

## **Ambre Nulph**

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July 17, 2008 7:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for taking the time to consider my views.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ambre Nulph

**Janet Busse**

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July 16, 2008 10:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). If Ethanol was produced from algae or cellulose it would make sense to advertise for ethanol fuel. But at this time, the most common source of ethanol is corn, and the production of ethanol from corn has not only driven up costs for corn, but also the production of it expends more energy than it creates and causes more global warming than it preserves. Thus advertising should be modified to promote the use of green ethanol, not corn based or yellow ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Janet Busse

## **Matthew Roman**

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July 16, 2008 9:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the "Green Guides" are reviewed, I urge you to review the marketing of corn-based ethanol and the vehicles that use them.

The 'greenwashing' of ethanol has become common. Corn ethanol and other food grain based fuels are a false hope. When fertilizer use, energy for processing, and land use are taken into account, corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Matthew Roman

## **Meryle A. Korn**

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July 16, 2008 7:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is a food crop and should remain a food crop. Ethanol can be produced from a variety of organic sources. How about kudzu ethanol or water hyacinth ethanol? That at least would create a use for some noxious weeds.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Meryle A. Korn

**Stephanie Belovich**

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July 16, 2008 8:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, countless acres of rain forest are being destroyed in order to plant corn to make up for the loss of US corn that is being diverted to ethanol production. Ethanol is NOT the way to solve the energy crisis.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephanie Belovich

**William Inglis**

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July 15, 2008 11:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Inglis

**Ray Nassar**

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July 15, 2008 9:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, not to mention the strain that corn ethanol puts on global food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ray Nassar

**Michael Villirillo**

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July 15, 2008 9:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

30% of the corn crop for 3% of our fuel!  
Feed the hungry before filling up. Choose food before fuel!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Villirillo

**John Zielinski**

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July 15, 2008 4:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is time that the public become educated and informed of the true costs of "green" alternatives. And one of the major first steps is the reviewing and establishing of new marketing and advertising guidelines that requires the explanation of the true cost of gasoline alternatives.

Please do the right thing.

Thank you,

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Zielinski

## **Beth McCormick**

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July 15, 2008 2:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As some of the advertising I've seen is not the whole truth, I write this letter.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Beth McCormick

## Charles Stout

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July 15, 2008 12:26 PM

Chairman William Kovacic

Subject: Time to rein in false ethanol advertising

Dear Chairman Kovacic,

Back in 1979-80, I worked in an automotive testing lab, performing tests on cars to help increase fuel efficiency, reduce emissions, and improve driveability. Then, as now, a fuel crisis had awakened America to a hidden truth, and Americans were excited and engaged in the quest to reduce our energy use and recapture our international leadership in technology. In the past couple of decades, we seem to have lost our way, but we have another wake-up call to help us find it again.

The lab where I worked did a lot of research on alternative fuels. Ethanol looked like a promising alternative to gasoline, but I've since learned that ethanol from corn is actually worse for the environment and harder on Americans than several other viable alternatives. I found out because I'm interested, curious, and scientifically literate enough to go past the advertising hype and find accurate information for myself. Unfortunately, many Americans are not--and some are making choices that are guided partly by good intentions and partly by misinformation.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to look carefully at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles Stout

**Karen Fedorov**

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July 14, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is something inherently wrong about growing and using food for fuel, in addition to the above reasons mentioned. In a hungry world, it seems sinful and wrong!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Fedorov

## **Danielle Mareschal**

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July 14, 2008 7:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Americans are becoming very knowledgeable in "green" technology. We will not be fooled into buying cars that run on corn-based ethanol because the ads sound good or talking heads say so. Today's american demands no less than fuel-efficient cars like our European counterparts have enjoyed for years but for some reason are not available here. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Danielle Mareschal

**Lisa Strozzi**

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July 14, 2008 6:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol poses **SERIOUS** fire hazards! It degrades seals and gaskets in vehicles not set-up for it. It is not extinguished with water but instead increases in flammable volume when water is used to fight its fire. This is a horrible idea. Politically convenient - Practically stupid.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lisa Strozzi

## **Lynda Bagot-Parker**

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July 14, 2008 3:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I want you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. The subsidizing of corn by our government has got to stop and those farmers who've lived off of this largesse have to find another crop which is healthier for everyone. Sugar cane would be a great alternative and it's a plant which can be used in its entirety for alternative fuel, it's sustainable and a viable alternative to fossil fuels and corn. It is time to stop the reign of terror of corn and corn byproducts throughout the food industry. Corn syrup is not good for pretty much anyone or anything and most certainly not good for fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lynda Bagot-Parker

## **Eleanor Manire-Gatti**

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July 14, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please provide more accurate advertisements for biofuels.\

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eleanor Manire-Gatti

**Mary Smith**

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July 14, 2008 9:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I LIVE IN MID-MN WHERE CORN IS THE ONLY CROP GROWN AND AN ETHANOL PLANT SITS NEARBY. THERE IS ALSO NO CROP ROTATION NOR CORN BARELY FOR FOOD AND THE SOIL GETS POORER AS WE CONTINUE THIS PROCESS. OUR GOVERNOR HAS PUSHED QUIETLY TO FILL IN OUR WETLANDS TO GROW MORE CORN. WHERE DOES ONE THINK THE ANIMALS ARE GOING TO GO TO???? WE ARE NOW GETTING WETLAND'S BIRDS AT OUR BIRD FEEDERS.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Smith

## **Linda Drey-Nightingale**

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July 14, 2008 4:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The current advertising for ethanol as a fuel goes against common sense. Why are we using a food item as fuel or in fact any item that ties up crop land or sorely needed natural lands? The truth is that biofuels are not as green as they look to companies poised to make a profit from it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Linda Drey-Nightingale

## **Paul McConnell**

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July 14, 2008 12:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As I am a citizen of the heartland of this nation, and have seen first hand the increase in the cost of staple grocery items due to increases in grain futures, I urge you to strongly consider prudent review of the advertising that goes into these fuel producers agenda.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paul McConnell

## **Terence Anthony**

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July 14, 2008 12:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol for gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production could actually represent an increase in the production of global-warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Terence Anthony

## **Richard Kiefer**

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July 13, 2008 8:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Since many of my wife's friends and relatives in Iowa grow corn ( undoubtably some of it for ethanol ) and feed cattle, I have a dog in this fight. If corn ethanol could be produced in a more environmentally acceptable way - even if the price were the same as petroleum based gasoline - I would favor it. I would far rather support those people than to be dependent on foreign sources, but I believe that its benefits have been hyped prematurely without considering some of the problems its production presents. Therefore, I urge the FTC to go slow on its approval of corn ethanol until more data and experience proves its advantages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Kiefer

## **James Lischner**

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July 13, 2008 7:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Sincerely, James D. Lischner

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Lischner

**Richard Conn**

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July 13, 2008 6:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not to mention that food for fuel is creating massive more hunger in the world. For this reason alone this project must be abandoned !!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Conn

## Charles Renner

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July 13, 2008 3:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is also a cruel hoax for U.S. citizens to be subsidising farmers to grow corn that won't be available for food thereby driving up world food prices .

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles Renner

**Erin Brogan**

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July 13, 2008 12:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please tell the good people of this country the truth about our new energy source. We cannot learn this all on our own, and we trust you to tell us what we need to know about our consuming habits. Please help us find a good solution to protect our future. God bless you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Erin Brogan

## **Taguhi Arakelian**

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July 13, 2008 3:11 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need SMART bio-energy, not any bio-energy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Taguhi Arakelian

## **Audrey Ichinose**

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July 12, 2008 12:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The misunderstanding and misrepresentation of corn-based ethanol as a viable alternative fuel is truly appalling.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Audrey Ichinose

**Joyce Weir**

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July 12, 2008 10:21 AM

Chairman William Kovacic

Subject: Green Guides

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joyce Weir

## **Dorothy Read**

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July 12, 2008 8:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I understand the FTC is reviewing its "Green Guides" for environmental marketing and advertising. Please reconsider the marketing of corn-based ethanol and so called "Flex Fuel" powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline are increasing. These ads, such as General Motors' "Live Green, Go Yellow" campaign, are not based on accurate science. When factors like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production would actually increase the production of global warming pollution over today's gasoline. These ads are misleading and urge consumers to a choice which will cost taxpayers more money and increase global warming, the opposite of what it claims.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dorothy Read

## **Candice Rendzio**

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July 12, 2008 1:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

A major downfall in producing corn ethanol is the food commodity it removes from the market. There are considerable alternatives to the corn-based ethanol, specifically, switch grass which is easy, environment friendly, and does not place food as an 'either or' product...either "THE" fuel alternative or food.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Candice Rendzio

## **Leon Tomlinson**

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July 12, 2008 1:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). We need to deal with the truth about ethanol and its cost vs its benefit to us and the planet.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leon Tomlinson

**Mary Villaume**

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July 11, 2008 9:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thus the advertising for them could be considered seriously misleading, if not actually false.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Villaume

## **Eldon Ball**

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July 11, 2008 7:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline & increased cost of food!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eldon Ball

**Daniel North**

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July 11, 2008 4:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Each step in producing alternate fuels needs to be given a score based on good science and be easy to use and understand. If such a system were in place, consumers would be easily able to see through scams and misrepresentation. With the world economy resting in the balance, changes need to be made now!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Daniel North

**Sandra Carrubba**

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July 11, 2008 3:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). The public deserves to hear the truth and not industry-friendly propaganda.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline besides depleting a food supply that many poor depend upon. And gas mileage when using ethanol is not good so we need more of it to go the same distance. Not a very good deal.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sandra Carrubba

## **Robert Roethig**

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July 11, 2008 2:47 PM

Chairman William Kovacic

Subject: Green Guides for marketing of corn based ethanol.

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for marketing and advertising, I urge you to reexamine the marketing of today's corn-based ethanol as well as advertising of Flex Fuel Vehicles.

Recent Ad campaigns promoting corn ethanol as a green alternative to gasoline, such as General Motors' "Live Green, Go Yellow" campaign, have no scientific base. When fossil fuel based inputs such as planting, fertilizings, herbicide, harvest, transport; processing costs are factored into the fact that corn ethanol yields only 67% of the BTUs of gasoline, it becomes clear that corn ethanol is a substantial net energy loss and always has been, no matter the market price for corn.

In addition, corn ethanol plants emit huge quantities of carbon monoxide and other toxics like formeldyhyde. The corn based ethanol must then be loaded onto tanker trucks fueled by expensive, high sulfur fossil diesel. Even at only a 10% blend the ethanol additive causes the fuel it is mixed with to become more evaporative, causing yet more hydrocarbon air pollution.

If corn ethanol is such a great product, then it should at least, pay for itself. Ethanol should no longer need to be tax subsidized, to the tune of .40 cents per gallon produced. If corn ethanol is such a great product, then it should not cost millions and millions to build the production plants, it should be part of a full circle of net gains. That is, the farmer should be able to use it as her main source of fuel.

If land use and abuse, (planting corn from fence to fence; up to creek and river banks), are taken into account, corn ethanol production, actually represents an increase in the production of global storming pollution over fossil based gasoline. It is a significant cause of pollution of our ground and surface waters with atrazine and ammonia and causes the expanding Dead Zone in the Gulf of Mexico.

What We, The People and our farmer citizens need most is a plant based fuel that has none of the downsides of corn based ethanol. It would also help if the farmer could use that fuel that she grows to power up her implements.

I urge you to call up R. James Woolsey, a former DCI in the first Clinton Administration. Dr. Woolsey is a lead member of a consortium of scholars advocating a transition to an INDUSTRIAL HEMP based economy. Among the 25,000 products, including fibre for paper and high tensile strength lumber, that INDUSTRIAL HEMP can provide are from the INDUSTRIAL HEMP SEED.

No sulfur diesel fuel, among many food grade derivatives, makes INDUSTRIAL HEMP, which has close to 0% THC, THE most viable crop for the FTC and the Department of Agriculture to promote! Among the plus sides of INDUSTRIAL HEMP is that it will require no tax subsidies. It will pay its own way in land use, including preservation of farm land values and promotion of local industries.

Finally, to "fuel" your interest in this subject, watch the film "Who killed the Electric Car?" and factor that information into your "Green Guides" review.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Roethig

**Misty Mcentee-choo**

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July 11, 2008 1:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It's time that this country take a serious look at what some other countries, like Brazil, have done to produce ethanol. Our oil dependence is sinking this country to an all time low.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Misty Mcentee-choo

**Sharon Grimm**

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July 11, 2008 11:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am alarmed at the general misunderstanding about the impact of ethanol, even as a transitional energy solution. Consumers need to understand that the production of corn ethanol will further harm our environment and dangerously impact our climate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Grimm

**Amy Walz**

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July 11, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Amy Walz

## **Elizabeth Plocar**

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July 11, 2008 9:36 AM

Chairman William Kovacic

Subject: ETHANOL ADVERTISING

Dear Chairman Kovacic,

Hopefully, your inbox is overflowing with letters and emails from those of us who are looking to you to set the standard and prevent another excellent invention from being mishandled. I'm talking, of course, about ethanol and the opportunity the FTC has to set appropriate guidelines for the marketing and advertising of ethanol.

I am not a scientist by any stretch of the imagination, so I don't know anything, really, about the manufacture or ethanol. But I do know that advertising is powerful and words can be shaped to form ideas and put across meanings that just aren't true. As an American, I look to the Federal Trade Commission to keep the marketplace honest. If there are MAJOR concerns regarding ethanol - and there are - then these need to be brought to the public. It would truly be sad if such a viable alternative to gasoline were to be mishandled and misrepresented, making a solution to the lessening of global warming as bad as global warming, itself.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elizabeth Plocar

## **Sheridan Neimark**

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July 11, 2008 7:41 AM

Chairman William Kovacic

Subject: Fix ethanol advertising

Dear Chairman Kovacic,

Corn-based ethanol is no solution to any of our problems. Therefore, as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sheridan Neimark

## **William Schoene**

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July 11, 2008 3:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not only does ethanol from corn not help to reduce global warming emissions, it is producing upward price pressure on food, as a great deal of corn is being shifted away from food uses to fuel. We need to ensure that people have the full story on ethanol-from-corn before they embrace it as an environmentally superior alternative to gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Schoene

## **Tara Jankovic**

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July 10, 2008 10:47 PM

Chairman William Kovacic

Subject: Ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tara Jankovic

**K. Scott Heidemann**

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July 10, 2008 7:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Factoring in the use of fertilizer, the amount of energy required for processing and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
K. Scott Heidemann

## **Odessa Garlitz**

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July 10, 2008 6:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn based ethanol and gasoline powered vehicles. Some green marketing techniques are not based on sound science. These can actually increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Odessa Garlitz

**Shirley Fukuhara**

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July 10, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently, there has been a huge increase in environmental advertisements for ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Shirley Fukuhara

## **Brian Thielke**

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July 10, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have to face the reality of facts in accordance with ethanol instead of pretend that it will solve our oil demand problems. Let's state it as it is for ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Brian Thielke

## Colleen Skjerven

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July 10, 2008 4:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is important for the public to realize that ethanol is not the "Green" solution is advertised to be. The energy required to produce and transport it exceed the benefits. Please let honest advertising prevail.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Colleen Skjerven

## **David Hackett**

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July 10, 2008 4:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is important as public opinion help shape policy and bad information leads to bad policy. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Hackett

## **Paul Christopher**

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July 10, 2008 3:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on a thorough assessment. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Our corn-based ethanol program needs a serious reassessment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paul Christopher

## **Dwayne Oxford**

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July 10, 2008 2:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dwayne Oxford

**cheryl kacskos**

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July 10, 2008 11:31 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Does Brazil use sugar as a fuel alternative - is this one of our solutions - perhaps that should be investigated - especially since quite a lot of Americans should stop eating sugar - if it is a good fuel alternative it's limited use as food could help people with their body health also. Thanks!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
cheryl kacskos

**Lauri Young**

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July 10, 2008 9:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am from Iowa and originally was a committed supporter of the rapid development of ethanol as a means to reduce carbon emissions. I no longer believe that ethanol is "the answer" and that during the political season it has been used by both candidates only to gather support. It is vital that all Americans have the facts about alternatives to our current oil dependence and this includes the full facts about ethanol and the total costs of production.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lauri Young

**Peter DellaFemina**

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July 10, 2008 9:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition corn based ethanol is raising the demand for corn based foods for both a human and animal consumption. None of these should be promoted.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peter DellaFemina

## **Ron Farnsworth**

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July 10, 2008 8:39 AM

Chairman William Kovacic

Subject: Fess up! Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ron Farnsworth

## Charles Lawson

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July 10, 2008 12:44 AM

Chairman William Kovacic

Subject: Green Guides

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles Lawson

**Neil Pape**

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July 9, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to reconsider the value of corn-based ethanol and advertising that suggests it is an answer to a greener environment as the choice for called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Neil Pape

**Linda Mack, Trustee Monmouth County Audubon Society**

July 9, 2008 9:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the FTC reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Issues such as fertilizer use, energy for processing, and land use will impact current corn ethanol production and could increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Linda Mack, Trustee Monmouth County Audubon Society

**James Allen**

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July 9, 2008 8:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am convinced that our governmental agencies must strive to comprehend the bigger dynamics of conservation and sustainable progress toward a healthy ecoculture. This means looking at all elements in the chain of production, consumption, and disposal. This certainly applies to the formulation of policy on biofuels.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Allen

## **George Karnezis**

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July 9, 2008 8:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am concerned that the actual truth be told about the relative virtues of ethanol and hope you will do everything possible to help citizens understand that truth.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
George Karnezis

**Cheryl McGraw**

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July 9, 2008 8:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I URGE YOU to review and revise the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

You, as a government representative, must stop this misrepresentation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cheryl McGraw

## **Holly Lubowicki**

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July 9, 2008 7:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol are not based on sound science. Embodied energy must be considered -- how much energy is invested to get the product. When all energy inputs are considered, corn ethanol is not all it is cracked up to be.

