Minnesota AgExpo Morton, Minnesota
 (L-R) General Motors' Dr. Mary Beth Stanek; American Lung Association of MN Kelly Marczak; And General Motors' Rich Gunther

Partner Spotlight: General Motors Corporation

General Motors is a member of the Minnesota E85 Team and the Iowa Clean Air Choice Team, and has recently sponsored E85 awareness events and promotions in Illinois and Wisconsin. Already the nation's leading producer of flex fuel vehicles (currently offering 11 models), GM has also greatly increased national awareness of E85 and flex-fuel technology through their "Live Green, Go Yellow" ad campaign.

In a recent statement, Elizabeth A. Lowery, GM vice president for environment, energy and

safety policy, spoke of the automakers' focus on new fuels. "Global energy demands are increasing rapidly and GM is committed to offering solutions," she said. "We're developing vehicles that can be powered by many different energy sources to help displace petroleum and reduce greenhouse gas emissions."



Breathe Harder So Others Can Breathe Easier! 2008 Race UP the Place Stairclimb!

On Saturday, February 2, 2008, the American Lung Association of Minnesota presents **Race UP the Place**, the state's premier stair climb fundraising event. A diverse crowd will gather at the Wells Fargo Place building in downtown St. Paul, to climb 35 floors to the top of the tallest and most respected building in the city.

Race UP the Place participants, as individuals or teams, will climb their way up the 35 stories in 10-second intervals, to arrive at the top. Participants will use the event, sometimes called a "vertical road race," as a fitness target, a competitive race, an effort to support clean air and healthy lungs or simply as a great way to have fun being part of something brand new!

Addressing lung health issues is more critical now than ever before. **Lung disease is the third leading cause of death** in the United States, and is increasing at a faster pace than heart disease and cancer. Whether it's asthma, lung cancer, emphysema, or any other lung related health issue, the American Lung Association is available to provide information, educational programs, and to fund research. **Register today at www.raceuptheplace.com!**



Clean Air Team Fights Back Against Biofuel Bashers

As many of you have no doubt noticed, there has been quite a bit of negative publicity for biofuels lately on television, in the newspapers and on the Internet. While every new fuel and vehicle technology should be scrutinized, some opinion pieces and news articles have in our opinion repeated misconceptions, omitted key information or simply drawn the wrong conclusion.

To set the facts straight on E85 and biodiesel, the American Lung Association of the Upper Midwest has recently published guest editorials or letters to the editor in the *Saint Paul Pioneer Press* (10/18/2007), *Star Tribune* (10/8/2007) and the Oct. 12, 2007 *St. Louis Post-Dispatch*, which is reprinted below:

Less pollution makes ethanol worth it

Regarding "E85: Is it worth it for Missouri?" (Oct. 9): The American Lung Association of the Upper Midwest believes the answer is a resounding "yes!"

Legitimate questions were asked, but on the wrong topic. The intent of the U.S. Energy Policy Act and a growing number of state initiatives requiring state fleets to add alternative fuel vehicles, such as flex-fuel vehicles (which

cost no more than gasoline-only models), are intended to have our government fleets "model the way" for citizens and industry; to reduce our dependence on petroleum; and to help build the market for emerging home-grown (closer-to-home) options. The pollution reduction benefits of fuels such as E85 and biodiesel alone are worth the relatively small investment we make today.

On any given day, E85 may or may not provide pennies-per-gallon savings for the consumer. We hope people will not lose sight of the long-term environmental, economic and energy security benefits provided by these new fuels, which are produced closer to home.

The American Lung Association of the Upper Midwest has no doubts about E85. We applaud Missouri and Illinois and all other states that make the move to E85-powered flex-fuel vehicles and other new fuel technologies.

Harold Wimmer
Springfield, Ill.
CEO and President
American Lung Association of the Upper Midwest

"We hope people will not lose sight of the long-term environmental, economic and energy security benefits..."

-Harold Wimmer



KWIK TRIP INC.

