

Letter from Big Boy's Truck Stop, Kenly, NC to NATSN Members

----- Original Message -----

From: [Wendi Powell](#)

To: [Marsha Bird](#)

Sent: Wednesday, September 23, 2009 7:17 PM

Subject: Letter to NATSN Members

Dear NATSN members,

About a year ago a gentleman named Joe Licari from Shorepower contacted Walter & I to see if we would be interested in applying for a grant here in NC for the study of emissions reduction by electrification of trucks. I wasn't opposed to the prospect. We negotiated with Joe that he do *all the work for the grant* and we would contribute the space he needed and thought "he'll never get the grant". He did and we are so glad.

When I looked at what Shorepower was offering my thoughts were:

1. How many trucks are on the road that could even use this?
2. Why would I want trucks not to idle - if they're not burning fuel, I'm not selling it!
3. How can I make money?

Then I began to think of the big picture. Why do I want to keep following the crowd when here is a chance to lead? **I NEED to be everything that a chain is not!** Being like all of them (chains) leaves me with the crumbs from their table. That's okay but I think I can do better. The trucks that are on the road right now have generators, at 8-10 thousand dollars each, a potential mechanical problem all the time, they're noisy & still burning carbon. The new truck manufactures are developing on-board battery HVAC systems that will be in all trucks within the next few years (Volvo has the prototype ready to market and is also in on this project with us.) The trucks will be even more like giant motor homes. The sale of retro fitting HVAC units by Dometic in our truck shop and the sale of accessories for all of that is a potential income source from the older trucks. What made the deal for me was a *limited time contract no more than few years* until we see how it grows. I know that if there are no trucks capable of using it or no corridor of usage then I'm dead in the water, so why do it.

There is no requirement that only trucks use the pedestals, so worst case for me is I now have parking for over night RV's & we all know how well Flying J has drawn in this customer with it's dump stations (we'll be putting one of those in at our expense as well.) The free publicity for starting this and being the first one on the East coast to do it (I couldn't pass that up). The advertising that comes with it through Shorepower, the fact that I have so little capital outlay in this project and we get the property improvement!. Other than hosting the Media event through my restaurant to feed 40 people there has been no real cost to me. The time involved has been minimal. We were able to structure our part in the grant as the cost of leasing the property for a period of time. We are using the side of our parking lot off the pavement to install the pedestals. The grading and installation are all done by Shorepower & the electric company. We provide the WIFI capability. We have no government requirements other than record keeping on the trucks that use the facilities, which we know will be few to start with. We can sell or rent drop cords and potentially A/C units for the drivers to use. There will be a portion of the profit from the electricity sent to us as commission. That being said I want you to see the even bigger picture and join me. If I have ten trucks using this and they save 5 gallons of fuel each, that's 50 gallons of fuel for me that I don't sell. Your loss if you had a 15 cent mark-up was \$7.50. *You can make that back up on the drop cord or other sales* because you have him there but if a fleet does that to a chain look at the big picture of why they won't touch this! When multiplied by their locations their gallon loss hurts their ability to hedge fuel purchases and their bottom line so much harder than ours that are spread out among us. **This could be "the thing" that could connect the independents. The corridor has to be built, why are we not building it first?**

The government is putting so much money into the economy for these kinds of infrastructure changes and Shorepower hasn't only gotten the grant from NC but has now been awarded 20 million from the Federal government to continue it. They will build a corridor with some one! Why not us (NATSN independent truck stops) first? I can't see a down side for participating and trying to grow this new product of clean energy. The laws have already been written for companies to begin paying for the carbon they are allowed to emit. They will do all they can in the future to cut their cost and their production of carbon emissions.

I'm not Oprah but this could be the next big thing! It all depends on who will lead & who sits back to follow. I hope you can look at a bigger brighter future with me. Its only there if we see it, believe it, and make it happen, that recessions end! It's the people who use the down time wisely that can come out on top when things kick back in.

Please contact Joe Licari at jlicari@shorepower.com if this project is something you maybe interested in.

Sincerely,

Wendi Powell
919-284-4046