The environmental degradation of growing corn crops for fuel is a step in the wrong direction. It leads consumers to believe that corn is the answer to many of our problems.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Holly Lubowicki

**Jay Bryson**

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July 9, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of corn-based ethanol for "Flex Fuel" powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These "green"-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-based ethanol production might actually represent an increase in the production of global warming pollution over today's gasoline (on an equivalent energy basis).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jay Bryson

## **Carol Williams**

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July 9, 2008 3:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Your agency is an important checks and balance mechanism. Thank you for finding a way to minimize fraudulent claims. Science isn't perfect but at the same time the science community could be blamed for this because others have misused the information.

The research group I am in is working on Biochar creation and energy. While we are working on it the emissions are more than I care to admit but we are working on capturing those emissions and redirecting it into the process before we make any claims. I wonder how many ethanol producers, who are selling their product, have actually worked on closing the lifecycle to minimize the impact of externalities.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Williams

**Sandra Xenakis**

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July 9, 2008 2:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sandra Xenakis

**Ann Steele**

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July 9, 2008 2:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Now is the time to address the issue of misrepresentations in ethanol advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ann Steele

**Lois Cutter**

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July 9, 2008 1:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution. Furthermore diverting corn to ethanol production rather than food is adding to world's shortage and cost of grains and thus hunger.

The FTC should conduct its next public meeting on environmental marketing of ethanol and change the "Green Guides" to be based on best science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lois Cutter

## **Karen Shovein**

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July 9, 2008 1:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Shovein

**anne hammond**

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July 9, 2008 12:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

corn ethanol is causing a real spike in food prices. Land is being cleared for growing more corn instead of more food; the trees being cut are causing more global warming and speeding up the killing of the planet and all its life. We must keep up a balance of nature, no merely sate our "me" and "now" desires.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
anne hammond

**amelia caruso**

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July 9, 2008 12:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production also transfers arable soil from food production to a questionable fuel at a time when the world is experiencing serious food shortages. And, at the same time, we find that using ethanol seriously decreases the mileage we can get from each gallon of fuel purchased. It is time to remove this questionably "green" fuel from the market and return to growing food for a hungry world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
amelia caruso

**Alan Brockway**

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July 9, 2008 12:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission updates its "Green Guides" for environmental marketing and advertising, I urge you to review carefully the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alan Brockway

## **Britt Griswold**

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July 9, 2008 11:37 AM

Chairman William Kovacic

Subject: Green Guides - address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please act to make sure proper market incentives are in place so sound choices can be made by consumers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Britt Griswold

**Emilie Marlier**

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July 9, 2008 11:06 AM

Chairman William Kovacic

Subject: misleading ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative are popping up all over. These green-marketing techniques are often not based on sound science.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Emilie Marlier

**rosamund palmer**

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July 9, 2008 9:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Tell the truth about "bio" fuels!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
rosamund palmer

**J Huff**

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July 9, 2008 8:31 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Additionally, ethanol fuel gets LES mpg than does other available fuels. And diverts from food production and leads to higher food costs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
J Huff

## **Gerald Lindhorst**

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July 9, 2008 8:04 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**PLEASE!!!!**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gerald Lindhorst

## **Edward Ganshirt**

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July 9, 2008 7:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

So I can instruct my elected representatives (Senator Kennedy, Kerry and Congressman Markey) to continue funding your agency, I demand that you address this issue:

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am telling 10 other friends to keep watch your agency's action on this issue. Should you fail to act, we will push for funding cuts to your agency.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edward Ganshirt

**John Thorp**

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July 9, 2008 12:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**DO THE RIGHT THING!!!**

....of, by, and for the people, the environment, and the planet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Thorp

**michael wiggin**

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July 8, 2008 11:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The so called "green-marketing" around corn ethanol production is misleading and should be taken off the air. This is not only a classic example of reshuffling deck chairs, but it is also adding deck chairs to an overcrowded deck. Global warming is a serious issue and companies such as GM should not be allowed to use public airwaves to misinform the public and make a profit off of it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
michael wiggin

**Bryan Winget**

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July 8, 2008 11:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, water use and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I think all fuels and fuel additives should be covered in the "Green Guides".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bryan Winget

**Linda Vician**

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July 8, 2008 11:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). In various careful analyses I have read, corn barely makes more fuel than is used to grow it. In light of the current food shortages around the world, using corn to produce automobile fuel is unconscionable.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Linda Vician

**Ellen Levine**

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July 8, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, using corn to produce ethanol depletes our food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ellen Levine

## **Tamara Alibeckoff**

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July 8, 2008 10:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The Brazilians make their ethanol with waste products from sugarcane. Likewise, bio-diesel can be made with waste grease. Certainly other plants--kudzu, which people have tried to poison instead of taking advantage of?--can be used. To raise corn (which isn't the best source of ethanol to begin with) for fuel and not food, seems to be a misplaced priority at best and a careless waste of food at worst.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tamara Alibeckoff

**Chris Andria**

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July 8, 2008 10:12 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

Ethanol is a joke. We are burning down rainforests to produce corn for fuel. How can this possibly be green? Please do not allow such false advertising.

We can not passify ourselves that we are doing the earth good by switching to ethanol. Marketing will convince the public this is the green choice when in all actuality that is just not true. This false advertising will lure us into not examining truly green ways to cope with our energy use.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chris Andria

## **Samuel Inabinet**

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July 8, 2008 9:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you, as an American and a human being, to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Your action or inaction regarding this and related concerns will be remembered by all of us who must live in the world that you are shaping right now. We are all in this together. If your office is required to respond to this message, please do so by email only.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Samuel Inabinet

**Judy Skog**

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July 8, 2008 9:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not the answer to our energy problems, especially corn-based ethanol. Please take steps to protect the consuming public from deceptive claims about corn-based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judy Skog

## **Kenneth Baum**

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July 8, 2008 7:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production has a marginal, if any, value in its impact on global warming. Diversion of grains into fuel production probably does have a significant impact on global hunger.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kenneth Baum

**Robert Leonard**

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July 8, 2008 7:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for protecting the public!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Leonard

## **William Schomp**

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July 8, 2008 6:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is important. Please follow the science; please don't distort the science. Please tell the truth. Thanks, William Schomp

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Schomp

**Michael Donovan**

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July 8, 2008 5:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

It is hard for the average citizen to know who is right in the corn based ethanol debate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Donovan

## **Bruno & Michlyn Zagar**

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July 8, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is not the answer, switch grass is not the answer, hemp is the answer. Towering fields of hemp that require no fertilizers!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Bruno %pa\_first\_name% Michlyn Zagar

**Cheryl Kassed**

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July 8, 2008 4:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently exploded, but these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cheryl Kassed

## **Diana Ginnebaugh**

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July 8, 2008 2:58 PM

Chairman William Kovacic

Subject: Green Guides - ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am a researcher at Stanford University looking at the air pollution impacts of using ethanol in FFVs - and the results point to increasing ozone formation when ethanol (E85) is used instead of gasoline. This is a serious concern and is another reason the claim that ethanol is better for the environment is false.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Diana Ginnebaugh

**Kay Gabriel**

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July 8, 2008 2:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements marketing ethanol as a green alternative to gasoline, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Fertilizer use, energy for processing, and land use for corn ethanol production could actually increase global warming pollution over today's gasoline. Please review carefully the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) when the Federal Trade Commission reviews "Green Guides" for environmental marketing and advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kay Gabriel

## **Judy Christianson**

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July 8, 2008 2:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We really need to come "face to face" with the realities of biofuels, especially ethanol. Consumers need information, not "hipe".

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judy Christianson

## **Henry Ickes**

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July 8, 2008 2:00 PM

Chairman William Kovacic

Subject: Can't "Green Guides" talk about ethanol advertising?

Dear Chairman Kovacic,

Can the Federal Trade Commission's "Green Guides" also review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs)?

I've noticed a lot of advertising for ethanol as a "green" alternative to gasoline recently. Yet I fear that these marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on solid science. In fact, when we consider the use of fertilizers, additional energy required for ethanol processing, and the required amount of land, corn-based ethanol production could threaten an increase in the production of global warming pollution over today's gasoline.

Let's have a much closer look at this "latest-and-greatest" technology!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Henry Ickes

## Steve Ladrech

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July 8, 2008 1:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Truth and integrity should be of great concern as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, do not seem to be based on sound science. If indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, then we must act responsibly and with the integrity this country deserves.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steve Ladrech

## **Brandon Fouts**

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July 8, 2008 12:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Can you help STOP CORN-based Ethanol ?

As the Federal Trade Commission reviews its "Green Guides" - I urge you to review the marketing of today's CORN-based ethanol.

Considering fertilizer use, energy for processing, and land use current CORN ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also REMOVE \$.50 tax on Brazilian Ethanol imports.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Brandon Fouts

## **Goran Blomberg**

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July 8, 2008 12:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

"Environmental" advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Goran Blomberg

## **Catherine Boulanger**

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July 8, 2008 12:22 PM

Chairman William Kovacic

Subject: Truth in ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. However, these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Therefore, I ask for truth in advertising laws.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Catherine Boulanger

## **Kristopher Prow**

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July 8, 2008 12:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I knew from day one of hearing about ethanol that it was not the answer that America so desperately needs. Just another example of complete and unrelenting greed and contempt for human life brought on by our by the few who would call themselves "leaders"

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kristopher Prow

## **Kimbal/Debra Sundberg**

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July 8, 2008 12:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Information concerning ways to protect our environment should be based on facts, not marketing. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing /distribution, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kimbal/Debra Sundberg

**Gary Ray**

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July 8, 2008 11:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are at a moment in our history when the importance of following the advice of top scientific expertise is vital to our future. There is scant debate within the scientific community on argument that ethanol, as presently produced, represents a sustainable alternative to gasoline. The best soils in the Western Hemisphere are being designated to produce a fuel that creates more global warming pollution than gasoline. We should be producing food for the US population on these lands. We can use switchgrass, grown on soils of marginal fertility to produce ethanol. This issue is more about vested interests of the agribusiness lobby than sound science.

The Green Guides should promote the best innovations on the table. I am in my mid-fifties and I ride a bicycle whenever I can to get where I need to go. Please make my sacrifice for a cooler planet mean something.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gary Ray

**Sharon Potter**

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July 8, 2008 11:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Stop ethanol use which creates a food shortage and it is doubtful that it saves the environment.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Potter

## **Margot VanEtten**

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July 8, 2008 11:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, diversion of corn to power our vehicles contributes to the food crisis that now afflicts poor countries. For both of these reasons, ethanol from other sources should be supported.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Margot VanEtten

**adele rustino**

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July 8, 2008 11:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
adele rustino

## **Alan Forsberg**

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July 8, 2008 10:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I was shocked to learn that one tank of corn-based ethanol is made out of enough food to feed a person for an entire year. It also takes enormous amounts of water to make and will likely result in MORE greenhouse gases being released compared to conventional fossil fuels. I am committed to reducing our dangerous dependence on foreign oil and reducing my ecological footprint on our abused environment. Corn-based ethanol is not the answer as it is largely the cause of the current world food crisis and is likely to result in widespread starvation and political unrest abroad. It is also not ecologically any better - indeed could be far worse than gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline not to mention hunger and political unrest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alan Forsberg

## **Robert Kendall**

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July 8, 2008 10:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You probably do not need another lecture on the subject of ethanol as a fuel. What you may not see enough of are warnings from concerned citizens that we are swamped with biased and misleading "news" reports. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Please, please act to slow or even stop the advocacy of tajeen feed out of the mouths of the poor to generate costly fuel for yet more SUV/s.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Kendall

## **Robert & Debi Langfelder**

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July 8, 2008 9:16 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please extend the TAX CREDITS for solar and other renewables. Being addicted to oil just increases the chance of a major nuclear war in the Middle\_east.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert %pa\_first\_name% Debi Langfelder

**Henry Barrett**

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July 8, 2008 8:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hello.

I am a ten year old, yet I am EXTREMELY concerned with the enviornment! I am the only vegetarian in my immediate family, though we all recycle everything possible. I am writing because I have heard that Ethanol makes moreglobal warming than regular gas, and I would appreciate it if you would include this in the new Green Guides.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Henry Barrett

# **NICKIE MCNICHOLS**

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July 8, 2008 8:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Already, people are starving or going hungry because of the incredible price hikes in food, attributed to the widespread switch from growing food for food to growing food for fuel. I don't think this is right or fair. Why should we make a few agri-businesses rich at the expense of poor people in our Nation and others? This has got to stop, or change drastically.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
NICKIE MCNICHOLS

**Alan J Nishman**

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July 8, 2008 7:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please do not blindly support ethanol that is produced in environmentally unsustainable ways.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alan J Nishman

## **Brion Levitsky**

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July 8, 2008 4:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. If you want to get serious about ethanol, then let's explore switchgrass, hemp, sugarcane, trash to gas and other more environmentally and economically realistic alternatives. The price of food is rising fast enough as a result of oil cost increases. Do something truly smart for a change.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Brion Levitsky

## **Patricia Matejcek**

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July 8, 2008 2:57 AM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patricia Matejcek

**Jon Gjestvang**

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July 8, 2008 2:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

ALTHOUGH I DID NOT WRITE THIS, I VERY STRONGLY AGREE WITH THE ABOVE. THE WAY ETHANOL IS PUSHED NOW SEEMS TO BE A CASE OF TAKING THREE STEPS BACKWARD FOR EVERY STEP FORWARD....IS THAT NOT THE WRONG DIRECTION?  
PLEASE GIVE YOUR BEST EFFORT TO HELP WRIGHT THIS WRONH

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jon Gjestvang

## **John M De Noyer, PhD. & Ann H Csonka**

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July 8, 2008 2:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

YOU HAVE AN OPPORTUNITY to do the right thing?.

As an earth scientist with broad expertise in physics and engineering as well, John is appalled by the advertising for these products. Ann's field is science information, so it is equally appalling to see how people are being intentionally duped.

We both want to see the FTC take responsibility for ensuring truth in advertising and sound science-based information in the Green Guides.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

John M De Noyer, PhD. %pa\_first\_name% Ann H Csonka

**joshua bigley**

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July 8, 2008 2:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
joshua bigley

## **Kenneth Bergman**

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July 8, 2008 1:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review and reconsider the marketing of today's corn-based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have appeared recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over that of regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kenneth Bergman

## **Nicole Laubach**

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July 8, 2008 12:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Additionally, it appears that biofuels are partly to blame for rising food prices across the globe.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nicole Laubach

**Natalie Houghton**

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July 7, 2008 11:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have become widespread. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science; when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Natalie Houghton

**Kathy Doyle**

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July 7, 2008 10:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol- or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These advertisements, such as General Motors' "Live Green, Go Yellow" campaign, are not backed up by sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathy Doyle

**Emilie Renner**

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July 7, 2008 10:48 PM

Chairman William Kovacic

Subject: Old Fashioned Ethanol Facts in Green Guides

Dear Chairman Kovacic,

Ethanol is not always an environmental solution. It depends how it is made. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Emilie Renner

**Elena Tucci**

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July 7, 2008 10:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There are people working to make this world a better place by offering safe and viable alternatives to fossil fuel use. Than, there are the people trying to make a quick buck by preying on peoples' new found (and oftentimes, underdeveloped) awareness and vulnerabilities--be them economic, environmental or patriotic. These type of capitalists are are unethical, short-sighted and selfish; if they are able, they will ruin it for all of us.

I'm all for the free market and exchange of ideas but how will the good ideas be heard if the bad ones go unchecked? Dishonest and dangerous claims will work to deteriorate our values and diminish our society. The best solution is to encourage and enforce ethical standards of behavior in advertising (with regard to environmental, scientific claims). It is up to you to ensure the American consumer is not fooled or manipulated into thinking they're making the best possible choices.

Thank you for you time and consideration of views on this important matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elena Tucci

**Jean Ferstl**

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July 7, 2008 10:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, the use of corn for fuel will only increase the shortage of corn for food. At a time when food costs are skyrocketing for a variety of reasons we do not need to add the shortage of food sources to the list of reasons for the high price of food. Keep corn for our food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jean Ferstl

**Liz Kehas**

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July 7, 2008 9:52 PM

Chairman William Kovacic

Subject: Green Guides to address truth in ethanol advertising

Dear Chairman Kovacic,

While Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of biofuels including corn-based ethanol and "Flex Fuel" vehicles powered by ethanol or gasoline (FFVs).

In the US, corn based ethanol has been heavily marketed as a green alternative to gasoline. Unfortunately, these campaigns do not take into account the entire lifecycle of corn ethanol production in the US. When the effects of fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, despite lowered auto emissions by its end use in automobiles. Thus, many green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Liz Kehas

**Julie Gartside**

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July 7, 2008 9:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is true that consumers are in great need of an alternative to gasoline. But more than that, we need to be told the truth about biofuels. Please take steps to assure that the truth will be told.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Julie Gartside

**Anna Nowack**

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July 7, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The real answer to global warming and the gasoline crisis is public transportation, carpooling and not being lazy....meaning ride or walk. As a nation we need to encourage these helpful skills and we will become healthier and more sustainable.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anna Nowack

**Lucy Hull**

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July 7, 2008 8:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Some biofuels may well be part of a sound energy policy. Let's not give the whole group a bad name over corn ethanol production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lucy Hull

## David Bruderly

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July 7, 2008 8:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

However, there are ways to make ethanol fuels that offer real environmental benefits. Simply require companies to disclose life-cycle emissions at the point of sale and consumers will demand that ethanol be made from crops using sustainable production methods and processed using the cleanest, safest most efficient processes possible.