Kwik Trip retailers now offer an easy way to make your fuel purchase more rewarding for the environment. The Kwik Rewards Fund-Raising program allows account holders to designate non-profit organizations, like the American Lung Association and the Clean Air Choice program, to receive a reward based on their fuel

purchases. Simply call 1(888) 736-KWIK (5945) for more information.

Our sincere thanks to those of you already choosing us as your Kwik Rewards non-profit organization! Kwik Trip now operates 38 E85 outlets in MN and WI and is considering E85 for every new store it builds.

Underwriters Laboratories E85 Pump Certification Update

The American Lung Association of the Upper Midwest (ALAUM), along with other partners such as the National Ethanol Vehicle Coalition (NEVC), have been closely following Underwriters Laboratories (UL) process of establishing safety requirements for E85 fuel pumps. Recently, the UL announced that it had completed its research phase and is now accepting submittals for certification investigations. The following is from their Oct. 16, 2007 news release:

The establishment of safety requirements follows the completion of UL's comprehensive research program to investigate potential safety concerns associated with dispensing highly concentrated ethanol-blended fuels. The research included extensive gathering of technical data, field studies of existing E85 installations in the U.S. and Brazil, analysis of material compatibility for dispenser components, and a co-sponsored technical forum with the United States Department of Energy (DOE) that brought together 32 national experts from automobile and petroleum companies, ethanol producers, dispenser and component manufacturers, industry associations, government agencies and university researchers.

As part of ongoing research, UL is currently working with DOE, EPA, the National Renewable Energy Laboratory and Oak Ridge National Laboratory to conduct additional long-term, dynamic testing of materials to be used in E85 dispensers. Watch for more in upcoming issues of BetterFuels.

Using **E85** instead of gasoline
keeps **four tons**

of **CO₂** out of the

DID YOU KNOW?



atmosphere

EVERY YEAR!



800.LUNG.USA

CleanAirChoice.org

BetterFuels is an official publication of the American Lung Association of the Upper Midwest's Clean Fuel and Vehicle Technologies Program.

For information regarding this publication, please contact Alison Chandler via email at: alison.chandler@alamn.org

Upcoming Alternative Fuel Legislation

At the time this issue of BetterFuels went to press, the federal Farm Bill had passed a crucial committee vote and was on its way to a vote by the full Senate. The legislation approved by the panel includes a provision supported by Minnesota Senator Norm Coleman, requiring that any large biorefinery financed with federal dollars offer local residents the first opportunity to invest.

The bill also contains strong support to build a national infrastructure for E85, a provision supported by Minnesota Senator Amy Klobuchar. "We also have a provision in there to provide ample support for E-85 pumps and make sure that we can make them available," Klobuchar told the *Marshall Independent* newspaper. "The whole issue is a chicken-and-the-egg. You have to have cars and trucks that can take it. We're seeing that in the energy bill where we got a 50 percent flexfuel requirement for 50 percent of vehicles by 2015, because you have to make sure people can access the ethanol."

Who is this Corn GUY?!

America, meet a new superhero:

Corn Guy, now seen on his own website: www.cornguy.tv.

The Minnesota E85 Team asked Chuck Olsen, a well-known filmmaker and video blogger ("vlogger") from Minneapolis to create the Corn Guy series as part of its viral video campaign. These are a series of short, YouTube-style video clips, designed to be shared on the Internet. The public-private Team, directed by the American Lung Association of Minnesota, is using the humorous and unconventional method to reach those who now use the Web as a primary source of news, information and entertainment.

"We need to use all of communication tools available today to discuss the benefits of biofuels and to counter the misconceptions out there," said Bob Moffitt, communications director for the American Lung Association of the Upper Midwest's Clean Fuel and Vehicle Technologies program.

The second installment of the Corn Guy



video is now complete and can be seen on the *Corn Guy* website. The "introduction" video has received thousands of hits since it went up in mid September. "There is much speculation on just who 'Corn Guy' really is," Moffitt said. "I can't reveal his secret identity, but I can say that many of the guesses have been wrong."

While the short videos are humorous and decidedly "low-budget," they cover serious issues such as the "food vs. fuel" controversy and the role biofuels can play in reducing air pollution and global climate change.



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