

**Contract No. R003-008**  
**“Promoting Ethanol Fuels in North Dakota”**

Submitted by American Lung Association of North Dakota and North Dakota Ethanol Producers  
Principal Investigator: Kelly Marczak

**PARTICIPANTS**

<b>Sponsor</b>	<b>Cost Share</b>
American Lung Association in North Dakota And North Dakota Ethanol Producers	\$30,000
American Lung Association in North Dakota (in kind)	\$12,300
North Dakota Industrial Commission	<u>\$30,000</u>
Total Project Cost	\$72,300

Project Schedule – 12 months	Project Deliverables:
Contract Date – June 25, 2009	Status Report: October 31, 2009 ✓
Start Date – July 1, 2009	Status Report: January 31, 2010 ✓
Completion Date – December 31, 2011	Status Report: April 30, 2010 ✓
	Status Report: October 31, 2010 ✓
	Final Report: December 31, 2011

**OBJECTIVE/STATEMENT OF WORK:**

The objective of this project is to increase the awareness and usage of ethanol in North Dakota through participation in trade shows, promotional campaign events, paid media impressions, etc.

**STATUS**

Contract has been executed. First status report was received. The American Lung Association in North Dakota (ALAND) and project partners began the project on July 1, 2009 by implementing a variety of methods to attract the attention of and further educate North Dakota motorists about the availability and benefits of E85 ethanol fuels. Activities included exhibits at expos that targeted both the fuel industry and the general public, print and radio advertising and retailer promotions. A detailed listing of these activities has been provided to the Commission. They include an ethanol retailer promotion, 4 exhibits, both earned and paid media, and website and materials development.

Second status report was received. The American Lung Association in North Dakota and project partners continued their activities to educate North Dakota motorists about the availability and

benefits of E85 ethanol fuels. An ethanol promotion was held in Forman, ND and exhibits were displayed at three major events during the quarter. In addition radio advertising, newspaper advertising and other print advertising took place. A new E85 Retailer Brochure was printed and distribution started during the quarter. Additional activities were planned with billboards in the upcoming quarters and a workshop in April.

The third status report was received for the January 1, 2010 – March 31, 2010 time period. During this quarter Don Kaiser replaced Valerie Kummer as coordinator of the project. Paid media advertising continued during this quarter (radio and other print such as *Prairie Business Magazine*, *North Dakota Living* and 325,000 travel guides). Arrangements were made for the Green Expo to be held on May 8-9, 2010 in Fargo, the Ethanol Workshop to be held on May 27, 2010 at the Bismarck State College Energy Center of Excellence and upcoming E85/Blender Pump Promotions to be held in June, 2010.

As a result of changes in staffing, a no-cost extension has been granted extending the reporting requirements and filing of the final report (final report to be filed by December 31, 2010)

The fourth status report was received for the time period ending September 30, 2010. During this time period additional E85/blender pump promotions took place with newspaper and/or radio advertising, a price discount, information giveaway and FFV displays. Exhibiting was done at the Green Expo (Fargo) and Great Plains Energy Expo (Bismarck). In addition media advertising was purchased—both radio and newspaper and the North Dakota Travel Guide. In addition corresponding activities included billboards and an ethanol workshop at the Great Plains Energy Corridor on May 27, 2010. It is anticipated that E85 sales are expected to more than double sales of 2009.

Notice was received that Joey Roberson-Kitzman has been named as the new coordinator of environmental programs for the American Lung Association and will be working on the clean fuel and vehicle technologies programming/Red River Valley Clean Cities Coalition and radon awareness campaign.

As a result of the changes in staffing a no-cost extension has been granted extending the reporting requirements and filing of the final report (final report to be filed by December 31, 2011).

Updated 6/27/11