Educate and empower the consumer with accurate information and ethanol will become a green fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Bruderly

**Scott Stuckman**

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July 7, 2008 7:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing to ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the FTC reviews its Green guides.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently yet are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Stuckman

## **John Kohlenberger, HHP**

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July 7, 2008 6:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Trash can be used as well - and it is plentiful and FREE!

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution as well as increased cost over today's gasoline.

Any society or economy that turns good food sources into energy sources - just for profit - is doomed to fail!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Kohlenberger, HHP

j c

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July 7, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

sticker mpg claims should include reduced specifications when using 20 or 85% ethanol. in addition, car makers usually attempt to raise the compression ratio to better utilize the octane improvement with ethanol, this results in many owners with "gas that pings" when using regular gasoline. it is a deceptive method when the customer is pushed inadvertently to premium to "correct" the "cheap gas" syndrome.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

j c

**Olive Mayer**

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July 7, 2008 6:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely, Olive Mayer

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Olive Mayer

## **Jean Maryborn**

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July 7, 2008 6:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a grandmother of 7, concerned about many aspects of our global situation they inherit. A letter by me was published last week in the Spokesman Review (Spokane WA) about the need to find new sources of oil through conservation and innovation, such as biofuels, but not the corn based ethanol that is exacerbating the food crisis worldwide.

Therefore, As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jean Maryborn

## **Martha Dahlinger**

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July 7, 2008 6:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Other concerns about the use of corn-based ethanol are the amounts of water used to grow this crop and taking land out of use for food crops.

I encourage you to consider these concerns in your review.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martha Dahlinger

## **Barbara Rhine**

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July 7, 2008 6:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It's important that we get it right from now. We've stumbled into almost-catastrophic climate change through a combination of inattention and wishful thinking. Now we really have to focus on implementation of sensible approaches only.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Rhine

**John Harter**

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July 7, 2008 6:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There should be a fuel produced which does not contribute to global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Harter

## Lawrence Shields

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July 7, 2008 5:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Please, I urge you to consider true valid science were taking into consideration the true result of advertising that does not show an accurate picture in regards to what needs to be accomplished to make this a more healthy planet. thank you .

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lawrence Shields

## **Christy Wyckoff**

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July 7, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn based ethanol may be good for the corn belt of America, but may not be the "cure-all" that it is touted to be. Please help educate the public on the good AND the bad of corn based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christy Wyckoff

**Norma Van Dyke**

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July 7, 2008 5:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Norma Van Dyke

**beth owens**

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July 7, 2008 4:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There is another side to using corn for fuel production which effects the pricing and availability of food goods. While recently shopping at our local co-op i noticed a sign on the flour bin which explained why the cost of flour had gone up by 30 cents/lb. The explanation tied into the fact that farmers were switching to growing corn instead of traditional crops to receive the subsidies. who is paying attention to this and for this???? let's look at the total picture!!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
beth owens

## **Aimee Loubert**

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July 7, 2008 4:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, why is the focus of bio-fuels on using corn instead of using the corn for food and using the corn stalks and other plant waste products to make bio fuels instead of using food. The technology is out there, and with government support will continue to improve in efficiency.

But for now, truth in advertising can be addressed today.

As far as the transportation costs, small, local plants need to be dotted around so that locally grown plants by local farmers can be delivered to local gas stations (within 75 or so miles). This plan would boost local economies, create local jobs, use less petroleum (and, if sources are not grown with commercial fertilizers, minimal petroleum for growth enhancers where local cow manure will do just fine). If cellulose biofuel is manufactured in this way, it could reduce waste and fuel use. Crops could do double duty as food and their waste products used for fuel. Win/win situation, but not the way it is all being done now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should

conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Aimee Loubert

## **Craig Swanson**

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July 7, 2008 4:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Is continued misinformation and superficial feel-good policy the best we can do?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Craig Swanson

**Steve Leuty**

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July 7, 2008 4:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As part of the Federal Trade Commission review of "Green Guides" for environmental marketing and advertising, please include a review of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steve Leuty

## **Kathleen Oehme**

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July 7, 2008 3:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the subsidizing and marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There has been little press or interest in exploring other, more efficient fuels for ethanol, such as grasses, which would eliminate the need for fertilizers that corn requires. If we eliminated the subsidies that farmers get for growing corn for ethanol, we would also eliminate the food shortages we are experiencing world wide.

Corn ethanol is a losing proposition. I urge you to require total carbon information in any alternative fuel sources we are exposed to so that consumers can make wise choices at the pump and also influence our congress people to do what's right, not what's pushed most loudly by lobbyists.

Thank you.

Sincerely, Kathleen Oehme

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathleen Oehme

## **Mabel McElhaney**

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July 7, 2008 3:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mabel McElhaney

## Scott Samuels

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July 7, 2008 3:44 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As a scientist from Montana, I urge you to carefully consider the marketing of corn-based and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as you review your "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Samuels

**John Berge**

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July 7, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Corn-based ethanol has been sold to congress and the public as a green solution when it very well may be an addition to the problem of global warming and the high cost of food in this country and around the world. My wife and I have written and spoken on this issue within the Sierra Club, but it may take the FTC to make sure that we are not continually fooled into thinking corn-based ethanol is a panacea.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Berge

## **Helen Spalding**

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July 7, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Instead, these programs were dreamed up by politicians who wanted to increase subsidies to farmers, particularly those in the Midwest states, where the politicians needed votes. It had nothing to do with lower cost fuels, or environmental protection. On both of these fronts, ethanol fails miserably. We would make more progress in these areas by the simple process of conservation. Conservation also doesn't raise food prices! Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Helen Spalding

**Yun Wang**

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July 7, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This is truly a bad situation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Yun Wang

**Craig Melby**

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July 7, 2008 3:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Craig Melby

## **William Davis**

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July 7, 2008 3:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Ethanol is part of the energy problem, not part of the solution. Not only is it too expensive and energy-consuming to produce but it drives up the price of food and results in more starvation.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. The corporations behind these ads are liars and should be penalized for lying. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Once again, American corporations are lying and criminally responsible for global warming, global scans and global balony.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Davis

**Vivian Riffelmacher**

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July 7, 2008 2:37 PM

Chairman William Kovacic

Subject: Green Guides MUST address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ads for ethanol as a green alternative to gasoline are incredibly irresponsible in light of the fact that greenhouse gas emissions from burning ethanol are **WORSE** than from burning fossil fuel.

Please take this into account.  
Thank you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vivian Riffelmacher

## **Elizabeth Ingianni**

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July 7, 2008 2:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not only that, but corn for ethanol has replaced many of the crops previously grown where I live in eastern NC. It affects food prices not just for food made from corn but the cost of other item produced from the crops that were displaced for corn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elizabeth Ingianni

**Maia Maia**

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July 7, 2008 2:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing "Green Guides" for environmental marketing and advertising.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Maia Maia

**Jessica Krow**

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July 7, 2008 2:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Our government is supposed to educate consumers, not confuse them with falsehoods about the advantages of corn ethanol, a terrible choice from any perspective but that of large corn growers.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jessica Krow

## **Lynnette Hertzner**

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July 7, 2008 2:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely, Lynnette Hertzner

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lynnette Hertzner

**Marceline Gearry**

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July 7, 2008 2:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition to this information, because so much corn is being grown to make ethanol, corn a major grain source for food is becoming scarcer with increased cost. The floods in the midwest will impact production greatly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marceline Gearry

## **J.M. Austin, Sr**

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July 7, 2008 2:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Instead of these scattered efforts, we need a comprehensive strategy which emphasizes the following points:

- Instead of using ethanol-fueled vehicles to replace like size gasoline or diesel vehicles, we need to incent vehicle buyers to downsize when purchasing a replacement vehicle- - i.e. conserve energy regardless of source.
- There must also be an incentive for building owners to replace old energy-guzzling HVAC systems with more modern efficient ones. (Heating, Ventilating and Air Conditioning)
- Towns near salt water should be encouraged to approve and install off-shore wind turbines, with co-generation of electric power and hydrogen, both of which will be piped ashore to nearby towns.
- The sale of hydrogen fueled vehicles should be encouraged in and near these coastal areas once hydrogen is available at competitive prices.
- Coal-burning power plants should be gradually replaced by wind turbines and photo-voltaic generation.

- There must be no subsidies for extracting oil from shale - - this process is very inefficient, and ruins huge plots of land.

- There is no such thing as "Clean Coal". We should not fund any research in this area, because the mercury and other heavy metals inherent in coal are spread over hundreds if not thousands of square miles from every powerplant smokestack.

Ethanol, even more efficient ethanol from sawgrass, etc., is a useful "bridge" fuel, but the world supply of corn for food uses must not be compromised for ethaol production.

**BOTTOM LINE: CONSERVE ENERGY - it's good for the planet !!!**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
J.M. Austin, Sr

**Nancy MacLean**

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July 7, 2008 1:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**WE CANNOT SOLVE THE PROBLEMS IF WE DO NOT USE TRUTHFUL, FACT BASED ANALYSIS TO COME TO SOLUTIONS. WE ARE PAST THE STAGE OF "HYPE." LETS DO THE RIGHT THING FOR THE NEXT GENERATION.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy MacLean

**asit sen**

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July 7, 2008 1:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Kindly give this issue your immediate attention, which it needs because of the widespread mix of ethanol with gasoline at fuel pumps throughout the country. We should not take any step which exacerbates the climate issue any more. As you are aware, our time frame for taking action to avoid the worst consequences is extremely narrow. Thanking you, Asit Kumar Sen.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
asit sen

**susan dennis**

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July 7, 2008 1:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
susan dennis

## **Bright Dornblaser**

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July 7, 2008 1:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I want to begin by saying that I support the appropriate development of biofuels which result from new technology rather than a subsidy for old technology. In this vein, I support biofuels from cellulose waste rather than corn or other food products.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bright Dornblaser

## **Chad Ice**

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July 7, 2008 1:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is vital that consumers are made aware of, or at least able to educate themselves about, corn-based ethanol versus other sources of this fuel.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chad Ice

**Mikki Herman**

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July 7, 2008 1:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**PLEASE, LET'S NOT COMPOUND THE MISTAKES AND INACTIONS OF THE LAST 30 YEARS. OUR FUTURE DEPENDS ON THOUGHTFUL, COURAGEOUS LEADERSHIP. WE'VE ALREADY DELAYED TAKING RESPONSIBILITY BY DECADES, LET'S NOT RUSH TO "SOLUTIONS" THAT ARE NOT SOLUTIONS AND FOR ALL THE WRONG REASONS. COURAGE; WE NEED REPRESENTATIVES WITH STEEL IN THEIR SPINES...**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mikki Herman

## **Kathryn Hunter**

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July 7, 2008 1:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please do your part to assist (not confuse or mislead) the public to make informed and accurate decisions that are based on truthful and accurate facts concerning their alternative energy choices. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathryn Hunter

**Daphne T Stevens**

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July 7, 2008 12:57 PM

Chairman William Kovacic

Subject: Urgent, Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**YOU HAVE THE POWER TO MAKE A DIFFERENCE ACT NOW.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Daphne T Stevens

**Marlene Kline**

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July 7, 2008 12:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Fertilizer use, energy for processing, and land use must be taken into account. Corn ethanol production could actually increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marlene Kline

**Paul Yoder**

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July 7, 2008 12:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paul Yoder

**Toan Le**

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July 7, 2008 12:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Tell the oil and auto industries to stop lying as they continue to rape and pillage the planet and people.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Toan Le

## James Sorrells

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July 7, 2008 12:36 PM

Chairman William Kovacic

Subject: Let's Be Clear.....Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We owe it to our children to protect and preserve the environment and all of its inhabitants. It is the legacy we leave with them and the future they have before them. "We simply need that wild country available to us, even if we never do more than drive to its edge and look in. For it can be a means of reassuring ourselves of our sanity as creatures, a part of the geography of hope." -Wallace Stegner, the Wilderness Letter

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Sorrells

**tatiana Stanton**

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July 7, 2008 12:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If we invest in ethanol, we need to be investing in biomass other than corn. The effect of corn ethanol production and/or speculation has resulted in huge hikes in feed costs in the US and food costs in Mexico. As a livestock producer, I was lucky, I locked in my corn price for 2008 in December 2007, but few other livestock producers have this option. Because, the economy is tight, I find that consumers are hard pressed financially and prices being offered for my breeding stock and slaughter animals are less than in recent years.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
tatiana Stanton

**Stephen Mudrick**

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July 7, 2008 11:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephen Mudrick

## **Meredith Stone**

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July 7, 2008 11:56 AM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

I am writing to urge you to review the marketing of corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the FTC reviews its "Green Guides" for environmental marketing and advertising.

Advertisements for ethanol that misleadingly promote it as a green alternative to gasoline seem to be everywhere. For example, General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When you take into account fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution, not an improvement over gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Meredith Stone

## **John Shippey**

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July 7, 2008 11:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol for fuel is a false economy. Ethanol from corn is so unefficient that it is upside down. Please consider the real cost of so-called Flex Fuel and the other false marketing labels.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Shippey

**bryn hammarstrom**

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July 7, 2008 11:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an RN, rural resident, and father of two daughters, I am angry about the bipartisan "rush to corn-based biofuel". I have grown corn on our farm, and am aware of the intensive "inputs" it needs in fertilizer, fuel, herbicides, and labor.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
bryn hammarstrom

**Jean Sideris**

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July 7, 2008 11:38 AM

Chairman William Kovacic

Subject: Address ethanol advertising in Green Guides

Dear Chairman Kovacic,

Please take the steps below to ensure ethanol advertising is part of your Green Guides.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jean Sideris

**Corey E. Olsen**

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July 7, 2008 11:27 AM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its 'Green Guides' for environmental marketing and advertising, I strongly urge you to review the marketing of corn-based ethanol and so called 'Flex Fuel' ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' 'Live Green, Go Yellow' campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over gasoline.

This must be addressed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Corey E. Olsen

## **Augusta Goldstein**

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July 7, 2008 11:26 AM

Chairman William Kovacic

Subject: Ethanol advertising can be misleading

Dear Chairman Kovacic,

Ethanol does NOT need to be corn based. Even George Bush has acknowledged that other vegetable matter ("switchgrass") can be used to create ethanol -- more cheaply and with less environmental damage than with corn. Nor do we need to rely on large producers of ethanol to satisfy our need to replace oil. Don't be the victim of large corporate interests and advertizing in your search to solve the nation's energy needs.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Augusta Goldstein

**Deanna Daniel**

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July 7, 2008 11:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please assist us!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Deanna Daniel

## **Ryan Rhodes**

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July 7, 2008 11:18 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We need the correct information if we want to make smart choices. If we are misinformed about ethanol, we will make bad choices.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ryan Rhodes

## **Christopher Buck**

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July 7, 2008 11:18 AM

Chairman William Kovacic

Subject: FTC's Green Guides need to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its Green Guides for environmental marketing and advertising, I urge you to include biofuels (especially corn-based ethanol and so-called "flex fuel" ethanol/gasoline powered vehicles).

Advertisements for ethanol as a green alternative to gasoline--such as General Motors' "Live Green, Go Yellow" campaign--are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase, not decrease, the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christopher Buck

## **Denise Lutenbacher**

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July 7, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is the position taken by an environmental group that I follow. I personally have no documentation or facts to back any of this up. Environmental issues these days draw a lot of commentators that sound like they speak from knowledge and then I find out later that bluster does not necessarily mean truth. As the chairman of the FTC, I would hope that you would do your best to make certain that your guidelines for any energy or environmental issue would be based on sound scientific and environmental principles. Please let us count on our government for truth from your department - it would be a nice change of pace from the government in general.

Knowledge is power - please share yours and that of the experts at your disposal.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Denise Lutenbacher

## **Clifford Bunton**

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July 7, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Although the current corn based ethanol program serves no useful purpose, and is making the present energy crisis worse, there is need for a well designed bioenergy program. Such a program has to be based on sound science and well thought out technology.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Clifford Bunton

**Shauna McAuliffe**

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July 7, 2008 11:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is important during this crucial time in which companies and individuals with their own agenda are marketing/advertising in ways that are flashy to sell their products. Many Americans do not or cannot research these items and it is important that someone is looking out for all our interests. Corporate America has taken over this Country solely based on greed. Please do what you can any help you can provide would be greatly appreciated.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Shauna McAuliffe

**Anne Merrill**

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July 7, 2008 10:41 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please ensure that the true cost information regarding corn-based ethanol is part of the program.

Many current so-called "green" ads do not take into consideration issues such as fertilizer use, energy for processing, and land use. As a result, current corn ethanol production may actually represent an increase in the production of global warming pollution over today's gasoline....not to mention the negative impact on the price of food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anne Merrill

## **Michelle Kavanaugh**

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July 7, 2008 10:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing as a member of our Unitarian Universalists Social action committee and a very concerned citizen of Hot Springs --and the world

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michelle Kavanaugh

## Constance Kozel

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July 7, 2008 10:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Pleasen the world needs the food more than the gas from corn. WE MUST not use food products to produce fuel while people are hungry and prices are going beyond what many cannot afford.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Constance Kozel

**Shae Birkey**

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July 7, 2008 10:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production is also removing highly erodible lands from CRP and creating more soil erosion. By removing lands from CRP, we are also losing valuable wildlife habitat and removing hunter dollars from our economy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Shae Birkey

**Lisa Wagner**

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July 7, 2008 10:08 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am currently a student at the University of South Florida and am undertaking a project concerning the validity of the Department of Energy's statement that fuel efficiency is decreased by 2-3% while using E10 versus conventional gasoline. Of the several hundred anecdotal experiments I have performed, the truth is 5-7% for fuel flex vehicles and 10-40% for all cars that are three years to 15 years old. According to my personal calculations, to travel 1000 miles in my car using E10 I use 9.67 more gallons of conventional gasoline and spend ~\$85 more therefore adding to the pollution crisis as well as using more of our precious resources, and depleting my transportation monies in an already inflated market. Ethanol is not the answer as it currently stands

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lisa Wagner

## Scott Vickers

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July 7, 2008 9:52 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Furthermore, the use of crop plants for "green" energy has helped lead to today's worldwide food crisis.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Vickers

## **Cynthia Halderson**

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July 7, 2008 9:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a nation, we cannot afford to proceed down an unproductive path -- gaining a minimal increase in fuel efficiency at a high cost in resources and global warming. Thank you for your consideration of this request.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cynthia Halderson

**C. Peter Lillya**

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July 7, 2008 9:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Asserting that ethanol from corn or soybeans can move the US toward independence from foreign oil is a dangerous misconception.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
C. Peter Lillya

## **Matt Anderson**

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July 7, 2008 9:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The current production for ethanol is 1.3 units produced for every 1 unit of fossil fuel burned harvesting and making the ethanol. It's pretty much a wash. If we intend to use ethanol to move away from foreign oil, we need to find other sources that produce more ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Matt Anderson

## **James Friedrich**

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July 7, 2008 9:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called Flex Fuel ethanol or gasoline powered vehicles.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Friedrich

## **Nancy Lee Trihey**

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July 7, 2008 9:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

One of the disturbing consequences of increased corn production for ethanol is deforestation, when forest land is cleared to produce crops for ethanol. Forests serve many environmental functions, including the absorption of carbon and production of oxygen.

