

Veggie News

Special Interest Articles:

- PrairieFire is Hiring a Second Mechanic
- PrairieFire BioFuels Education Foundation Receives 501 [c] [3] Status

Individual Highlights:

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PrairieFire BioFuels (608)441-5454

PrairieFire BioFuels is hiring a second mechanic

A new position is in the works at the coop. It is time to expand. Demand for our shop services have surpassed what one mechanic can handle alone. We are in the process of bringing on an additional mechanic to handle the majority of the maintenance repairs.

Luke's position will now be considered that of Lead Mechanic. In this role, he will oversee day-to-day operations of the shop,

including scheduling jobs in the shop, ordering parts, speaking with customers, and ensuring a smooth running business.

Additionally, this will allow Luke to focus his mechanical expertise on Elsbett installations.

PrairieFire is looking to expand our installation business into more fleets, farm machinery, and other commercial vehicles.

The two mechanic model will allow the coop to

continue offering the same quality of service, while increasing the speed of service.

Also, the two mechanic model allows us to expand the business in ways we've only discussed in the past.

It is exciting times at the coop! There is a bright future ahead!

Non-Profit officially receives 501(c) (3) status

Through a great deal of work on the parts of the non-profit board directors, a vision has come to fruition.

Many years in the making, PrairieFire BioFuels has always tried to spread the message of biofuels to the public. Unfortunately, this has occasionally taken a backseat to actually running a business.

The formation of a non-profit allows this entity to focus on spreading the message of alternatives to running non-renewable fuels.

PrairieFire's board of directors looks forward to a strong and symbiotic relationship between the two entities to spread the word that there are alternatives out there.

Special mention must go to Mary Eberle and Carolann Puster for their hard work. They put in many hours of labor to make this come to fruition.

Members of the coop can donate to the new entity simply by dropping an envelope into the box located on the front

counter of the coop. All donations will be used to attend area workshops, fairs, and other events, which will help spread the message of biofuels.

Find out more by visiting the Prairiefire Biofuels Education Foundation on the web: www.pfbfef.org.



"Man, I just need a veggie fix!"



Who is this "CEO?"

You may have read, the coop hired a new position—a CEO. Now, you probably want to know, what exactly is a CEO going to do for this company? You may also want to know, exactly who is this Shawn Bass? I will attempt to answer both of these questions to some degree in this article.

First, why a CEO? Put simply, the board felt a disconnect between the directors that are supposed to set policy for the business and the actual day-to-day operations of the business. We felt that while the board oftentimes makes policy decisions, there is no one directly hired to carry out those policies. Additionally, the board feels that we do not always have a great understanding of how our policy decisions affect the day-to-day activities of the coop.

The task of overseeing policy manners was outside the scope of the Alternative Fuel Specialist

position, and if it were to be taken on by the Lead Mechanic, it would vastly decrease our shop efficiency.

Enter the CEO position. This position will be held by a board member who is present at all board and all pertinent committee meetings. The job will be to carry out the policies made by the board. Additionally, he/ she will be responsible for oversight of day-to-day operations. This includes keeping an eye on our weekly and monthly cash flow and enacting the business plan developed by the board of directors. It further includes looking for ways to help the business grow and finding ways to connect the members to the coop.

Now, who is this Shawn Bass? I joined the board in September of 2007, wanting to help the coop grow and be more successful. My major goal was, and still continues to be, to see a 24/7 pump set up where members

can fuel themselves year-round. I became board president in October of 2008.

I am a teacher of 6th graders with emotional and behavioral disabilities. I am a singer/ guitarist in a local band, Rust Belt Sermon. I am a biker, runner, and swimmer, and I am training for my first half-Ironman this summer.

I do not have a background in business, but I have supervised employees in my day job. I have overseen finances for my band, as well as planning, promoting, and coordinating shows.

I believe the skill set I bring to the position will enable me to help the coop flourish and become all that it has the potential to be.

I value your feedback. Please contact me with any questions, thoughts, or concerns you have. You can reach me at pfbfinfo@gmail.com

What's up with fueling?

