

Director/CEO/Other relevant title
NAME OF COMPANY
Address
Address

Dear XXXXX:

As a valued (supplier for) (customer of) (business within) [INSERT AEP or SWACO or city of Columbus], we would like to invite you to participate in *E3: Columbus*, a special program to improve the economy, reduce energy use and protect the environment. This initiative is sponsored by the City of Columbus, American Electric Power, the Solid Waste Authority of Central Ohio, the National Institute of Standards and Technology's Manufacturing Extension Partnership program, the U.S. Department of Energy's Industrial Technologies Program, and the U.S. Environmental Protection Agency. Through *E3: Columbus* you are eligible to receive confidential low-cost, customized technical reviews with independent *Lean and Clean* and energy experts who can help you identify strategies for improving process lines and using materials and energy more efficiently. The results—a cleaner environment for your workers and our community, and a stronger bottom line for your company. By participating in *E3: Columbus*, [Name of Company] will join up to 40 hand-selected manufacturers that are helping to transform the city of Columbus into a more sustainable manufacturing region

By agreeing to participate in this program, [Name of Company] will receive an assessment consisting of four components.


- ❖ A Lean Review, whereby local experts will evaluate your manufacturing processes and provide tools and insights into reducing your material inputs, lead times, material staging and production methods and motions- thereby increasing productivity and reducing costs.
- ❖ A Clean Review, whereby local experts will provide tools and insights into eliminating waste, increasing recycling, determining packaging alternatives, using more environmentally-friendly substitutes, conserving water and reducing emissions- all leading to additional cost savings.
- ❖ An Energy Audit, whereby local experts will evaluate your current energy use and provide tools and insights for reducing your energy demand and costs.
- ❖ A Greenhouse Gas (GHG) Evaluation, whereby experts will show you how to calculate your GHG emissions and evaluate reduction strategies.

The cost to you for participating in this pilot program is significantly reduced through a cost sharing arrangement with American Electric Power Company, the U.S. Environmental Protection Agency, the National Institute of Standards and Technology's Manufacturing Extension Partnership program, and the Department of Energy. Specific costs for the participating manufacturers will be determined following initial meetings with the program's local technical service providers.

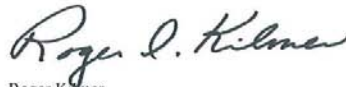
A proposal scope of work for the assessment and a fact sheet describing the program in more detail are enclosed.

We hope that you will consider participating in this program. As a first step in responding to this invitation, we would like to schedule a meeting with you and the program's technical assistance providers to answer any questions you may have. Please respond to this invitation by contacting Mark Bueltmann, Manager of Sustainable Supplier Development, American Electric Power at (614) 883-7111 or via email at mtbueltmann@aep.com. He is ready to work with you to arrange the meeting.

Sincerely,



Michael B. Coleman,
Mayor, City of Columbus



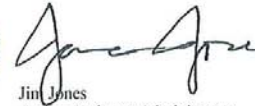
Roger Kilmer
Director, NIST MEP
Department of Commerce



Doug Kaempf
Program Manager, Industrial Technologies Program
US Department of Energy



Ronald Mills,
Executive Director,
Solid Waste Authority of Central Ohio



Jim Jones
Acting Assistant Administrator,
Office of Prevention, Pesticides and
Toxic Substances
US Environmental Protection Agency



Michael G. Morris
Chairman, President and CEO
American Electric Power