

## IOWA CORN GROWERS ASSOCIATION

Iowa produces the nation's largest corn crop as well as the most ethanol, so it just makes sense that the country's oldest and largest state corn grower organization started there. The Iowa Corn Growers Association was founded in 1967 and is headquartered in Johnston, Iowa. The current member base is nearly 6,000, and the organization also represents thousands of corn growers through the Iowa Corn Promotion Board.

EPIC and Iowa Corn have a close partnership, and worked tirelessly for over a year to bring the racing community the Iowa Corn Indy 250. "Joining EPIC has given us the ability to network outside of Iowa," said Mindy Williamson, director of communications and public relations. "EPIC has an amazing ability to get the word out to consumers, and we feel this is important to sustain our ethanol market."

In addition to working with members, Iowa Corn has a variety of upcoming events. They will coordinate a statewide giveaway for a 2007 Flex-Fuel Chevy Silverado in July, attend the Iowa State Fair, hold their annual meeting and policy conference in August, and celebrate Corn Month throughout September.



## ADKINS ENERGY PROMOTES ETHANOL IN MOTORSPORTS

Adkins Energy is a 100 percent farmer-owned cooperative ethanol plant in Lena, Ill., currently producing 42.5 million gallons of ethanol each year. Adkins has been a high-profile advocate of ethanol and E85 use through local marketing programs since it started production in 2002.

### MEMBER PROFILE

"We've had a positive impact on our area's farm economy, and we've also worked hard to spread the good news about ethanol," said Todd Block, Adkins Energy general manager. "We've just signed a partnership with Playa Del Racing, an Indy Pro Series™ racing team."

The partnership with Playa Del Racing is also part of a local effort to follow EPIC's lead in reaching out to consumers with the performance message, and convert dirt-track racers in Northwest Illinois and Southern Wisconsin to ethanol. The winners of their RacEthanol 2007 competition (see the details at [www.racethanol.com](http://www.racethanol.com)) will try out for the Playa Del Racing Indy Pro Series 2008 race team or get a position in the pits at an Indy Pro Series race at the Chicagoland Speedway.



EPIC's vision for ethanol as the fuel for motorsports, along with the organization's membership program to bring local advertising programs to individual producer members, has been vital to Adkins' involvement with Playa Del Racing. "Being an EPIC member gives us a seat at the table for the national discussion about renewable fuel sources and ethanol's importance to our nation's economy, and also gives us opportunities to promote our products locally – where we are most effective," said Ray Baker, Adkins Energy finance manager.

## ECLIPSE

A third generation family-owned company, Eclipse, Inc., founded in 1908, in Rockford, Ill., has been at the forefront of the combustion industry for nearly 100 years. This experience, combined with a legacy of growth, innovation and leadership has paved the way for Eclipse's emergence as a global provider of combustion products.

### INDUSTRY PARTNER

The company is a worldwide manufacturer of products and systems for industrial heating and drying applications. It provides solubles, dryers and thermal oxidizers to the ethanol industry. The thermal oxidizers provide the heat to the HRSG boiler that generates the steam used in the ethanol-making process, and the dryers provide for a longer shelf life for distiller's grains used as livestock feed.

"As a contributing partner in EPIC, Eclipse is continuing to do our part to improve the environment as well as gaining additional exposure to customers that are also engaged in the same philosophy," said Patrick O'Keefe, marketing manager. "EPIC provides a means for us to assist in the development of the ethanol market and we're happy to be involved in this endeavor." Eclipse is poised for growth in the ethanol industry, and looks to make the next 100 years better than the first.



# AMERICA'S FLEX-FUEL: SMART CHOICE.



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# ethanol | news

A PUBLICATION OF THE ETHANOL PROMOTION AND INFORMATION COUNCIL

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# ethanolnews

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## BY THE NUMBERS

▶ **20,422,066**

media impressions generated by EPIC in the month of June.

▶ **70**

the percentage of Americans in a recent CBS News / NY Times poll that said ethanol is a "good" substitute for foreign oil – even if it might drive up food costs.