The weather is starting to show signs of spring! The sun is out later, and the air is warmer. Winds have picked up, rain is falling, and grass is growing. It's time to put some biodiesel or veggie oil in the tank!

We are close to opening

fueling! Drawings are into the city and awaiting approval. Once approved, we will need to do some small modifications to our space, and then fueling will begin.

We have a goal to have it up and running by the first

of May, if not sooner. I will let you know immediately when it is set to reopen. Perhaps we can have a filling frenzy party that day! Stay tuned for more details about our Grand Re-opening Party!

What's next?

The coop has prospects to grow in many ways. Here is a look at a few ideas currently in the works.

First, we are working with the Office of Energy Independence on a grant from the federal government that would grant a large sum of money to invest in 24/7 fueling.

Next, the board is looking to build relations with Fox Valley Technical College to educate farmers in that area on installing veggie oil kits on their farm machinery.

Additionally, PrairieFire has put a bid in to become an installer of conversion

kits to turn hybrid electric vehicles (HEV) into plug-in-hybrid-electric vehicles, (or PHEV). This is a long shot at this point, but it is an avenue we will continue to explore.

Finally, we will look to expand our business in the areas of commercial vehicles, fleets, and farm machinery now that we have a space more conducive to working on these types of vehicles. In addition, we are opening our shop to gasoline Mercedes and Volkswagens for jobs that do not require actual engine work (brakes, exhaust, steering, etc.).

Also, some quick notes on this newsletter—in the future we hope to have a section written by the non-profit board president and a section written by Luke, the lead mechanic. We will also look to spotlight members of the coop and directors on both boards. There will be requests for interested members to volunteer, with a calendar to highlight important events each month. Finally, we will also try to include some interesting articles relating to alternative fuels.



How can I help?

Right now, the best thing members can do to help the coop is ensure your membership fees are up-to-date, take a volunteer shift at one of the upcoming events or at the front desk, or respond to the recent email relating to parts for the shop.

There are many events coming up (listed on the next page). Each of them requires bodies to talk about the benefits of biofuels. These types of events were what made this coop happen in the

first place, and they are what will continue to make us grow in the future. People that see others who are passionate about a topic become passionate themselves.

We are a coop. We are your coop. You are a member and an owner. We survive because you take pride in this business and work to make it a success.

There are so many thank-yous owed to members for their support, time, energy, allegiance, and

encouragement.

We will grow out of these hard economic times to be a pinnacle business. We are still ahead of the curve as one of the few places in the country selling veggie oil and doing veggie kit installations."

You can be proud you are part of something special, and you can work to make us great!

"Your coop can use you!"

**PrairieFire BioFuels
&
PrairieFire BioFuels
Education Foundation**

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PHONE:
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E-MAIL:
pfbfinfo@gmail.com
or
info@pfbfef.org

We're on the Web!

See us at:
www.pfbf.org
or
www.pfbfef.org/

Upcoming Events

**Habitat ReStore Earth
Day Celebration**
Saturday, April 18th
12:00-4:00 pm
208 Cottage Grove Road,
Madison

**Whole Foods Market
Earth Day Event**
Wednesday, April 22nd
1:00-5:00 pm
3313 University Ave,
Madison

Isthmus Green Day
Saturday, April 25th
9:00 am-6:00 pm
Monona Terrace, Madison

**Evansville Community
Energy Fair**
Friday, April 24th
4:30-8:00 pm
320 Fair St, Evansville

Where is PrairieFire located at again?

The coop is now located on South Stoughton Rd. Directly across the highway from Farm and Fleet and right behind Bachmann Pools and Spas.

If you are heading north on Highway 51 from the

beltline, you will turn right (east) onto Pflaum Rd and immediately turn left onto the South Stoughton Frontage Road (right in front of Wendy's).

Continue straight (north) until you see the brown and orange storage

garages. Pull into the driveway past them. You will see Bachmann Pools and Spas. We are directly behind them. You can also access a map, including a street view, on Google by typing in our address.

About Our Organization...

PFBF is a member-owned cooperative creating access and building infrastructure to support vegetable oil-based fuels sources and usage.

PRAIRIEFIRE BIOFUELS
2231 S. Stoughton Rd.
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