Focusing on another serious consequence, a news story I heard this morning reported that the increased production of corn for ethanol has caused food prices to increase 75%, which could lead to famine in poor countries.

Please, let's focus on conservation and on wind and solar power and use our agricultural land to produce food for people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Lee Trihey

**Jane Carter**

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July 7, 2008 9:24 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of corn-based ethanol and "Flex Fuel"-powered vehicles (FFVs).

Advertisements which suggest that ethanol is a green alternative to gasoline have exploded recently. Such green-marketing techniques (e.g., General Motors' "Live Green, Go Yellow" campaign) are not based on sound science. While the burning of ethanol itself may produce less "greenhouse" gas, the fertilizer, energy for processing, and land used in current corn ethanol production will likely cause more global warming pollution than does production of today's gasoline.

These "green" advertisements, thus, are a sham; producers of ethanol should be required to divulge the full effects of corn-based ethanol production. I hope the FTC will make this a requirement.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jane Carter

**Joyce Dewsbury**

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July 7, 2008 9:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to look at all alternative energy sources. A viable one is that of electric cars. What happened to the research in that area?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joyce Dewsbury

## **Christian Schwoerke**

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July 7, 2008 9:02 AM

Chairman William Kovacic

Subject: Help revise ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christian Schwoerke

**George Cary**

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July 7, 2008 8:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

George Cary

Basalay, Cary %pa\_address% Alstadt, Architects, Ltd.

**Debbie Vasco**

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July 7, 2008 8:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I, also, urge you to consider other environmental issues such as saving the Chesapeake Bay.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Debbie Vasco

## **Dan Petersen**

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July 7, 2008 8:49 AM

Chairman William Kovacic

Subject: Green Guides addressing ethanol advertising

Dear Chairman Kovacic,

I am writing to urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I think this is a very important consideration.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dan Petersen

**Michael Kelly**

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July 7, 2008 8:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

In order for the most effective resolution of our energy problems to occur, there must be complete candor and objectivity based on sound science and a thorough analysis of ALL factors.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Kelly

## **Christine Willis**

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July 7, 2008 8:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Obviously, this is a huge issue for our country right now and clouding the facts will only exacerbate the problem. Please help!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christine Willis

**mark peters**

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July 7, 2008 8:41 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The impact on food sources will hurt those with economic disadvantages, provide no significant gains in regards to energy and have a continued negative impact on our environment. Why go down this fruitless path?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
mark peters

**John McCreery**

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July 7, 2008 8:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

It has been said that 22 gallons of corn based ethanol consumes enough corn to feed a man for a year. With global food prices at all time highs how do you think it makes the USA look in the eyes of the hungry?

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John McCreery

**Gail Wilcox**

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July 7, 2008 8:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please take action that will educate the public about the reality of ethanol and the misleading advertising that marketers use to 'green wash' their products. This insidious perversion of the truth is contributing to the 'dumbing down' of Americans who are unable or unwilling to analyze the facts and make intelligent choices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gail Wilcox

## **Jody Norman**

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July 7, 2008 8:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We desperately need new guides to protect American citizens from misrepresentation of ethanol biofuels as THE answer to our fuel problem. We need accurate reporting on this issue, not sleek advertising that serves no one's long-term interests. Please revise your "Green Guides" to reflect our current knowledge in this area!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jody Norman

**Sarah Meiklejohn**

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July 7, 2008 7:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I also believe that there are other bio fuel alternatives, such as switch grass which would, when all elements are weighed, be less costly and do less environmental damage.

Thank you for taking the time to consider this request.

Sincerely,

Sarah L. Meiklejohn

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sarah Meiklejohn

## **Rebecca Bowen**

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July 7, 2008 7:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Not to mention added pressure on the world's food market, since a vast amount of corn will be used for fuel rather than food. Also fields that may have been used for other grains and vegetables are more profitable as corn fields for ethanol production. This will lead to increased food costs, a by-product of an ill-conceived alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rebecca Bowen

## David Givers

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July 7, 2008 7:28 AM

Chairman William Kovacic

Subject: Revising Green Guide to ethanol advertising

Dear Chairman Kovacic,

Your job is to assess the science and act on behalf of the consumer. That constitutes your oath of office.

If you do your job honestly, I expect you to find that ethanol E-85 from corn is being wrongly represented by the commercial advertisers.

We may need ethanol to improve clean air levels. You need to make these distinctions in your deliberations and promulgations of rules.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Givers

## **Dion Duckett**

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July 7, 2008 7:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to correct the marketing of today's corn-based ethanol and "Flex Fuel" vehicles (FFVs) to include ALL costs and Carbon Dioxide from production.

General Motors' "Live Green, Go Yellow" campaign is a lie. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**WE NEED A VOICE OF REASON.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dion Duckett

## **Marylin Kraker**

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July 7, 2008 6:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Just because there is a gigantic corn industry, there is no reason to concentrate on corn ethanol rather than more efficient and less polluting ethanol-producing methods and rather than other alternative energy sources. It is not enough to calculate the last step in the process to determine whether a method makes sense -- not corn ethanol, not so-called "clean" coal. Do not sell out our descendants for a few days or weeks of continuing our wasteful energy policies.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marylin Kraker

## **Carroll Wilson**

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July 7, 2008 6:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Every farmer realizes that corn is a hot grower, requiring lots of fertilizer and water; most of the public doesn't realize this, thinking corn is easy to grow, not realizing the damage to the earth to produce those two ears per stalk.

Not only is corn NOT a reasonable crop to subsidize our fuel needs, but its use as a fuel drives the price up, inflating the price of many of our foods, thereby keeping corn, a crop whose excess we would normally send to poor countries in need, here on our roads feeding our over consumption. Supposedly, there are other crops, a type of sugar cane, that are much more suitable to use as an ethanol base, easier to grow, and less likely to drive our food prices up and deplete a much needed resource to help the poor. To have corn subsidies take over our big farms in order to drive, drive, drive, and in the meantime drive up the prices of so many of our foods, is foolish, again. Please base your decisions on reasonable expectations.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Carroll Wilson

**Mary L. Doyle**

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July 7, 2008 3:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary L. Doyle

**eileen trainor**

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July 7, 2008 2:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Biofuels have caused world food prices to increase by 75 percent, according to the findings of an unpublished World Bank report published in The Guardian newspaper on Friday, July 4.

The daily said the report was finished in April but was not published to avoid embarrassing the US government, which has claimed plant-derived fuels have pushed up prices by only three percent.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
eileen trainor

**Mike Smith**

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July 7, 2008 2:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

FTC guidelines must be changed to prevent so called "green-marketing" techniques that are simply not true--such as General Motors' "Live Green, Go Yellow" campaign. You know as well as I do, that when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production will likely increase climate disrupting pollution as much or more than today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mike Smith

**ANNE SCHMIDT**

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July 7, 2008 1:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I truly believe the above and urge you to consider this.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
ANNE SCHMIDT

# **SRIKANTH MADDUKURI**

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July 7, 2008 1:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
SRIKANTH MADDUKURI

## **Karen Chamberlain**

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July 7, 2008 1:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Recently, environmental advertisements for ethanol as a green alternative to gasoline have greatly increased. However, these green- marketing ploys, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues such as fertilizer use, energy for processing, and land use for fuel instead of food, are taken into account, corn ethanol actually takes more energy to produce, and creates an increase in global warming pollution, over today's gasoline.

Other sources for ethanol, such as switchgrass and other vegetation that isn't food for humans or livestock, also happen to be more energy-efficient and less polluting. But we seldom hear about them in the rush to market the less energy-efficient, greater polluting corn-based ethanol. Please make this information clear in your Green Guides!

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Chamberlain

## Wena Dows

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July 7, 2008 12:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

How about looking into ethanol from switch grass? It grows on marginal land where corn won't grow. It is NOT a food crop. Please check it out.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Wena Dows

**Natalie Greene**

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July 7, 2008 12:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please help do what is necessary to actually reduce pollution and global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Natalie Greene

## Vic VandenBulcke

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July 7, 2008 12:16 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a temporary fix, our oil reserves should be released. And the "Drill Here, Drill Now" campaign as suggested on the web site: [AmericanSolutions.com](http://AmericanSolutions.com) should be seriously considered.

It's also very easy to see and understand that the Oil companies greed for profits has surpassed any reasonable point. They should be made to drill in areas that have been approved for them. Also laws that were early on established to prevent drilling for oil in the U.s. should be reviewed. These measures and perhaps more yet not thought of, can make a huge difference in prices at the pump!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vic VandenBulcke

## **Henry Gluckstern**

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July 7, 2008 12:13 AM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

I am the former Associate Regional Counsel of the federal EPA office in New York, Region 2. I have been involved in energy and water resource conservation for 40 years.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are grossly false and intentionally misleading. They are not based on sound science, sound economics, or sound environmental theory.

Indeed, when issues like fertilizer use, energy for processing, land use per se, and land taken from the food production chain are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, while at the same time exacerbating the international food shortage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Henry Gluckstern

## **Robert Pann**

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July 7, 2008 12:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline is a HOAX.

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Pann

## **Ira Shakman**

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July 6, 2008 11:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

After listening to the Illinois Corn Marketing Board advertisements during Cubs baseball, I realise the issue is too important to let the lies continue.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ira Shakman

## **Leigh Frame**

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July 6, 2008 11:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of the current corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently exploded. These green-washed marketing techniques are not based on sound science. In fact, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over current gasoline.

Is this the direction American really needs to be heading?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leigh Frame

**Steven Norber**

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July 6, 2008 10:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please see what the rest of the world has used to create ethanol: soy, sugar, switchgrass, wood pulp. These sources are between nearly 3 to almost 10 times more efficient than corn. In fact, it is only in the USA where corn is used to create ethanol.

Please support intelligent ethanol production.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steven Norber

## **Doug and Lee Buckmaster**

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July 6, 2008 10:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Secondly, the rush to plunge into ethanol amounts almost to an unconscionable concomitant effect on the cost of basic food items to much of the world's poor population.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Doug and Lee Buckmaster

**Vicky Bair**

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July 6, 2008 10:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vicky Bair

**Steve Yakes**

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July 6, 2008 10:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can't make good decisions based on partial information, and I expect my government to provide an impartial and complete assessment of our energy alternatives, especially when Americans are dying in Iraq because of our current energy policy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steve Yakes

**Michael Kennedy**

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July 6, 2008 10:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If that isn't bad enough, corn and grain prices have risen as well due to farms growing for biofuels instead of feeding people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Kennedy

## **Rosalie Hewitt**

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July 6, 2008 9:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol will only increase world hunger!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rosalie Hewitt

## **Heather Cunningham**

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July 6, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The #1 issue talked about in the past year is the price of fuel and what alternatives there are to gasoline. I'm certain that this will be the highest priority topic as you revise the "Green Guides".

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Heather Cunningham

## **DEBORAH SMITH**

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July 6, 2008 8:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

**ETHANOL IS ONE MORE SCAM BY THE ENERGY COMPANIES TO GET THEIR WAY, AND SATIFY THEIR GREED!!!!**

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
DEBORAH SMITH

## **Daniel Fengler**

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July 6, 2008 8:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing you in regards to what I see as the misrepresentation of corn-based ethanol as a "green" alternative fuel to gasoline. Peer reviewed scientific studies have shown that the energy used in the entire production corn ethanol at best approximately equals and at worst exceeds the amount of energy that can be obtained when used in internal combustion engines. Also, the amount of greenhouse gases emitted during the production of the corn ethanol, from growing to fertilizing to chemically distilling exceeds the amount produced by gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Daniel Fengler

## **Roberta Stedfield**

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July 6, 2008 8:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We seem to have jumped off the deep end into oblivion on this issue. Of course, realizing we don't have a President who knows a tinkers damn about anything of importance, seems to me we are emitting as many carbons as before. I hate it in the wintertime when ethanol is mixed into my fuel and I get less gas mileage than when its not mixed. The very act of burning any fuel is the releasing of the carbon that was tied up in the fuel. This happens when a glacier melts. The carbon that was trapped in the ice gets released. So we are spending more carbon on producing this inadequate fuel and then we are spending more carbon, because we don't get the mileage we need to be getting. We are in DEEP DOO DOO at the moment and ethanol is not the answer, yet we are wasting millions of dollars on it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Roberta Stedfield

## Vincent Santaiti

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July 6, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production is not the answer to our fuel needs since it causes more pollution to create it than to burn it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vincent Santaiti

**Marj Hanson**

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July 6, 2008 7:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Let's not proceed with ethanol production in a manner that is not "clean". It defeats the purpose!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marj Hanson

## **Charles and Joan Pratt**

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July 6, 2008 7:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Union of Concerned Scientists, of which we are members, has prepared this letter, but we wholeheartedly endorse it, and request that as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, you review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles and Joan Pratt

**Bonnie Pilcher, afspa**

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July 6, 2008 7:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In an effort to do the 'right thing' environmentally, we should not exploit peoples' concerns, nor should we misrepresent information, often lobby driven, to invest in a net loss. In other words, a gallon of corn ethanol takes MORE than a gallon of petroleum to produce. I think you know that. Be honest.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bonnie Pilcher, afspa

**Denise Koch**

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July 6, 2008 7:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's pursue biofuels that actually solve our problems - not just serve as corporate welfare to ADM and Cargill - while increasing the price that consumers pay for food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Denise Koch

## **Christian Hansson**

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July 6, 2008 7:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It has come to my attention that the FTC is reviewing its Green Guides for environmental marketing and advertising. Please review the marketing of corn-based ethanol and Flex Fuel ethanol or gas powered cars.

Marketing of ethanol as "green", something we see increasingly from car manufacturers, is strongly misleading to the consumer and not in accordance with the facts. When energy in processing, land use and fertilizers are taken into account, current ethanol production appears not to be more environmental than straight up gasoline. This is according to Union of Concerned Scientists and other environmental groups.

Other, future biofuels may be environmentally sound and could be an important contribution to controlling climate change. However, current corn-based ethanol is not.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christian Hansson

**P Harris**

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July 6, 2008 7:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please consider AIR FUEL and replace c02 emission cars..Action speaks louder than words.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
P Harris

## **Rose Estes**

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July 6, 2008 6:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I lived in Wisconsin for 28 years before moving to the Oregon coast in 2002. Around 15 years ago, in Wisconsin, ethanol was touted as the wave of the future, the way to save money on gas and a multitude of other benefits.

