Many of you know I started with NAFA in 1985 when the headquarters office was at 295 Madison Ave in New York City. Back then, my “desk” was two 2x4’s nailed diagonally across the corner of my boss’s office. I used a typewriter (remember those?) and there were no such things as cell phones.

Shortly after I started at NAFA, we moved to New Jersey and NAFA really started growing and transforming. Membership was up, the annual conference was packed, we started getting involved in government affairs, and we launched the first ever fleet library (bookshelves and all; there was no internet then). After a few years, we moved the office again, for still more space, and continued to expand. The annual conference, which was by then called the Fleet Management Institute, was so big it moved out of hotel ballrooms and in to convention centers, and we launched www.nafa.org!

About 10 years later, we moved to our current home in Princeton, NJ. We continued to grow, revised the CAFM® program, launched the CAFS program, and began an international expansion beyond our North American borders, among other new programs.

All of those innovations – and many more not mentioned – were signature moments for NAFA and were in line with our mission to lead the fleet industry.

Well, earlier this year NAFA launched its Sustainable Fleet Accreditation Program and I believe it is equally as innovative and memorable as those other historic moments in NAFA’s past. More so, I believe the Sustainable Fleet Accreditation Program can literally change the landscape of our planet, as well as have a tremendous impact on the fleet industry, and provide you and your employers with outstanding value.

And it’s not hyperbole when I write that this program can change our planet. Regardless of where you stand on the global warming debate, there’s no arguing that it would be beneficial to reduce greenhouse gas emissions. There’s no arguing that it would be good to reduce our dependency on oil. There’s no arguing the positive aspects of having more efficient vehicles. Fewer emissions, greater independence, and more efficient vehicles will change the world! And NAFA is in a uniquely favorable position to drive these changes and make this happen through our Sustainable Fleet Accreditation Program.

NAFA’s Sustainable Fleet Accreditation Program is the world’s first evaluation and recognition program for fleet sustainability efforts that was developed and sponsored by not one but two independent, objective, not-for-profit associations: NAFA and CALSTART. You know NAFA, and you should know CALSTART. CALSTART works with businesses to help them find the best fuel and technology solutions for their situations, all the while supporting all clean transportation and staying fuel- and technology-neutral, just like NAFA. You can’t find a better combination of credible organizations than NAFA and CALSTART!

The Sustainable Fleet Accreditation Program measures real results you attain in reducing emissions, reducing fuel use, and improving in efficiency. Points are awarded for your actions based on how meaningful those actions are and the results they achieve. The more points you earn, the higher your level of accreditation, up to Tier 4 accreditation.

That may sound like you need a long history and extensive experience in sustainability in order to gain enough points to be accredited, but that’s not the case.
As long as you have information on your fuel use and have a sustainability program in place, you can enter the NAFA program at the Committed level. The program will then serve as a guide to help you attain higher levels of accreditation. That’s the beauty and value of this program: it’s not just a recognition program, it’s a helpful tool for your continual improvement. We provide you with not only a report card on how well you’ve done, but we point out areas of possible improvement, suggest means to achieve higher scores, and connect you with expert fleet managers who are willing to share their knowledge and experience.

Speaking of recognition, once you are accredited by NAFA, we will let the world know of your accomplishment and arm you with tools to do your own promotion. Our arsenal includes press releases, logo placement on our website and in advertisements and presentations about the program, articles in our magazine and newsletter, recognition at our annual conference and chapter meetings, and so much more. We also provide you with a license to use a special “NAFA Accredited” logo for two years! You can also obtain magnets, window clings, and other marketing props with the accredited logo to let the world know of your accomplishment. Think of the great publicity you can get with your entire fleet displaying “NAFA Accredited” logos in their rear windows!

As I write this, we already have 18 accredited fleets and many more enrolled in the program. I sincerely hope you enroll your fleet in the NAFA Sustainable Fleet Accreditation Program and join that list of leaders who are making a difference in the world. But don’t do this for NAFA, do it for you, your company, and the planet. You can make a difference and the NAFA Sustainable Fleet Accreditation Program can help you!

Enrollment is easy (download the form here) and is open to anyone who tracks fuel use and has a sustainability program.

To learn more about the NAFA Sustainable Fleet Accreditation Program, contact Alex Barton at (847) 502-3557 or abarton@nafa.org, or visit www.nafasustainable.org.

NAFA has a long history of innovation, leadership, and doing what is right for fleets. Our Sustainable Fleet Accreditation Program is the latest chapter in this extraordinary story. Be a part of it!

Sincerely,

Phil

P.S. - Over the past two years, NAFA has spent a significant sum of money developing, testing, and underwriting the Sustainable Fleet Accreditation Program. The spend level on this program indicates the importance NAFA has placed on this program, as well as the lengths to which NAFA and CALSTART have gone and will go to ensure this is the best, most comprehensive, and most significant and meaningful program out there. It’s going to take some time to recoup this expense, but money is not our motivator. NAFA has not launched this program to get rich, that’s not what we’re all about. We’re doing this because it’s the right thing to do and NAFA is the right group to do it. Please join us by enrolling your fleet today!