▶ **39 billion**

the approximate dollar revenue generated by 10% of the American gasoline market.

*With success comes scrutiny. As our industry grows, others will express opposing views in an effort to protect their turf. We will remain focused and proactive on responding with our side of the story. But, at times like these we need the support of our members more than ever. Do what you can to spread the word about the positive benefits of our fuel in your region, and encourage more people to get on board with our movement.*

Enjoy the issue.



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## EPIC kicks off nationwide E85 branding effort

**E**85 is destined to play a critical role in our nation's long-term energy policy. In the past, its role has been far less prominent than its benefits demand. It's been the frequent target of unbalanced media reports citing its reduced fuel economy or limited availability.

But change is in the air. EPIC is working with various partners throughout the industry to launch a new campaign, declaring E85 as "America's Flex-Fuel."

### E85 PROGRAM

Part of this campaign puts the stylized "e" logo in E85. Robert White, EPIC's director of operations, is meeting with fuel retailers, jobbers, automakers, clean air advocates, and of course, the dedicated partners within the ethanol industry to drive the message home.

Grassroots efforts will soon be underway in selected markets across the U.S. and several stations have already been branded with the new look of E85. The first station to become branded was a Pilot station in Nashville, Tenn. Not only was this the first pump to become branded with the new E85 station kit, it was also the first E85 fueling station for Pilot and for East Tennessee.

With the continuous consumer demand for flex-fuel vehicles (FFVs), more and more E85 pumps are being installed to support the growth in FFV production each year. By 2030, it is estimated that more than 20 percent of all cars on the road will be flex-fuel vehicles. If all of the FFVs on the road averaged 20,000 miles per year, at 20 mpg, they would consume 6 billion gallons of E85, consuming all of what the industry produced in 2006.

"It's essential that we empower consumers. They can and will make a clear choice to benefit the environment and reduce U.S. dependence on



foreign oil when in the market for a new vehicle," said White. "It will become a matter of pride and responsibility. The rollout of E85 in their area should be as thrilling as any new product placed on the shelf. The message is clear: E85 may not be available at every station within your commute, but fill up when it's convenient. It can and will make a difference."



# ethanol in spotlight

## AT THE IOWA CORN INDY 250

**W**ith the inaugural Iowa Corn Indy 250 in the history books, it's exciting to reflect on a successful event and know that ethanol was the true winner in Newton, Iowa on June 24.

Ethanol marketing kicked off with three consumer pump promotions, which included live radio remotes, at local fuel stations.

**PERFORMANCE PROGRAM** The first promotion took place at a Kum & Go station in West Des Moines, Iowa. Team Ethanol driver, Jeff Simmons, talked about the benefits of ethanol-enriched fuel with consumers while they were in line. Racing enthusiasts also filled up with E10 fuel at two other pump promotions: one on Thursday at Kum & Go in Grinnell, Iowa and another on Friday at Casey's General Store in Newton, Iowa. Throughout the weekend nearly 6,000 gallons of E10 were sold and thousands of consumers were reached with positive ethanol messages, while experiencing the benefits first-hand.

But that's not all. The "Discover Ethanol" mobile marketing unit made appearances at two Hy-Vee's in West Des Moines, Iowa where consumers had the chance to learn about ethanol and the upcoming race, and win tickets. In addition, ethanol aerial advertising circled the skies for the three days and the ethanol TV spots aired during the race on Sunday.

Iowa Speedway events provided plenty of excitement for EPIC members and race fans. On Saturday, they witnessed the Indy Pro Series race and cheered Jeff Simmons to a 6th place qualifying slot for Sunday's IndyCar Series race, his best start ever.

EPIC members took full advantage of a great view of the race track and EPIC hospitality to witness the performance of ethanol first-hand. The 7/8th mile oval track in Iowa produced thrilling racing and provided the perfect venue to showcase the power of our fuel.

# KROGER HELPS SPREAD THE ETHANOL MESSAGE

In 2005, Kroger retail fueling stations and EPIC formed a partnership allowing the organizations to work together to promote ethanol.