Sadly, the citizenry learned that such was not the case. Our vehicles got fewer miles to the gallon and the corn that went into making ethanol meant shortages on other fronts, feed for cattle and exports primarily. After a relatively short time, Wisconsinians avoided stations that had boasted of having it and many even resorted to putting up signs saying that they no longer carried it. Most farmers who raised corn as a primary crop in my neck of the state, (Southeastern corner) decided before drivers did, that they were better served by selling their crops to their traditional markets, feedlots and overseas. Despite federal incentives, they turned their back on ethanol. I was a journalist and covered this matter extensively.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rose Estes

**Anja Nothdurft**

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July 6, 2008 5:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please help the public to become aware that biofuels are not the answer to our energy problems.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anja Nothdurft

**Ulrike Wertz**

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July 6, 2008 5:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently, there has been much talk (and advertising) about ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ulrike Wertz

**Fred Cichocki**

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July 6, 2008 5:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline. Moreover, the industrial, large-scale production of ethanol as now practiced yields **NEGATIVE** net eMergy, which means that it is a **DRAIN** rather than a **GAIN** in replacing fossil fuels. If you don't understand this, you'd better look into it, pronto. The bottom line is simply this: To irresponsibly support an impossible ethanol future just steepens our downward spiral into both energy and climate oblivion.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Fred Cichocki

## **Kicab Castaneda-Mendez**

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July 6, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline should be science-based. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kicab Castaneda-Mendez

## **Benjamin Jones**

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July 6, 2008 5:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "flexible fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Benjamin Jones

**M L Smith**

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July 6, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Consumers deserve to know the TRUE costs of corn-based ethanol -- all of them.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
M L Smith

## **Kimberly Moore**

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July 6, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**THERE ARE MANY, MANY OTHER ALTERNATE FUELS THAT CAUSE NO HARM TO THE ENVIRONMENT...THE QUESTION IS WHY CAN'T THOSE BE USED AND NOT UPSET THE ECOSYSTEM TO DO IT?**

this is an example of just more greed at our expense and must be examined more closely...

thank you for your time and consideration on this very important issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kimberly Moore

## **Renee Bourgea**

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July 6, 2008 4:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The government should look into alge as bio-fuel. Alge can be grown economically, and won't impact global food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Renee Bourgea

## **Marguerite Loddengaard**

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July 6, 2008 4:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Such promotions benefit the farmers, not the consumers or the environment, and lead to food shortages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marguerite Loddengaard

**Joan Linney**

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July 6, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am preparing for some major surgery, but this issue is so important that I've decided I need to let you hear from me.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joan Linney

**Suzana Megles**

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July 6, 2008 4:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I'M SO CONFUSED. WE CAN'T SEEM TO WIN FOR TRYING! IF CORN ETHANOL IS NOT THE ANSWER - THEN WHAT IS? WHAT IS BRAZIL SUCCESSFULLY USING AS AN OIL ALTERNATIVE?  
wOCR

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Suzana Megles

## **Barbara Sullivan-Watts**

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July 6, 2008 4:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is wonderful to hear that the Federal Trade Commission is revising its "Green Guides" for environmental marketing and advertising. I hope this will include the newest information about corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I am asking that you ensure that the most accurate information is provided so that consumers can evaluate green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign. Current corn ethanol production is not what it could or should be to allow reductions in green house gas. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Sullivan-Watts

**Betty A. Pace**

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July 6, 2008 3:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's not go down the wrong path for another 20 years--the result will be catastrophic.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Betty A. Pace

**Tim Maret**

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July 6, 2008 3:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned many environmental effects of growing crops for ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles. Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tim Maret

## **Bruce McTavish**

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July 6, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Corn based ethanol is NOT the right direction today, and we know this from the basic scientific facts. Your role is to ensure that the facts are presented accurately to the public.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bruce McTavish

**Mara Obelcz**

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July 6, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We cannot lie our way out of the mess that we have created. We have to devote our skills and resources as a society to real solutions. As a society; we have stalled for over 30 years. We can no longer afford to take stupid short cuts.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mara Obelcz

**Mary Suda**

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July 6, 2008 3:04 PM

Chairman William Kovacic

Subject: Green Guides Must Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I ask you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production potentially represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Suda

**Tim Moran**

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July 6, 2008 2:46 PM

Chairman William Kovacic

Subject: Green Guides - Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tim Moran

## Mirabai Wahbe

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July 6, 2008 2:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have a deep concern around these issues. This seems like a short term answer with inherent problems rather than a long term answer that truly addresses the important issues. I am concerned that use of our land in this way, particularly with the flooding in the Midwest, will result in major food shortages and not really solve the issue of better fuel economy at all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mirabai Wahbe

## **June McMahill**

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July 6, 2008 2:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). We need to be critically objective in our approach to this subject. I am a loyal Iowan, but I want truthful information that looks at all sides of the issue. Then an intelligent decision can be made.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
June McMahill

**Rebecca Duff**

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July 6, 2008 2:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Fuel from corn is not the answer. We need to work harder on electric and water emissions technologies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rebecca Duff

**Patricia Cooney**

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July 6, 2008 2:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please, let's have ALL the facts on the table and not go off in another wrong direction!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patricia Cooney

**Barbara Kantola**

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July 6, 2008 2:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

ALSO, NOT MENTIONED IS THE FACT THAT ETHANOL RUINS AUTO ENGINES. MY GRANDSON IS A MASTER MECHANIC AND WARNED US OF THIS FACT.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Kantola

## **Adena Manteufel**

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July 6, 2008 2:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. And I fear we might miss some opportunities that could well be more efficient.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Adena Manteufel

**Anne wolf**

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July 6, 2008 2:00 PM

Chairman William Kovacic

Subject: Green Guides and misrepresentation of ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising. Please review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline are not based on sound science. When one considers the issues like fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is my understanding that the use of ethanol does not reduce global warming pollution by any significant degree.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anne wolf

## **Gunnar and Susan Mengers**

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July 6, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We would do better to require car manufacturers to raise the number of miles per gallon vehicles get.

Sincerely, Gunnar and Susan Mengers

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gunnar and Susan Mengers

**Louise Sherman**

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July 6, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for corn-based ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Use of algae seems much more promising and may actually be a Green" solution to our oil addiction.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Louise Sherman

**beverly poehlman**

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July 6, 2008 12:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Time Is Now To Grow HEMP for FOOD-FUEL-ETC. Read about it. Corn for fuel is a joke. What have you big people been doing to this planet!?! HEMP is a miracle plant and it has been stolen from the people. LET US GROW HEMP and create an entire green economy and put farmers to work and give people good jobs. This prohibition is mindless and stupid. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
beverly poehlman

## **Keith Graham**

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July 6, 2008 12:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, farmers are being misled. They are investing money in returning land from conservation practices and supplying capital for new corn-ethanol plants that will not be viable when the subsidy for ethanol is removed or phased out, as it eventually must be.

Furthermore, the high prices for harvested corn are affecting food costs, especially for the lower income people who can least afford it.

The corn ethanol surge is fast proving to be a serious fiasco. Start the public education campaign by requiring advertising to be accurate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Keith Graham

## **Regan Quinn**

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July 6, 2008 12:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Concerning the FTC "Green Guides" review now underway: Misrepresentations concerning corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles are likely to be harmful to the effort to intelligently adapt to the looming global warming crisis. Fertilizer use, energy required to process corn-based ethanol and the way land be allocated suggests increases NOT decreases in global warming associated with a changeover from gasoline to corn ethanol based fuel production. General Motors' "Live Green, Go Yellow" campaign, is poor science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Regan Quinn

**Jade Lai**

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July 6, 2008 12:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

PLEASE DO THE RIGHT THING FOR AMERICA AND THE PLANET.

THANK YOU.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jade Lai

## Janet Draper

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July 6, 2008 12:41 PM

Chairman William Kovacic

Subject: ethanol the best choice?

Dear Chairman Kovacic,

I want to buy a car that is fuel efficient, economical, and decreases harm done to the planet. Is E85 the best choice?

Can we make fuels from grasses, algae, or sugar cane with better results?

We, the public, need good information!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Janet Draper

## **Kathryn Dalenberg**

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July 6, 2008 12:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am no longer a believer in corn-based ethanol. The public was not thoroughly and completely informed about the environmental ramifications of corn-based ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathryn Dalenberg

## Jay Greenberg

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July 6, 2008 11:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, the use of ethanol and other biofuels has the potential to drive up food prices, increase hunger and starvation, and result in destruction of wildlife habitat as more and more land is utilized for growing corn and other crops. None of these effects is beneficial to either the environment or humanity. The public needs to know the truth about biofuels!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jay Greenberg

**Steve Pisani**

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July 6, 2008 11:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Bill,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ever been to the Yucatán? There aren't any people living in the many sets of Mayan ruins. The Maya grew corn too intensively for the land to support. As the topsoil disappeared, so did their civilization. Think about that when you make policy regarding corn-based ethanol.

If your history education reflects the knowledge base of most Bush administration officials, Google the words "Mayan Civilization" and start reading. Better yet, read Professor Jared Diamond's book entitled "Collapse: How Societies Choose to Succeed or Fail." If you need help with the big words, feel free to email me.

-Steve Pisani

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steve Pisani

## **Carol Rogovin**

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July 6, 2008 11:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

URGENT! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, pity the poor of the world whose diet is corn-based!

Thank you for your consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Rogovin

**Doris Casella**

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July 6, 2008 11:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently, and have been extremely misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science but a desire to increase profits.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In seeking solutions to global warming we need new creative approaches and not the same old profit-based "quickie" approaches that just put more money in agriculture business pockets and blocks researching real solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Doris Casella

**Cynthia Stewart**

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July 6, 2008 11:00 AM

Chairman William Kovacic

Subject: Green Guides Must Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cynthia Stewart

**Lisa M. Burns**

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July 6, 2008 10:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is incumbent upon the FTC to insure that "truth in advertising" is required when talking about new technologies that are intended to alleviate some of our environmental concerns.

The average public won't do the research, which means the perpetrators must be honest in their messages, and not manipulate language for their personal advantage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lisa M. Burns

## **Abbey Boeckman**

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July 6, 2008 10:19 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

the truth is always best

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Abbey Boeckman

**Karen Gleeson**

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July 6, 2008 10:07 AM

Chairman William Kovacic

Subject: Please be sure Green Guides address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). This is especially important in light of the recent information from the World Bank about the impact of ethanol on food costs worldwide.

As you know, environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Gleeson

## **Stephen Planchard**

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July 6, 2008 9:25 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The pursuit of alternative fuels is a worthy endeavor. Given the current energy climate, it is imperative that the use of these alternative fuels as they relate to the environment be properly and honestly disclosed to consumers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephen Planchard

## **Helen Kinlan**

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July 6, 2008 9:16 AM

Chairman William Kovacic

Subject: Address ethanol advertising

Dear Chairman Kovacic,

We must not allow simplistic thinking to lead us down the wrong path when it comes to developing alternative energy sources and addressing global warming issues. Failure to consider the complexities of an issue is what has led us into trouble over and over again!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Helen Kinlan

**Mary McCalla**

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July 6, 2008 8:59 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE ! Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

"Green Guides" must be based on the best science available.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary McCalla

**Cathy Lester**

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July 6, 2008 8:59 AM

Chairman William Kovacic

Subject: Attention! Green Guides address ethanol advertising

Dear Chairman Kovacic,

I want to reduce Carbon in the atmosphere, but I fear that with corn ethanol, the American public is being sold a pup. There are MANY better alternative sources for ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cathy Lester

## **Robert Schultz**

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July 6, 2008 2:58 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to stop misleading marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol, such as General Motors' "Live Green, Go Yellow" campaign, are unacceptable. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, not to mention their impact on food prices or inefficiency compared to sugar ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Schultz

## **Edward Hong**

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July 6, 2008 2:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I **STRONGLY** urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, **ARE NOT BASED ON SOUND SCIENCE**. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edward Hong

## Steven Kimball

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July 6, 2008 1:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

During the Federal Trade Commission's review of its "Green Guides" for environmental marketing and advertising, I call upon you to look critically at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are everywhere these days. Often, these green-marketing techniques are really green-washing. A good example is General Motors' "Live Green, Go Yellow" campaign, which is not based on sound science. When factors like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production probably represents an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steven Kimball

**Joan Crist**

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July 6, 2008 1:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I write from Northwest Indiana, a state and region that are preparing to make major investments in ethanol development. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joan Crist

## **Carol Colip**

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July 6, 2008 1:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We need truth-in-marketing more than ever before, as we must solve this energy crisis, not postpone or even make it worse.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Colip

## David Groisser

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July 6, 2008 1:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol- or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global-warming pollution over that due to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Groisser

**Drew Martin**

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July 6, 2008 1:08 AM

Chairman William Kovacic

Subject: ethanol advertising misleading

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Drew Martin

## Jeff Sugarman

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July 6, 2008 12:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Jeff Sugarman

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeff Sugarman

**K. Johnson**

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July 6, 2008 12:57 AM

Chairman William Kovacic

Subject: Green Guides should Address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
K. Johnson

**Nancy Snow**

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July 6, 2008 12:24 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Snow

## **Ruth Charloff**

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July 6, 2008 12:05 AM

Chairman William Kovacic

Subject: Green Guides, ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ruth Charloff

**H.K. Peters, Jr.**

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July 5, 2008 11:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol takes too much energy to produce a less efficient liquid fuel.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
H.K. Peters, Jr.

**teresa ellett**

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July 5, 2008 11:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hello Chairman Kovacic,

I am very concerned as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, and I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Since transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Thankyou for taking time to read and for consideration of my views on this critical issue.

Sincerely, teresa ellett

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

teresa ellett

## **Charles Kimball**

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July 5, 2008 11:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol seems to have been more of a political solution than an environmental solution. I hope your office can address this issue.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles Kimball

**Louise Bristow**

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July 5, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We need more fibrous biofuels as opposed to corn.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Louise Bristow

**Ann Erickson**

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July 5, 2008 10:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

At this point, we simply can't afford to make a mistake! We have opportunities to do it right...

best Ann Erickson

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ann Erickson

## **Theodore Kneupper**

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July 5, 2008 10:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

One could well become cynical when one considers the misrepresentation to the public concerning the marketing of ethanol as a fuel that will help the truly serious problem of global warming. It has become clear that the greed-principle has been allowed to take precedent and those in positions of authority fail utterly to put a stop to what can only be described as environmentally stupid misleadership, that has fostered the production of a fuel that in fact, when its total production process is examined, is more destructive than petroleum based fuels -- and has caused a rise in corn prices that has irresponsibly caused food shortages in many countries. One could seriously argue that this moronic policy is enough to indict American capitalism as the most criminal economic system on the planet.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production, according to expert analysis, actually represent an increase in the productions of global warming pollution over today's gasoline.

I urge you to take your responsibility seriously and put an immediate halt to the misrepresentation and the demand for corn ethanol stops, and that the fuel industries be pressured to find real solutions to the triple problem of fuel, food supply and global warming. One could well ask if there is really intelligence operating in the leadership of this country. You are in a position to make that happen. I hope that you will act responsibly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the

appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Theodore Kneupper

## **Robert Keiter**

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July 5, 2008 10:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Don't Be an other American Idiot, Renewables are the answer for our long-term solutions!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Keiter

**Ronald Rich**

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July 5, 2008 10:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a chemist, I'd love to see ethanol replace gasoline, but not if producing it makes things worse. Please ensure that marketing this is not misleading.

Thanks, RLR

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ronald Rich

## Carol Coar

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July 5, 2008 10:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please look at the marketing of today's corn-based ethanol because we as a nation are not dealing with the reality of this use of corn.

Environmental advertisements for ethanol as a green alternative to gasoline have increased with advertising that is not being honest about the "cost". We are converting farmland we need to feed our country into large areas for corn for ethanol. Pollen's book tells the results of our country's overuse of corn farming. We have to stop, in my opinion, rushing to jump on unproven bandwagons. Large corporations advertise in ways that confuse those who don't have or take the time to study ethanol use, misuse and impact on the environment, food industry and economy.

Please help to control the flow of inaccurate information to the public. Our country is dealing with too much debt, war and lack of long term problem solving. Please do your part to help us through truth in advertising.

Thank you for your time.

Carol Coar Retired school psychologist and present trainer for process change and special education issues

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Coar

## **Jo-Ann Langseth**

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July 5, 2008 9:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

If you will closely review all the facts and projections, you will see that touting ethanol as a major answer to our energy/enviro crisis actually constitutes "false advertising," and should not be permitted.

The "Green Guides" must speak the unadulterated truth...Your mission as government officials is not only to avoid lies and distortions, but to "do no harm." Growing all that corn -- the land use, the processing, the transport -- does NOT solve our common problem at all. Surely you know that!

You know too that there are some far better alternatives. ~ Jo-Ann Langseth

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jo-Ann Langseth

## **Leonard Eiger**

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July 5, 2008 9:33 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production is quite likely causing an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leonard Eiger

## **Margaret Whiting**

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July 5, 2008 9:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We do need to "Go Green" with electric cars that are powered by wind and solar since they don't put CO<sub>2</sub> into the air.

I live in Iowa where coal is hauled in from out of state to make ethanol from corn. All the CO<sub>2</sub> from the burning of coal goes into the air adding more global warming pollution.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Margaret Whiting

**judy desreuisseau**

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July 5, 2008 9:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). This Ethanol in the gas isn't helping my car, it makes it sputter and choke. It's a waste of corn, the environment is ruined. Thanks to Government & Big Business!!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
judy desreuisseau

## **Frank and Mrs. Janet Loudin**

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July 5, 2008 9:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frank and Mrs. Janet Loudin

## **Jeannine Jacobs**

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July 5, 2008 9:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues as commercial soil use, fuel for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We don't have the luxury to compromise our air, water and soil conditions, in lue of the CA forest destruction, development, population growth and war. Such measures as UCS proposes are quite urgent and do-able.

