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## AFVi Chief Delivers Keynote Address for Fleet Association

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### *Alternative Fuels Drive Change for America's Fleets*

**Las Vegas, NV**—Annalloyd Thomason, Executive Director of Alternative Fuel Vehicle Institute (AFVi), is the featured keynote speaker for the 2008 Rocky Mountain Fleet Management Association (RMFMA) Conference and Equipment Show. The 2008 Conference theme is “Fleets Collaborating to Enhance Sustainability.”

AFVi is an entrepreneurial organization that works with industry to bring alternative fuel and vehicle information, services and products to fleet managers seeking alternatives to petroleum fueled transportation. Annalloyd Thomason’s more than twenty years of experience in the industry has given her insights on policy, infrastructure, safety, market penetration, existing and emerging technologies, and the strategies that can succeed in a post-petroleum economy.

“When gasoline and diesel prices soared past the \$4 mark, we fielded an unprecedented number of inquiries from fleets wanting to understand what choices they have,” said Thomason. “The escalation of oil prices is an attention grabber, but what I’ll be addressing are the forces necessitating permanent changes in fleet purchasing patterns. The big three in this discussion include peak oil, climate change and energy security.”

The Las Vegas based Conference is the primary educational event for the non-profit RMFMA, which was formed in 1976 to enhance the practice of fleet management for private and public sector fleet organizations. RMFMA has more than 1,350 individual members. “There is no such thing as ‘business as usual’ in fleet management today,” said Karen Bloodworth, RMFMA Executive Director. “AFVi is uniquely qualified to help fleets understand the nuances of the role alternative fuels and vehicles are playing today and how they’ll drive us into the future.”

The RMFMA Conference and Equipment Show is September 9-12, 2008 at the Orleans Hotel and Arena in Las Vegas, Nevada. In addition to Ms. Thomason’s keynote address, AFVi will present an introduction to alternative fuels training session. The Conference also includes a “Green Fleet Track” that features U.S. Department of Energy Clean Cities Coordinators from the Rocky Mountain region member states. For more information on the conference go to <http://www.rmfm.org/>

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