

## DCA to Build National Advantage from Regional Strength

*New President Outlines Marketing, Systems Initiatives for 2009*

**Mike Holland**, VP Operations for **Midwest Warehouse**, has been elected **President of the Distribution Centers of America**, succeeding Jere van Puffelen, Owner & President of **Prism Logistics**, who becomes IWLA Chairman of the Board this month. Jere and Prism will continue as integral members of DCA, the fifteen company consortium founded in 1984 creating a network of national warehousing services through a collaboration of best-of-breed regional operators.

Mike Holland's career began in 1984, with 27 years at **LaGrou Distribution** in Chicago, before joining **Midwest Warehouse** as VP Operations in 2001. With responsibility for sales and business development as well as operations, Mike is heavily involved with organizations including WERC, IWLA, and DCA and committed to collaboration with friends, colleagues and industry counterparts.

DCA offers a low-cost opportunity to execute a strong national marketing strategy. That means reaching new customers without cold calls, and continuous exposure for all our companies in press releases and the quarterly newsletter. Co-marketing and co-networking increases sales leads at a reasonable, shared cost. Our plan for 2009 is to continue moving DCA toward realizing its potential, to maximize the power of our joint expertise, with efforts that include:

- o A Regional Spotlight in the quarterly newsletter, featuring trends and thought leadership of DCA's regional leaders,
- o DCA sponsored warehousing and distribution management research,
- o Continue DCA's signature co-marketing strategy: providing a single solution nation-wide while retaining regional identity.



## EPA announces \$211Mil in clean diesel program funding

*From Cargo Business News*

The Environmental Protection Agency announced this week the ability of state and local governments, nonprofit organizations and tribal agencies to apply for up to an estimated \$211 million in funding for clean diesel program.

The EPA funding is available under the American Recovery and Reinvestment Act (ARRA) of 2009 that President Obama signed into law Feb. 17, 2009.

Diesel grantees will be able to use the estimated \$206 million to implement clean diesel projects that, according to the EPA "would cut thousands of tons of diesel emissions, including particulate matter and nitrogen oxides. As a result, the projects would also reduce premature deaths, asthma attacks and other respiratory ailments, lost workdays, and many other health impacts every year."

The EPA said brownfields grantees could use the estimated \$5 million "to provide training for jobs and to facilitate job creation in the assessment, remediation, or reparation of brownfields sites for sustainable reuse. EPA anticipates awarding 10-12 cooperative agreements, whose maximum value each shall not exceed \$500,000."

The EPA said preference would be given to projects that can be started and completed expeditiously. The EPA said it plans to provide the funding in June.

More information on the diesel and brownfields grants:

<http://www.epa.gov/recovery>

## Fun Facts About Ohio! Did You Know...?

1. The first ambulance service was established in Cincinnati in 1865.
2. Cleveland boasts America's first traffic light. It began on Aug. 5, 1914.
3. Erma Frazee invented the pop-top can in Kettering.
4. James J. Ritty, of Dayton, invented the cash register in 1879 to stop his patrons from pilfering house profits.
5. "Hang On Sloopy" is the official state rock song.
6. Cincinnati Reds were the first professional baseball team.
7. The Y Bridge in Zanesville was first built in 1814 to span the confluence of the Licking and Muskingum Rivers. The current bridge is the fifth construction at the same location. "Ripley's Believe It or Not" proclaimed it the only bridge in the world which you can cross and still be on the same side of the river.
8. Akron was the first city to use police cars.
9. Cincinnati had the first professional city fire department.
10. Akron is the rubber capital of the world.



**See you at WERC  
DCA MEETING Sunday 4/26:  
Atlanta Marriott Room M106 –  
Marquis Level; 3:00-5:00pm**