Thank you for your service to our country.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeannine Jacobs

## Sally Ann Wells

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July 5, 2008 8:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a grandmother, who hopes to see her children, grandchildren and great-grandchildren enjoy our beautiful earth and know how to protect her for future generations, please keep us informed of marketing misrepresentations, in the bio-fuel industry, as we move toward less energy dependence on oil and fossil fuels and find more environmentally-friendly alternatives.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It's hard for each of us to be as informed as necessary, given the complexity of bio-fuels industry and the science involved in creating energy alternatives. We need to know the REAL energy costs of alternatives we are being encouraged to use. Help us be better consumers by enforcing regulations; and monitoring advertising done by companys who are out to sell their product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sally Ann Wells

## **Andrea and James Gutman**

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July 5, 2008 8:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Is this the best that we as a nation can do—persist in perpetuating lies? Why are we promoting corn ethanol, for example, when without a doubt, it is destroying our economy, our water and our air and disrupting the food supply of the world? As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Andrea and James Gutman

## Virginia Field

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July 5, 2008 8:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a long time member of Clean Air Now, a local environmental group in Southern California, I urge the Federal Trade Commission review its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I support the development of ethanol using cellulosic material or other non-food sources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Virginia Field

**Mark Williams**

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July 5, 2008 8:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is critical that we use the best information available to decide where best to pursue energy alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark Williams

**Vicki Johnson**

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July 5, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have been concerned about ethanol for approx. a year due to the ethics of using a food source for fuel, as well as the pollution used to make it. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vicki Johnson

## **Ruth A. Bodeman**

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July 5, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ruth A. Bodeman

**Tom Guyton**

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July 5, 2008 7:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please take action to inform U.S. consumers of the inaccurate information being used in the marketing media of ethanol producers and vehicle manufacturers. There is no place for wrong and misleading information on this serious subject of global warming pollution.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tom Guyton

**Lana Matthews**

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July 5, 2008 7:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Instead, they offer a quick fix to our addiction and make money for the same old culprits who hooked us on gas in the first place and helped kill the electric car, which has already been documented. We need the truth, not more fume screens.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lana Matthews

**Roy Erickson**

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July 5, 2008 7:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production drives the destruction of the Rainforests at an even faster rate than Beef production. Here in the US top soil loss will increase, not to mention food displacement.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Roy Erickson

## **Ronald Mutchnik**

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July 5, 2008 6:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please let's not create more pollution with a buzz word like ethanol or any other potentially helpful resource or fuel alternative. Now is the time to educate the American consumer and hold companies accountable for really being part of the solution rather than just spinning the green image.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ronald Mutchnik

**kimberly daly**

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July 5, 2008 6:24 PM

Chairman William Kovacic

Subject: address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
kimberly daly

## **Daniel H.L. Gholson**

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July 5, 2008 5:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I am originally from Iowa, but disagree with that state's use of corn based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Daniel H.L. Gholson

## **Craig Crowder**

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July 5, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Craig Crowder

**Nancy Harrison**

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July 5, 2008 5:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I myself do not think we should be using ethanol at all. It does not improve our gasoline at all. Even using corn to make it increases the price paid for food and feed use. It is wrong to use it in our gasoline at all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Harrison

## **Donald Sackett**

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July 5, 2008 5:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As interested as we are in reducing oil consumption, we must evaluate each alternative carefully to make sure it doesn't create more problems than it cures. We must have CLEAN alternatives. Ethanol at the present time is not clean. We are throwing the baby out with the bath water.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donald Sackett

**Karen Eble**

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July 5, 2008 5:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Government needs to make sure advertisers give customers the real scoop when pushing ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Eble

**nancy gay**

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July 5, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I am a progressive christian interested in justice for all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
nancy gay

## **Charles D. Jacobs**

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July 5, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Living in Pennsylvania, where agriculture is still very important, it seems that our state government is looking at ethanol as a money maker, more than as a viable environmental tool. This is most likely applicable to many other states as well. This nation needs a more reasoned approach to eliminating our addiction to fossil fuels, not a way to sustain their use for a longer period at our expense of the elimination of other alternatives.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles D. Jacobs

## **Jonathan Allen**

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July 5, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually be a thermodynamic and environmental loser, increasing global warming pollution and saving not a teaspoonful of gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jonathan Allen

## **Bruce Pringle**

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July 5, 2008 5:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the world faces an energy crisis, the American public needs sound information about to move forward.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bruce Pringle

**pamela blum**

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July 5, 2008 5:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This has been known for some time, and in addition the use of corn by the ethanol producers is affecting the world food supply negatively--a very serious problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
pamela blum

**Loni Sipes**

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July 5, 2008 5:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly suggest you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have escalated recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Loni Sipes

## **Annemarie Collat**

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July 5, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The use of corn, an important food grain, for fuel production also contributes to the global food shortage. Corn stalks and other plant waste can be used, as is done in Brazil.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Annemarie Collat

## **T. Edmund Webb**

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July 5, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you specifically to review the marketing of today's corn-based ethanol and so called "Flex Fuel" (ethanol or gasoline) powered vehicles (FFVs).

Environmental advertising for ethanol as a green alternative to gasoline has exploded recently. These green-marketing messages, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production probably represents an increase in the production of global warming pollution over today's gasoline fuel usage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
T. Edmund Webb

**Jack Saye**

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July 5, 2008 4:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I appreciate this opportunity to share my thoughts on this issue. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I believe this marketing to be misleading.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The distribution system for ethanol based fuel is so limited that almost all the flex fuel vehicles that have been sold in the recent years must drive on regular unleaded the vast majority of the time. I do not see who will be willing to fund the infrastructure needed for this fuel alternative to become usefully deployed.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jack Saye

## **Robert Holt**

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July 5, 2008 4:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Promotion of flex-fuel cars as contributing to climate control is unethically misleading except in the very few scattered places where E85 can be found and purchased. Naturally, the car-makers promote them, since they get to count them as using only the 15% of gasoline they occasionally burn in computing their average fleet fuel economy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Holt

**Ryan Metzger**

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July 5, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Current marketing techniques are not necessarily based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ryan Metzger

## **Martin Hagen**

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July 5, 2008 3:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Personally, I am also very wary about the use of food as a fuel source. This begs the question, what is more important when it comes down to prioritising this choice, driving our cars, our eating dinner?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martin Hagen

## **Vic Macks**

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July 5, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The greatest immediate reduction in energy use and green house gases is conservation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vic Macks

**Tom Ellis**

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July 5, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

AS a footnote, I'd like to point out that Hemp/Marijuana makes a much cheaper and more efficient form of ethanol. It requires very little fertilizer compared to corn, and can survive on less water, making it ideal for Prairie states. If the Federal Government would wake up and realize that the War on Drugs is truly misguided and wasteful perhaps we could change the archaic law that made it illegal. And then maybe we could use the oils from this useful natural plant to change America's dependence on corn, which should be used as food for humans.

Sincerely, Thomas Ellis

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tom Ellis

**roberta rudy**

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July 5, 2008 3:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
roberta rudy

## **Eric Chandler**

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July 5, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides & ethanol ads

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eric Chandler

## **Thomas Drugan**

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July 5, 2008 3:17 PM

Chairman William Kovacic

Subject: Issues with Ethanol

Dear Chairman Kovacic,

Economic, environmental, and energy issues have a complex interrelationship that can be positively managed to solve many of our current problems. Too often, we go with the easy message, rather than the facts, leading us to more problems rather than real lasting solutions. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Drugan

**Rachel Kocsis**

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July 5, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn fuel is also putting out of balance our world food supply so desperately needed by third world countries.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rachel Kocsis

**Lucy Knoll**

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July 5, 2008 2:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As chairman of the Federal Trade Commission as you with thwe commission review your "Green Guides" for environmental marketing and advertising, I urge you to review both marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently there have been an unprecedented increase in environmental advertisements for ethanol as a green alternative to gasoline. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues including energy for processing, land use as well as the use of fertilizers, are taken into account, corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lucy Knoll

**wayne wasson**

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July 5, 2008 2:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other alternatives, such as ethanol made from sugar. My understanding is that this process has been quite successful in Brazil. We need to use what works but is cost effective. Corn-based ethanol is not the answer.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
wayne wasson

**Sara Bhakti**

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July 5, 2008 2:47 PM

Chairman William Kovacic

Subject: Green Guides and Ethanol Advertising

Dear Chairman Kovacic,

I am writing to urge you to revise the FTC's "Green Guides" for environmental marketing and advertising. The Guides should update the way corn-based ethanol is advertised.

Environmental advertisements for ethanol as a green alternative to gasoline have not been based on sound science. Instead they exploit the current hype for anything green, as for example, General Motors' "Live Green, Go Yellow" campaign.

The production of corn ethanol could in fact increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sara Bhakti

**Laura Alexander**

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July 5, 2008 2:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCFREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laura Alexander

**Ty Tice**

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July 5, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production results in an increase in the production of global warming pollution over today's gasoline. It also delivers fewer miles per gallon.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ty Tice

**muretta scott**

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July 5, 2008 2:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also the water to hydrogen attachments for cars work well so do Tesla ideas from the past SOOOOO WHY ISN'T THAT BEING DEVELOPED FOR ALL OF US TO SAVE THE PLANET.IT's because someone wants to keep us enslaved to big buisness where we could be running our own lives in a sustainable fashion.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
muretta scott

## **Bruce Barnbaum**

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July 5, 2008 2:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, it's way past time to review and drastically alter the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Ethanol creates at least as many problems as it solves.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bruce Barnbaum

## **Jeremy Wertheimer**

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July 5, 2008 2:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an astronomy graduate student and science teacher. I agree with the Union of Concerned Scientists that a true environmental sustainable solution is needed for transportation in the US and in the world.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeremy Wertheimer

**Kari Littlebear**

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July 5, 2008 2:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline! Environmental advertising must be held accountable to every level of production or it's all just a sham! The future of our species is at stake!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kari Littlebear

**John Morse**

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July 5, 2008 2:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is one thing for magazines like Time to inform the public as it did in their April 7 issue to say Big Business is pushing biofuels when ethanol production and sale drive up food prices and make global warming worse.

It is a MORAL CRIME for companies to Greenwash the public!

Please regulate their advertising. PLEASE

Libby and John Morse

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Morse

**Mary Shaw**

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July 5, 2008 2:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Since the realization that, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, the attitude towards ethanol that it WOULD solve the current problems still remains. As we make our way to the future with new technologies and solutions to these problems, we don't need even more false answers clouding up the ideas unknowing people have about these solutions, and slowing us down even more on the way to the real answers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Shaw

## **Rebecca Skipton**

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July 5, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I haven't been persuaded by using corn as ethanol for new fuels. It makes me wonder, where are they getting all this land for the corn? What happens to current corn fields? Will corn be used for running cars instead of food now? It seems like we'll use up all of our crop land for running cars now. I hope there is a smarter way to create fuel without drying up our land.

"As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rebecca Skipton

## **Thomas Renninger**

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July 5, 2008 1:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please support alternative energy sources that do not add to the problem of global warming. Thank you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Renninger

## **Richard Nordland**

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July 5, 2008 1:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why haven't hemp and switch grass been planted on a large scale to replace corn as a base for Bio fuels. Both hemp and switch grass are easy to grow, and they don't require any oil based chemicals to produce them, only the fuel needed to plant and harvest them. This whole process can be self-fueled in 1 or 2 growing seasons. Both crops will grow on lands that are worn out or less fertile than that land required for food crops. Hemp will rebuild the worn out soil in 1 or 2 seasons and make more fertile land for our required food production. It would be make a great rotational crop just like soy beans but it is better than beans because it is easy to plant and they don't require chemicals to kill bugs or fertilize it. The bugs or the weeds will not be a problem either, they shouldn't be for any fuel crops. We aren't going to eat it are we?

A cheap crop and is also a fuel crop that rebuilds the old worn out farm land, you can't beat that. This benefits everyone in the long run.

Switch grass can be planted in those flood plane regions to help control soil erosion and absorb some of the normal flood waters we now see in many areas of the country. It can be cut several times a year and processed wet, it has much more energy in the plant while it is naturally wet, it produces heat naturally then, thus less fuel and water is required to cook it, thus more energy gained than used to produce it, it could be self fueled from the excess fuel produced from it. You don't process it dry like hay is normally done. I grew up on a small farm in the Great Plains, I speak from a little experience. Hay is dried in the manner that it is for several reasons and none of them apply when the grass is being used

to make fuel with. Just have to get it to the processing plant in a day or two, on the same day is better. You only have to sit and think about the process in question and you can find ways to make it better and safer for the ones growing and processing it and for the environment in general.

I have many detailed ideas on how to do this more than I have space here to share them. There doesn't need to be anymore government studies on this, it just needs to be done! When will common sense and reality prevail over instilled ignorance, fear and corporate greed that seem to drive the present system?

Thank you for your attention on this grave national security issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Nordland

**Rachel Huot**

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July 5, 2008 1:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, water used for irrigation, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Not to mention the increases in food prices that are occurring as a result of corn use for biofuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rachel Huot

**Amy Kelly**

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July 5, 2008 1:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have no time to be caught up in yet another lobby, including the corn lobby along with the oil and auto industry lobbies. We need to do our research and planning as comprehensively as possible, then make the wisest choices possible.

If the iceberg shelves melt and raise the ocean level as predicted, we will have so much on our hands with displaced people and destroyed coasts that we will not have the leisure to do this careful planning. The time is NOW!

Please let's not just jump on this flawed bandwagon. Entirely too much is at stake.

Sincerely yours, Dr. Amy Kelly

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Amy Kelly

## **Martha W Bushnell**

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July 5, 2008 1:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It turns out that corn or other food based production of ethanol is economically and environmentally unsound. Already food prices have increased to further stress the poor people and poor nations of the world.

Please stop the production of ethanol from corn and foods.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martha W Bushnell

**Peter Sampou**

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July 5, 2008 1:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have long carried suspicions that ethanol from American corn is a sustainable fuel for the future and so as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peter Sampou

## **GERALD WASSERBURG**

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July 5, 2008 1:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It has been clear since the very beginning that corn-based ethanol is a very poor choice for a fuel source. I have written my Congressman & Senator on this matter earlier. It is well known that sugarcane is a far more effective source which also does not decrease production of necessary food stuff. The corn produced ethanol is simply an underwrite for the industry that grows corn & will result in a very large, ongoing deficit spending underwrite which will be very difficult to stop or control.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
GERALD WASSERBURG

**Beth Jones**

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July 5, 2008 1:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to strictly review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have become pervasive recently. These duplicitous green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Farmers in my home state don't want to make matters worse, we want to grow our crops for a truly fair price. There are so many other fuel-suitable, native plants that would be better than wasting our food/grain crops on powering vehicles, e.g. switchgrass.

So let's get our priorities straight and tell the truth about ethanol!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Beth Jones

## David Klipp

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July 5, 2008 1:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have been contacted through the Union of Concerned Scientists; the concern expressed in their email focuses on misrepresentation of ethanol as an environmental remedy to global warming. We write you to address legislation to address misrepresentation of fuel sources, especially with respect to global warming and environmental safety. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Klipp

**Jill Jones**

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July 5, 2008 1:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that with improved methods, ethanol fuel can become a viable tool in the reduction of CO2 emissions, but we're not there yet. To get there we need accurate information, not marketing spin.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jill Jones

## **Rachelle Giuliani**

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July 5, 2008 1:08 PM

Chairman William Kovacic

Subject: Require Green Guides to Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I invite you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I agree with the Union of Concerned Scientists in this matter and invite you to prioritize BALANCED strategies that use a variety of fuels and generators wisely and in moderation.

Thank you for your thoughtful and prayerful attention to and action in this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rachelle Giuliani

## **Danny Hull**

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July 5, 2008 12:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Danny Hull

**Stuart Dattner**

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July 5, 2008 12:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many cars explicitly state to not use gasoline with more than 10% ethanol. Widescale use of ethanol may lead to "ordinary" gasoline marketers to increase the ethanol content to more fuels without warning the users. This could lead to the damage of many non GM autos

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stuart Dattner

**Elaine Radiss**

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July 5, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I am concerned that this is presented as a quick and easy fix to a very complicated issue

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elaine Radiss

**John Domingue**

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July 5, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol as currently produced is not "green" but the corn producing states want us to think it is. Will you please address the scientific facts concerning corn-based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Domingue

## **Anthony Polito**

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July 5, 2008 11:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please proceed carefully when making decisions about our energy future. We can't afford to make shallow decisions when considering the cost vs. benefit of programs for clean energy when they also impact the ecology, economy, and the food supply for the world.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anthony Polito

## **David Shelton**

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July 5, 2008 11:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I agree that corn ethanol is not the best solution to our energy needs. There are a number of alternatives that must be explored. We must make intelligent choices before investing our resources. -DS

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Shelton

## **Sheryll Bonness**

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July 5, 2008 11:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Such misrepresentation is a grave disservice to the public, and only sets us up for further disasters. We must balance ethanol with cleaner renewable fuels (e.g. electricity from sun and wind and automobile braking plus hydrogen, etc.). Plus we must engage in less toxic, more responsible land use.

Please do what is correct, even though difficult, to benefit all inhabitants of the earth (not just the few who will benefit financially).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sheryll Bonness

**Patricia Bullock**

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July 5, 2008 11:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. After all the diversion of grains from food production to fuel means more land needs to be turned over to farming to make up the difference with attendant loss of biodiversity and carbon sinks. Using food grains for ethanol production is not cost effective-it would make more sense to start with inedible feedstock such as organic waste or use something like algae which uses less resources and can be grown in self contained tanks which cuts down on runoff.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patricia Bullock

**karen ash**

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July 5, 2008 11:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hello,

What we need to do is grow hemp, It is a crop that can be harvested three times per year, does not need fertilizer and can provide us with green energy. This along with a HUGE push for conservation, wind power, solar power and tide power will keep us free of oil dependence. Plus bettr birth control, less people=less need for energy.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
karen ash

## **Stephen Peacock**

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July 5, 2008 11:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Marketing of current corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) should be reviewed, a move that is particularly critical as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

There has been a reported increase in environmental advertisements for ethanol, which is touted as a "green alternative" to gas at the pump. Such techniques (i.e.: General Motors' "Live Green, Go Yellow" campaign) are not, as I understand it, based on legitimate science. Specifically, when taking into consideration matters such as fertilizer use, energy for processing, and land use, the production of corn ethanol production could actually stand to increase global warming pollution more than gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephen Peacock

**Dru Carter**

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July 5, 2008 11:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, we shouldn't use food crops (I was raised as a farm girl and understand this is field corn being used, but still it is eventually used as food through cattle feed etc.) or food crop land for powering vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dru Carter

## **Richard Fischer**

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July 5, 2008 11:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I live in Iowa and am inundated with ads and articles touting the value of ethanol. Successful Farmer, an advertising magazine with some tips about farming and rural living is one place where ethanol is advertised heavily both in ads and in articles.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Fischer

**Susan Kepner**

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July 5, 2008 10:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline!!!! Plus the corn is being taken away from FOOD production that is badly needed for 3rd world countries! There are many other alternatives such as switch grass etc...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Kepner

**Leota Jones**

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July 5, 2008 10:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. It seems to me that it is vital that your agency should be at the forefront in bringing this issue to the attention of the public. In addition to adding to the problem of global warming, the continued use of corn to produce ethanol is reducing the availability of a vital food product from the world market.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leota Jones

**Jean Myers**

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July 5, 2008 10:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol use is also partially responsible for rising food prices, which help no one. It would be a shame to have misguided environmental efforts like this one actually make life worse, not better.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jean Myers

## **Randy Benson**

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July 5, 2008 10:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Your consideration will be appreciated.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Randy Benson

## **ANNABEL CANER**

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July 5, 2008 10:41 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's CORN-BASED ETHANOL and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
ANNABEL CANER

## David Thurow

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July 5, 2008 10:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. These marketing efforts are trying to promote deceptive beliefs in an effort to sell their products to the public., similar to the way they tried for many years to make us believe that SUV's were safer, when they weren't, compared to other vehicles that were much more fuel-efficient. It is time for sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Thurow

**Linda Andrews**

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July 5, 2008 10:38 AM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Besides, corn is far too important a food crop for it to be used to make fuel for motor vehicles. If we are going to continue on the ethanol path, we need to find another, less food-valuable, plant source to make it with.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Linda Andrews

## David Bruner

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July 5, 2008 10:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Could ethanol production increase co2? If so it should be stopped.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Bruner

**Bettie Reina**

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July 5, 2008 10:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We must begin to do what is best for people and for the world, not just follow blindly what we are fed by those who will profit financially with what they are pushing on us.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bettie Reina

## **Roberta Barbalace**

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July 5, 2008 10:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

While ethanol may play a role in reducing dependence upon fossil fuels, corn is not the answer. There are many sources of ethanol that have considerably "greener" life cycles than corn, and do not compete with one of the main food staples of the world. A couple that are being used are byproducts of the paper industry and switch grass. In some parts of the world sugar cane is used. All are "greener than corn."