Kroger has over 779 convenience stores in 16 states, plus grocery store fuel locations. The fueling locations are promoted under the Turkey Hill, Kwik Shop, Loaf 'n Jug, Quick Stop, and Tom Thumb brand names.

## NATIONAL PROGRAM

Since the very first EPIC ethanol pump promotion at a Kwik Shop in Wichita, Kan., the two groups have worked together on promotions in Philadelphia, Dallas, Houston, and Kansas. The promotions have continuously produced positive results, running in conjunction with an IndyCar® Series race, an American Le Mans Series race or EPIC's NFL tailgating tour.

"We are pleased to have Kroger as a marketing partner," said Reece Nanfite, senior director of marketing. "The company is very progressive in its support of ethanol-enriched E10 and E85, and we have partnered on many programs across the country to bring



that positive message to consumers."

The strong partnership doesn't rely solely on pump promotions. When EPIC had the opportunity to film a few television spots, Kroger was more than willing to provide fuel station access for video production.

"We've had the opportunity to work with EPIC at a variety of different events," said Roman Williams with Kroger. "EPIC has been very successful in getting information out to the consumers about ethanol and we look forward to working with them in the future."

# YELLOWSTONE NATIONAL PARK HOSTS ETHANOL CONFERENCE

Yellowstone National Park provided the backdrop for the 17th annual Ethanol Producers and Consumers (EPAC) conference, "Fuels, From the Farm Field to the Fuel Tank," held in Big Sky, Mont., from June 10-12.

Robert White, EPIC's director of operations, spoke to conference attendees on "Ethanol Marketing and the IndyCar® Series." Other EPIC members also attended the conference including board members, Jim Redding, Greg Krissek and Walter Kittrel.

## EVENT UPDATE

The conference focused on all aspects of ethanol production including the growing of grains, processing crops, distilling grain products into biofuels, and marketing.

"The conference was well attended, and a wide variety of members from the ethanol industry were represented," said White. "It's nice to see everyone come together in such a casual forum to discuss some of the vital issues involving ethanol."

# MEET JENNY POWELL



EPIC would like to welcome Jenny Powell as the newest member of the "e" team. Jenny is a native of Lincoln, Neb. and graduated from the University of Nebraska at Lincoln with a focus in advertising.

Jenny joins our staff as the new marketing coordinator. Her core duties are consumer events and maximizing the exposure for ethanol at these events.

According to Powell, she joined EPIC because she has a strong passion for event marketing and always tries to do her part for the environment. She knew EPIC would be a good fit. She has also enjoyed becoming more familiar with the ethanol industry and the benefits it brings to consumers, the environment and our country.

In her free time, she loves to spend time with her husband Grant and take her dog Murphy on walks. Jenny also enjoys exercising, Nebraska football game days and making homemade ice cream.

## DID YOU KNOW?

# FINDING AN E85 STATION IN YOUR AREA.

For the estimated 6 million people who drive a flex-fuel vehicle, finding one of the 1,200 E85 stations just became easier.

People trying to find an E85 station on the road or in their area have a new resource, [www.drivingethanol.org](http://www.drivingethanol.org), which now features an E85 station locator.

Before planning your next cross country trip, EPIC encourages people to head to our website and click on the locator to find an E85 station near them or map out a road trip in their FFV.



# CLEAN AIR TOUR COMING TO A TOWN NEAR YOU

IN THE NEWS

Ethanol is a cleaner-burning renewable fuel, and environmentally conscious Americans should look for E10 and E85 to be a part of the solution. This message is exactly what Full Motion Marketing plans to spread across the nation when they partner with EPIC and others for a 2007

## ENVIRONMENTAL PROGRAM

National Clean Air Green Tour, kicking off on July 14, 2007.

During the 2007 National Clean Air Green Tour, a state-of-the-art biodiesel burning, 42' motor coach will travel for five months, go 50,000 miles, visit 47 states, and make 150 stops, to promote awareness in the prevention of global climate change and how ethanol is part of the solution. Stops will be in ethanol target markets, and at locations such as parks, green festivals, Wal-Mart and Lowe's retail locations.