More importantly, we need to put more emphasis on alternative energy sources that do not impact global warming such as solar, wind and tidal energy. These are wonderful sources of energy, but implementation of them is being hampered by NIMBY (not in my back yard). Many people seem to think that wind farms are unattractive and noisy, yet will travel around the world to see the windmills of the Netherlands, or the nostalgic windmills of the mid west. I considered myself lucky to be lulled to sleep every night by the windmill right outside my home that supplied our domestic water and water for all of the free-range cattle that visited us daily when I lived on the Pine Ridge Indian Reservation of South Dakota. People install fountains to lull them to sleep and shut out street noises. Other people move to the ocean to be lulled to sleep by waves. It is all a matter of mindset. When I moved from the reservation, I really missed the hum of the windmill, the "ribbet" of the frogs that lived in the stock tank, the orchestration of the coyotes calling from distant hills, and the beat of drums from the distant pow-wow grounds.

Why hasn't the government encouraged ways of reducing consumption of energy? Modern society discourages energy efficiency. "Solar clothes driers" (commonly known as clothes lines) are forbidden in many communities. One is simply not "in step with the times" if he/she doesn't drive an SUV, or chooses to ride a bike or walk rather than drive. It is no longer enough to have a light on in the room in which one is sitting. It is a status symbol to light every tree in the yard and have a light on in every window for ambiance. Even stranger yet, people will go to the gym or buy a running machine (using electric power) to accomplish what could easily be done without any energy other than what the body produces.

Paradigm shifts may be a little awkward at first, but they can bring great rewards. It's time our leaders get on the bandwagon and encourage as well as support alternative energy development, an energy responsible lifestyle, and address honesty in advertising. Kennedy was successful in getting the country involved in physical fitness. It was patriotic to do a 50 mile walk or accumulate 50 miles of swimming over a period of weeks. Carter got the whole country involved in energy reduction. Whether or not it accomplished its intended goal, having a Christmas without electric lights was the patriotic thing to do. More recently it was patriotic to display a flag or tie a yellow ribbon on a tree. It's time to become patriotic again, and the cause is an urgent one. Government needs to take the lead, clamp down on false advertising, and start encouraging an energy efficient lifestyle.

Given that transportation accounts for nearly 40 percent of the total global warmin

Sincerely,  
Roberta Barbalace

## **Kerwin Schaefer**

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July 5, 2008 10:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**TURNING FOOD INTO ENERGY IS NOT THE BEST WAY TO KEEP OUR GAS-GUZZLING SYSTEM GOING. LET'S GET PAST QUICK AND EASY "SOLUTIONS" SUCH AS THIS AND WORK TOWARDS TRUE SUSTAINABILITY.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kerwin Schaefer

## Crystal Salas

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July 5, 2008 10:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need full electric cars out in production! Go Tesla!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Crystal Salas

## Gail Rubio

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July 5, 2008 9:52 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). WHY DO YOU REMAIN FOCUSED ON CORN WHEN ETHANOL CAN BE MORE READILY AND CHEAPLY MADE FROM SUGAR CANE? WHO BENEFITS FROM HIGH CORN PRICES? THE FEW! WHO ARE HARMED BY THIS RIDICULOUS AND UNECESSARY CONCENTRATION ON THIS PRODUCT AS THE PRIMARY SOURCE OF ETHANOL? MILLIONS!!! I HAD PREVIOUSLY BELIEVED THE MEMBERS OF THE FTC TO BE AMONG THE MOST FORWARD THINKING GROUPS; I'VE AMENDED THAT BELIEF DUE TO THE TUNNEL VISION SHOWN BY THE GROUP.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gail Rubio

## **Thomas Cummings**

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July 5, 2008 9:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I happen to be a PhD chemist who has long questioned the propaganda about ethanol from corn being a reasonable alternative fuel. The primary beneficiaries of this falsehood are farmers. The rest of us are paying an enormous price in our food bills.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Cummings

**Richard Fuller**

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July 5, 2008 8:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We cannot determine sound approaches to pollution and global warming if Americans are being deceived on ethanol and flex fuel cars by advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Fuller

**Phil Lipari**

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July 5, 2008 8:16 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Using corn for fuel has the potential of exacerbating starvation as it is diverting food to fuel. A much better and more efficient producing ethanol fuel would be sugar cane. We could live without sugar, ask any diabetic, but corn is far more essential to many people's diet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Phil Lipari

**Nancy Clark**

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July 5, 2008 7:52 AM

Chairman William Kovacic

Subject: Ethanol is NOT the solution as a gasoline substitute!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Clark

**Phyl Morello**

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July 5, 2008 7:52 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

LIES ARE ALL WE GET FROM THE BUSH ADM.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Phyl Morello

**Becky Daiss**

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July 5, 2008 7:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You need to ensure honest advertizing at the very least. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Becky Daiss

**Michael G. Metzger**

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July 5, 2008 7:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Making real changes in this country's energy usage are necessary to ensure our children's future.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael G. Metzger

**Michele Peraino**

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July 5, 2008 7:31 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why not consider Cane Ethanol like Brazil as one of our choices!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michele Peraino

## **Christina Graybill**

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July 5, 2008 7:18 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, **CURRENT CORN ETHANOL PRODUCTION COULD ACTUALLY REPRESENT AN INCREASE IN THE PRODUCTION OF GLOBAL WARMING POLLUTION OVER TODAY'S GASOLINE.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christina Graybill

**Fred Wuertele**

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July 5, 2008 6:34 AM

Chairman William Kovacic

Subject: Green Guides must address advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Fred Wuertele

## **Eulia Mishima**

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July 5, 2008 5:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I join with others in the position that ethanol from corn will not help but very much contribute to global warming & pollution even more than use of traditional gasoline.

Please refer as the Federal Trade Commission reviews its Green guidelines to scientific studies revealing that global warming damage will increase from use of corn-based ethanol. I hope such valuable information will convince you to take a definite position opposing present false claims now being explosively advertised to encourage people to use corn-based ethanol. Rather than compound the problems of global warming devastation with such deception you, we & the other peoples of the Earth must immediately be enabled to most carefully bring forth new modes of transportation so future generations will not confront challenges of survival in vain.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eulia Mishima

## **Phyllis Davies**

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July 5, 2008 4:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an informed senior citizen, I have noted that the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Phyllis Davies

## **James D Johnson**

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July 5, 2008 3:25 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Tell the truth about the real costs of ethanol and publicise it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James D Johnson

## **Ron Georgalis**

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July 5, 2008 3:08 AM

Chairman William Kovacic

Subject: Please make Green Guides address misleading ethanol advertising!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ron Georgalis

## **Richard & Barbara Lagerstrom**

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July 5, 2008 2:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn based ethanol is not the solution to our energy problems. Science says, NO!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard %pa\_first\_name% Barbara Lagerstrom

**Kathleen Watson**

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July 5, 2008 2:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please make ethanol advertising tell the whole truth.  
Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathleen Watson

**lydia chatman**

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July 5, 2008 2:17 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission reviews for its "Green Guides" on environmental marketing and advertising strike a concern. I strongly urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently and still on the rise. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science! When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your time and consideration.

Sincerely, Concerned For Earth

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
lydia chatman

## Just Maija

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July 5, 2008 1:53 AM

Chairman William Kovacic

Subject: Corn is for food,not fuel,no GE,hemp instead

Dear Chairman Kovacic,

review the marketing of today's corn-based ethanol . Hemp fertilizer, fuel ,oil, and near endless products source along with the Dub Engine[ wind wheel motor with a solar roof panel] are possible and the way of the future. Reports show the wrong mistaken cycle of wasting the corn as a food source for humans and livestock are causing reactions claiming lacking corn for cows has added to higher prices of milk. To waste time trying everything else avoiding what is known beneficial and excellent shows insane bias towards hemp to waste efforts using corn or anything else insulting nature.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Just Maija

## **Katherine Potter**

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July 5, 2008 1:44 AM

Chairman William Kovacic

Subject: Address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Katherine Potter

**David Caccia**

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July 5, 2008 1:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Plus, a gallon of ethanol has less energy than a gallon of gasoline, so we get poorer milage from a gas/ethanol blend.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Caccia

## **Kathleen McAlister**

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July 5, 2008 1:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

During the Federal Trade Commission reviews of "Green Guides" regarding environmental marketing and advertising please examine in detail the environmental and economic impacts of food conversion to fuel like corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Compared to renewable hydrogen and methane I do not believe food-sourced ethanol is a worthwhile green alternative to gasoline. Advertisements touting ethanol from corn have impacted the market. These green-marketing campaigns, such as General Motors' "Live Green, Go Yellow" campaign, are not based on scientific facts including tillage, herbicides, fertilizers, energy for processing, and land use. When these factors are taken into account, current corn ethanol production represents an increase in the production of global warming pollution over today's gasoline and it causes economic inflation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathleen McAlister

## **Marian Steiskal**

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July 5, 2008 1:08 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I **STRONGLY** urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marian Steiskal

## **ELAINE QUILLIAN**

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July 5, 2008 12:58 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please act NOW> THERE IS NO TIME TO WASTE. Thank ypu.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
ELAINE QUILLIAN

**Steven Markell**

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July 5, 2008 12:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

STOP the subsidy for corn/ethanol farmers.  
Corn based ethanol is not much help as it takes more energy than is returned.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steven Markell

## **Nancy CRAWFORD**

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July 5, 2008 12:32 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And why aren't we seeing anything other than CORN used to make Ethanol???

p.s.. we have a GMC diesel truck and are running it on Bio-Diesel which is made from recycled vegetable oil. I would also like to see some figures and promotion of this type of Bio-Diesel and how the recycling of vegetable oil, which otherwise goes to waste, will effect the supply of "fuel" in the United States.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy CRAWFORD

## **Amelia Trader**

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July 5, 2008 12:10 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

While I applaud all efforts towards finding alternatives to gasoline based fuels, I also think it is essential to choose wisely based on sound science with careful consideration to the impact of production of those alternatives. It has become clear that corn-based ethanol creates more problems than it solves.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Amelia Trader

**Frances Sowa**

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July 5, 2008 12:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The widespread advertisements of these fuels as "green" is not based on sound science, since they ignore the fuel and energy required to grow and process the corn. Current production of corn ethanol could actually increase global warming pollution rather than reducing it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frances Sowa

## Nicholas Snavelly

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July 4, 2008 11:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, as well as increased food prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nicholas Snavelly

## **Frank and Sally Richards**

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July 4, 2008 11:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We ourselves believe that your Green Guide should pretty much rule out any production of ethanol from corn in the U.S.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frank and Sally Richards

## **R. Michael Ehr**

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July 4, 2008 10:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Add to this that cars get less mpg with the ethanol mix and the environmental benefits are dubious.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
R. Michael Ehr

**Kari Knabe**

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July 4, 2008 10:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, consumers lose three (3) miles per gallon using ethanol and yet they are still paying the same price as regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kari Knabe

## **E. Frances Caulfield**

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July 4, 2008 10:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, have the EPA release the patented equipment/device from a private company that will cause our car engines to be able to double the amount of miles they can get from one gallon of gasoline. The EPA and possibly the FTC ? have rejected the device although it has withstood all the tests to show it does do what the manufacturers claim it can do - double our mileage from one gallon of petrol - and the EPA is forcing the manufacturers to stall and redo all of the tests their device already passed with flying colors! Just to delay and cause us motorists more hardship in a time of economic shrinkage. We need this fuel extender automotive device now so that we can have our mechanics affix it to our car engines now! Not in two more years or whenever. You must take action and get them to release this device so we can get one soon! Do your jobs now!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
E. Frances Caulfield

## **Elisabeth Crane**

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July 4, 2008 10:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elisabeth Crane

## **Kimi De Leonibus**

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July 4, 2008 10:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is important to me that "green" alternatives are actually going to create less pollution in any form. Based on the research I have seen, corn-based ethanol is a product that may cause more global warming than even regular oil! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kimi De Leonibus

**John Gaither**

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July 4, 2008 10:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Sir, you recognize the how important it is that scientific data be presented in a manner that is not political and as free as possible from a variety of interpretations. Thank you for acting in a manner that is consistent with professional, rather than political, behavior.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Gaither

**Ani L Schwartz**

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July 4, 2008 9:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. BURNING ANYTHING EMITS CO2.

ETHANOL-USE-AS-FUEL IS ALSO CONTRIBUTING TO GLOBAL HUNGER & POVERTY AS CORN REPLACES CROPS GROWN FOR FOODS. IF IT WERE NOT FOR GOOD SCIENCE, WE WOULD NOT HAVE THE LUXURIES WE HAVE NOW. TO ARROGANTLY IGNORE GOOD SCIENCE IS TO COMMIT SUICIDE & DRAG DOWN ALL LIFE IN THE WAKE OF THIS "TERMINAL STUPIDITY". CORPORATOCRACY IS CREATING HELL ON EARTH & WILL BURN WITH THE REST OF US IF IT DOESN'T WAKE UP SOON! THERE WILL BE NO "100 YEARS OF WAR" BECAUSE LIFE WILL NOT LAST THAT LONG. GREED IS SELF DESTRUCTIVE.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ani L Schwartz

## **William L. ("Bill") Johnson**

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July 4, 2008 9:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, **NOW IS THE TIME** to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in global warming pollution compared to gasoline alone.

Ethanol makes more sense when derived from sugar cane, grasses and cellulosic materials (e.g. wood chips).

Please don't let political expediency trump scientific fact!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William L. ("Bill") Johnson

## **Patrick Huston**

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July 4, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In fact, 10% ethanol in my own cars (mandatory in Portland, OR) results in a 10 to 15% increase in fuel consumption. This is obviously the wrong strategy to reduce greenhouse gas pollution.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patrick Huston

## **Merrie Aiken**

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July 4, 2008 8:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I would also urge you to consider ethanol made from cane sugar produced at low cost in Brazil. If the US purchased Brazilian ethanol, corn prices could return to reasonable amounts, affecting the cost of livestock grain, which snowballs to the consumer's dinner plate. Presently, the tariff on Brazilian ethanol is too high, preventing Brazilian companies from selling to the US.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Merrie Aiken

**Bill Burton**

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July 4, 2008 8:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a "green" alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing (especially coal-fired plants), and land use are taken into account, current corn ethanol production actually represents a decrease in fuel efficiency, global starvation, and a projected watershed reduction in the U.S. The only positive benefits of ethanol use in gasoline will accrue to Archer-Daniels-Midland and other cartels in record profits and Government subsidies, which amounts to a treasonable misappropriation of Public resources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bill Burton

**Matthew Ott**

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July 4, 2008 8:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have been doing more research on switch-grass and Miscanthus as sources of ethanol, and these grasses look more promising than corn-based ethanol, because as perennial grass plants, they don't require nearly as much fertilizers (which are made from natural gas), pesticides, herbicides, and tilling (since a farmer does not have to plant perennials every year).

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Matthew Ott

## **Herman Dobbs**

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July 4, 2008 8:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, and it clearly seems to have caused serious food shortages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Herman Dobbs

## **Roger Pariseau**

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July 4, 2008 8:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Stop placating the reciprocating engine manufacturers and instead concentrate on the mission: getting people from Point A to Point B in the most efficient manner. All reciprocating engines emit harmful emissions. There are better ways to get the mission accomplished.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

If we need to use ethanol in the interim before going entirely solar, then use sawgrass or some other easily grown, easily maintained, easily harvested natural resource. If that means a few deep pocketed individuals will have to dig deeper to regear their ethanol making facilities, so be it.