The National Clean Air Green Tour will educate visitors on environmental facts by handing out ethanol fact cards, talking with consumers and even cleaning up highways. Signage at events and on the side of the trailer, distribution of brochures



and a variety of pump promotions will also help spread the ethanol message along the way. All of the information that comes out of the National Clean Air Green Tour will be featured on EPIC's consumer website at [www.drivingethanol.org](http://www.drivingethanol.org).

"This major tour is critical to our strategy of reaching environmentally conscious Americans with a positive ethanol message," said Nanfito. "EPIC research shows that environmental benefits are top of mind, and cultivating ethanol support among this active segment is very important to the widespread adoption of E10 and E85."

"It's great to partner with an organization that is already focused on helping the environment," said Jim Paar, director of Full Motion Marketing. "We're really excited to work with EPIC and we couldn't ask for a better sponsor."

Once under way, members will be able to follow the tour's progress and check out photos, blogs, news, event updates, and find a nearby stop by visiting [www.cleanairgreentour.com](http://www.cleanairgreentour.com).

# IAMS – REVOLUTIONIZING THE PET FOOD INDUSTRY

The Iams Company was started over 60 years ago when animal nutritionist Paul Iams discovered how different food affected the outward appearance of dogs. He theorized that using science to improve outward appearance also translated into improved health and well-being. After in-depth

research and trials, Iams® began making dog food under the name Eukanuba® that was specially formulated for certain kinds of dogs using chicken, an ingredient no other company had used.

The Iams Company and EPIC have both been successful at using science and partnerships to create demand for a commodity based product. Each of them has used research to determine trends that would appeal to consumers, and developed relationships with influencers to drive the point home. Iams has changed the way pet food is marketed in this country, and EPIC plans to do the same with ethanol.

Even though consumers took to it slowly at first, The Iams Company is now known as one of the world's top providers of dog and cat food. Iams and Eukanuba science have developed numerous formulations for pet food, tailored to the type, age and activity of pets. The company revolutionized the pet food industry by developing needs-specific food for different kinds of pets - something no

one else had thought of. Iams also partnered with veterinarians, universities and pet stores across the country; all who educated consumers about their product and helped give the company a reputation as the number one pet food provider.

EPIC has taken a similar consumer segmentation approach on behalf of the ethanol industry. They have changed the way ethanol is marketed by developing partnerships, implementing unique promotions and educating consumers. They have tailored programs specialized for specific involvement in the ethanol industry. EPIC has developed tactics that involve consumers, and ask them to be part of the solution. At the same time, they've provided tools for producer members to easily promote ethanol by using the national campaigns in local markets.

Like Iams, EPIC has partnered with other influential special interest groups across the country, like Clean Cities Coalitions, the American Lung Association and the Global Warming 101 Expedition, all of which have put ethanol in front of consumers, and position ethanol as part of the solution to our national energy challenges.

EPIC has become known in the ethanol industry for doing things differently, and like Iams, we will continue to use strong research and unique ideas to move our product forward.



## CASE STUDY

## ABOUT US

EPIC is a nonprofit alliance of ethanol industry leaders that have come together to grow consumer demand for ethanol energy through targeted marketing. Our vision is to establish and grow ethanol's place in the global renewable energies market.

EPIC and its members have contributed information for many positive ethanol articles and interviews this month. Find more positive ethanol articles at [www.drivingethanol.org](http://www.drivingethanol.org).

*Cruise Control Radio*, "Ethanol at speed, Belt drive steering and Ford's rear drive future," June 2, 2007.

*Iowa Farmer Today*, "Biofuels gain acceptance across industries," June 8, 2007.

*Star-Telegram.com*, "You too can drive around on race car fuel (sorta)," June 10, 2007.

*Wall Street Journal*, "Road Trip: Biofuels or Bust," June 15, 2007.

*St. Louis Post Dispatch*, "The situation is grave; ethanol is part of solution," June 26, 2007.