Offer a huge prize -- not all those worthless grants -- to the individual/entity who proves the potential commercial success of a working, high capacity, long enduring, inexpensive battery. Then building electric cars becomes a snap!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Roger Pariseau

**Stephen Aldrich**

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July 4, 2008 8:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are seen today. Corn as the source of ethanol is not the best source. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As well as looking at the best sources of ethanol, we must continue to pursue all other forms of fuel that would move the U.S. ( and the world) away from fossil fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephen Aldrich

**Edward Craig**

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July 4, 2008 8:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I can see promoting ethanol as Green, but we pump as much carbon dioxide with ethanol as with gasoline or bio-diesel, just not as many carcinogens on the side.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edward Craig

**Patrick Vingo**

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July 4, 2008 8:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A much better solution would be development of cheaper to grow and higher energy containing crops like grasses and sugar cane.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patrick Vingo

**Thomas Noon**

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July 4, 2008 7:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and ignore the total cost to us and our environment. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Noon

## **Joan and Wallace MacDonald**

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July 4, 2008 7:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are writing you because we truly care about reducing our carbon footprint as much as possible. To that end we have purchased a Prius ('06), the first brand new car we've purchased in 56 years of marriage; installed solar voltaic for generating our electricity; purchased a front load washer. Now we want to be able to know that the fuel we use to drive our Prius is truly green. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And even more troubling is the fact that the sale of corn for production of ethanol has driven up the price and dropped the supply of corn for food. This is a morally bankrupt policy. Please also do what you can to encourage alternative fuel that is truly green and doesn't use a food product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joan and Wallace MacDonald

## **Carol Okstel**

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July 4, 2008 7:44 PM

Chairman William Kovacic

Subject: Fix Deceptive Ethanol Advertising

Dear Chairman Kovacic,

Most consumers have unhappily learned, things are not always as they seem. And thus is it with ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. And this is completely unacceptable.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Okstel

**John MacDonald**

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July 4, 2008 7:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John MacDonald

**Nancy Rutenber**

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July 4, 2008 7:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising also

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current CORN ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Rutenber

**James Samis**

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July 4, 2008 7:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Samis

## **Gerilyn (Gess) Healey**

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July 4, 2008 7:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Food sources should not be diverted to feed our energy needs. Biodiesel-oil from restaurants makes more sense.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gerilyn (Gess) Healey

## **Rebecca Harris**

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July 4, 2008 7:27 PM

Chairman William Kovacic

Subject: Green Guides need to consider "truth in advertising" for ethanol

Dear Chairman Kovacic,

In order to make informed choices, it is important that citizens and consumers understand all that goes into the production of ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rebecca Harris

**John Garvey**

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July 4, 2008 7:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely, John Garvey

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Garvey

## **Philip Brandt**

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July 4, 2008 7:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am sure you know that ethanol is not nearly as green as it is marketed to be. Scientists I trust say it may return 1.3 calories of ethanol for every 1 calorie of energy input. As an experimental biofuel it makes sense to experiment but not to lie about its current merits. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Philip Brandt

## **Caroline Getz**

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July 4, 2008 6:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We are in need of renewable energy sources that don't add to the green house gasses.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Caroline Getz

## **Robert Bighouse**

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July 4, 2008 6:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a professional engineer with 40 years experience in the energy field, it is frustrating to see ethanol from corn, pushed as an alternative to gasoline, when I know full well that, from both an energy and from an environmental standpoint, there is no advantage. Please help us bring this program into account for the full energy balance involved and for the environmental effects.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Bighouse

**Gail Caswell**

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July 4, 2008 6:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gail Caswell

**Joyce Sherokow**

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July 4, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's use real science, not wishful thinking.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joyce Sherokow

## **Barbara Warren**

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July 4, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I strongly favor promoting and using science based, evidence based, alternative and environmentally sound products in our vehicles. I am concerned that we are not following scientifically sound practices regarding the use of corn-based ethanol.

Recently I am seeing more and more environmental advertisements for ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Sound scientific evidence tells us that when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Warren

**John Pitts**

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July 4, 2008 6:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Putting food crops in our gas tanks does not make sense. In fact food prices are causing much pain in the developing world, and this problem is exacerbated by the use grains to make fuel.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Pitts

**Jennifer Schmid**

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July 4, 2008 6:01 PM

Chairman William Kovacic

Subject: Sugar cane is a much more efficient biofuel

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol. And make sure we are supporting sugar-cane harvests and other more efficient biofuel alternatives. We must act now - without undeserved concern for the welfare of the car companies, who have laughed all the way to the bank as they delayed production of fuel efficient cars.

I drive a diesel 40mpg VW Golf - I'm paying 70 cents more a gallon, as are the truckers and other diesel users. I'd like to at least know I'm not causing worse pollution!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jennifer Schmid

**Claudia Lange**

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July 4, 2008 5:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The people of the US need to be told the COMPLETE truth about all aspects of biofuels as well as other alternatives. If we act together, act smart and ACT NOW we can meet energy needs for all Americans without bankrupting us all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Claudia Lange

**Marie Salerno**

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July 4, 2008 5:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's not be short sighted. That's what happened the 1st time we overgrew wheat and caused the dust bowl.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marie Salerno

## **Robert Herdliska**

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July 4, 2008 5:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There seems lately, to have been alot of advertising about ethanol being the green alternative to gasoline. I understand these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. It would also seem that, when issues like fertilizer use, energy for processing, and land use are fully considered, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Herdliska

**Alex Kanter**

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July 4, 2008 5:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can't let companies jump on the "green" bandwagon with false statements. Please make sure marketing and advertising is true or else we will accomplish nothing. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alex Kanter

## **Donald Blickens**

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July 4, 2008 5:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

My understanding is that mileage is less with gasoline with 10% ethanol than with 100% gasoline and that the carbon footprint is actually greater in ethanol/gasoline fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donald Blickens

## **Richard Leigh**

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July 4, 2008 5:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A recent report from the International Energy Agency confirms that the use of biofuel is responsible for 75% of the recent run-up in food prices, leaving many of the poorest people on earth on the edge of starvation. Please don't tell me that the diversion of food resources isn't part of your purview!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Leigh

## **William Anderson**

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July 4, 2008 5:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). We're Americans. Let's go with what works the best. We can still be a strong country.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Anderson

**Ian Cree**

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July 4, 2008 5:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production almost certainly increases the production of global warming pollution more than today's gasoline.

Furthermore, it inflates the cost of staple foods both at home and abroad causing hunger and starvation for the poor. It also has resulted in catastrophic deforestation to provide land for growing corn and other biofuels. This has resulted in the displacement of indigenous peoples, endangering their lives and their livelihood.

Deforestation aggravates global warming by removing the carbon dioxide scavenging effect that trees provide. Nowhere is this more obvious or more disastrous than in Brazil and in Indonesia.

The MOST important actions on prevention of global warming are NOT being done:

1. Research into TIDAL POWER stations:

America's Eastern and Western seaboard offer almost unlimited tidal power. The only such station in the Western Hemisphere is in Nova Scotia and that province already produces 12% of its electric power from renewable sources.

2. Research into low cost electric cars and high speed rechargeable batteries. Tesla has already an excellent vehicle, but at too high a cost.

3. Prepare for recharge stations at service stations and consider an electric pickup through a groove in the main streets of cities. (Like the old trams).

4. Put an immediate ban on all new coal powered power stations, and phase out all of the old ones. Put an immediate ban on all mountain top blast mining for coal and on all industrial river pollution.

5. Put an immediate ban on any new nuclear power stations, and nuclear weapons. Start to research better ways of disposing of nuclear waste.

6. Start the construction of large wind farms and solar farms. (The latter are best located in the southern desert states).

Denmark has shown the feasibility of building wind farms over the sea with turbines supported by pylons driven into the seabed.

7. Careful construction of dams for hydro power without having a harmful impact on wildlife and drinkable water supply.

8. Speeding up the increased mileage rules for gas powered vehicles.

9. Planting new forests and cutting back on lumber industry deforestation.

10. Aid to foreign nations in need to achieve the above goals.

How think you?

Sincerely,

Ian Campbell Cree, MB(Hons.), MS, FRCS(Eng. & C.), FACS, LRCP.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ian Cree

## **Harriet Shalat**

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July 4, 2008 5:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Harriet Shalat

## **Rachel Warren**

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July 4, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is time to tell the American people the TRUTH about ethanol!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rachel Warren

## **Sharon Hollander**

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July 4, 2008 5:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The truth is necessary for adequate comparisons.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Hollander

## **Sue Mullaney**

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July 4, 2008 5:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I am very much concerned about how much water ethanol production utilizes.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sue Mullaney

**richard mozeleski**

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July 4, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let the people realize that corn-based ethanol uses more energy than it supplies when used as a fuel. The only thing that makes it cost less is the subsidies. thanks

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
richard mozeleski

**Michael Schwager**

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July 4, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Schwager

## **Kathryn Calder**

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July 4, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission (FTC) created Green Guides in 1992 to protect consumers from misrepresentations in environmental advertising, but the guide doesn't cover fuel advertising.

Times change, and as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other choices for ethanol production besides corn . . .

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathryn Calder

**Eric Allred**

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July 4, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hey, I'm not a scientist, but I can tell bad science when it comes along. Ethanol from corn is NOT an environmentally viable alternative to petroleum based fuel. And why not? Because it required the burning of fuel in one form or another to run the farm equipment and processing equipment to produce ethanol!

The FTC should not be contributing to the problem by ignoring this basic truth.

Mr. Kovacic, please use the power of the FTC to help America to become less dependent upon internal combustion engines for industry. There is the key to environmental progress.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eric Allred

## **Kendra Williams**

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July 4, 2008 5:03 PM

Chairman William Kovacic

Subject: Green Guides should include the whole truth and nothing but the truth

Dear Chairman Kovacic,

If we are to truly help this country out of oil dependency, we are going to need real facts, not biased advertising. Our very economic success depends on it. Not just for some companies, but for all Americans. We can do better to help our country if we truly know the facts and rise up to the hard challenges ahead. Please do what you can to help.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kendra Williams

## **Carroll M. Young**

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July 4, 2008 5:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I send this message to let you know that I am an informed citizen and that I continue to educate my friends and associates in church, social groups, and politics. Please pay attention to the most important topic to be addressed in the U.S. and the world. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carroll M. Young

**Catherine Morris**

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July 4, 2008 4:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

One additional issue: In the "corn belt" where I live, corn ethanol production in fact takes considerable land away from food production. Indeed, "corn ethanol" strikes me as a profligate form of fuel alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Catherine Morris

**Sandy Kewman**

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July 4, 2008 4:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is not a sustainable crop. Please stop pushing it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sandy Kewman

## **Nancy Honeychuck**

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July 4, 2008 4:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We as a nation have procrastinated, and made many poor choices regarding our use and the provenance of major energy sources. We can afford to do so no longer. The current and future quality of life on this, our only planet home, and the home of our children and generations to come, is clearly terribly endangered at this moment in our unfolding history!

It is imperative that we now begin an era of making thoroughly researched, scientifically validated choices which take into account not only U.S. economics, but also future impact on all GLOBAL aspects of CO2 AND OTHER BYPRODUCT production, food production, sustainability of energy sources. I believe one very important area which it is within our power to address currently is outlined succinctly below. I hope you will take the time to research and act wisely on this issue for the good of our children's and the global future.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Honeychuck

## **Stanley Schrero**

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July 4, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Americans have a right to know the truth about this all-important subject. Misinformation about ethanol's "clean" qualities would cause people to come to wrong conclusions in demanding it's use as an energy source.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stanley Schrero

## **Reed Jarvis**

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July 4, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We need to address the problem of ethanol marketing as well as the use of corn for ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I encourage you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Reed Jarvis

# OMID MAHDAVI

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July 4, 2008 4:43 PM

Chairman William Kovacic

Subject: Truth in ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
OMID MAHDAVI

**Walt Mintkeski**

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July 4, 2008 4:38 PM

Chairman William Kovacic

Subject: Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge investigation of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have increased recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Walt Mintkeski

## **Toby Bernstein**

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July 4, 2008 4:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). My husband and I have taken actions in the past in support of ethanol because we understood it was "green." At the time it was the only information we could obtain. The proliferation of misinformation is increasing.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to consider the best science regarding possible fuels while we also focus on reducing the amount of any kind of fuel we need through better mileage, alternative technologies, and public transit.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Toby Bernstein

## **Martin Falk**

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July 4, 2008 4:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The production of corn based ethanol is not only inefficient but causes a huge deficit in available food products. Please consider the total picture of production expense and the secondary affect of food reduction and cost increase for the whole world. There are better ways to find alternate fuels!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martin Falk

## **Emilie Pechuzal**

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July 4, 2008 4:26 PM

Chairman William Kovacic

Subject: Responsible use of ethanol

Dear Chairman Kovacic,

I am a citizen who is very concerned about global warming and the health of our natural environment. I feel very strongly that alternative fuel sources such as ethanol need to be carefully and responsibly advertised and used.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Emilie Pechuzal

**Carol Godwin**

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July 4, 2008 4:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its guide for environmental marketing and advertising. Please review the information on biofuels. Why are we using an expensive food crop like corn to make these fuels? We can make it cheaper with other produces. Brazil does. So can we.

Please look into this issue.

Carol Godwin

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Godwin

## **Raymond Wager**

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July 4, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The other important factor is the sharp increase in the cost of food due to the diversion of corn to produce this ill-advised product. This shortage of corn has had a negative on food cost/supply around the world. Arthur Daniel Midland et.al. are the real beneficiaries of this product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Raymond Wager

## **Elizabeth Winder**

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July 4, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an owner of a car that runs on diesel or biodiesel I have a personal and immediate interest in biofuels as well as being concerned with the bigger picture.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elizabeth Winder

**Frank Brice**

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July 4, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol for gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-based ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frank Brice

**Karen Eliot**

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July 4, 2008 3:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, and for similar reasons, it takes 1.5 gallons of fuel to produce 1 gallon of ethanol. Do the math.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Eliot

**Sarah Viallard**

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July 4, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Wouldn't it be wiser to ensure that the automobile industry is doing its part by increasing engine fuel economy? They would also profit from it - Toyota's Prius hybrid is the most highly demanded car at this time, because of its high gas mileage. They might also think about the water based engines that were designed decades ago and locked away so that our oil-based economy would continue to profit the oil and auto industries. Just a thought...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sarah Viallard

## **Dena Leavengood**

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July 4, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides - Please address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This, combined with the increased marketing of corn for food, drug and other industrial uses, may prove to be the straw that "broke the camel's back."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dena Leavengood

**Nancy Warlick**

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July 4, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

My husband & I want to urge you to pursue wisely the course of action for biofuels. We are grandparents and know you planning will affect our grandchildren and their children. Please meet with others and make a bipartisan plan. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Warlick

**Se Etta Moss**

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July 4, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides need to show truth about ethanol

Dear Chairman Kovacic,

The "Green Guides" must be based on science and they need to provide the truth about corn-based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is your job to provide accurate information to the American public.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Se Etta Moss

**James Piani**

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July 4, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In my opinion, the only good ethanol is sugar cane ethanol!!!!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Piani

**Dick Hanusz**

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July 4, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

For the past year and a half, I have been concerned about the lack of honest discussion concerning bio-fuels. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements touting ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, the sharp increase in food prices raises a serious question as to the wisdom of using food as a gasoline substitute.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dick Hanusz

## **Mike Lynch**

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July 4, 2008 3:19 PM

Chairman William Kovacic

Subject: Tell the Truth About Ethanol

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Since you will soon review your "Green Guides", please take this into consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mike Lynch

**Anne Love**

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July 4, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The fossil fuel consumption of growing, processing and transporting corn-based ethanol fuel can be as great, or even greater than the savings in fossil fuels for which it is designed. As a scientist, I am aware of tremendous misinformation about the so called benefits of corn-based ethanol, so please, as you review the "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. There may very well be a place for biofuels in the mix of environmentally friendly energy alternatives to fossil fuels, but corn-based ethanol is not included

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anne Love

**Leslee McPherson**

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July 4, 2008 3:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A far better solution can be provided by Jack Newman and his group of scientists (contact Environmental Defense Fund) who genetically engineer yeast to produce bio-fuels including gasoline, diesel, and jet fuel. Their product is ready to be distributed and used by the transportation vehicles of today. It is far more cost effective than corn ethanol, especially since the corn shortage has driven up the cost of human food and animal feed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leslee McPherson

**Glenn Stuart**

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July 4, 2008 3:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review how today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) are being marketed.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, or, for that matter, reality. These "green" claims fail to include issues like fertilizer use, energy for processing, and land. Including such issues reveals that current corn ethanol production could actually produce more global warming pollution than regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Glenn Stuart

## **Cheryl Powers**

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July 4, 2008 2:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's get the whole picture correct and not go blindly into "solutions" that are worse problems for our already compromised environment.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cheryl Powers

## **John Gajewski**

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July 4, 2008 2:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is common knowledge that corn is not the crop to use for making ethanol. If we were lucky we may break even in oil consumption making the corn ethanol. Emission controls on every oil burner, higher fuel efficiency and a reduction in mass of those vehicles are true solutions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Gajewski

**Lana May**

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July 4, 2008 2:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Stop the False Advertising and Misrepresentation of a fuel that will cause MORE pollution than gasoline...ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lana May

## **William Ames**

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July 4, 2008 2:40 PM

Chairman William Kovacic

Subject: Ethanol advertising and Green Guides

Dear Chairman Kovacic,

The environmental benefits of corn-based ethanol are highly questionable. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Ames

**Paula Archer**

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July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please help the truth be known.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paula Archer

## **Anne Brooks**

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July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am concerned citizen who hopes to make a difference in global warming. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. But most people are not sophisticated enough to know that. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anne Brooks

## **JOSEPH A. MUNGAI**

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July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We were not given the truth about the Iraq war and now we know it was all about oil, a climate change producer. It is extremely important that we the people are told the truth about ethanol so that alternatives can be researched such as switch grass, sugar cane or other plant sources if needed. These are hardy plants that produce more energy per pound than corn and may be cheaper to grow.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
JOSEPH A. MUNGAI

## **Leigh Hill**

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July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Ethanol fuels need rethinking

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leigh Hill

**Kelly McConnell**

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July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Only the truth can save us. Allowing advertising that misrepresents or distorts the facts in order to enrich a few people or corporations will only ensure demise of millions of people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kelly McConnell

## **Marilyn Robson**

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July 4, 2008 2:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Misrepresentations surrounding ethanol are rampant in today's media. As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ads touting ethanol as a green alternative to gasoline have exploded recently. Commercials like General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when you consider fertilizer use, energy for processing, and land use, current corn ethanol production could well mean an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marilyn Robson

**Ben Cowitt**

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July 4, 2008 2:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please take a second look at this issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ben Cowitt

## **Leon Logan**

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July 4, 2008 2:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is important that the public be given the facts as prominently as the other advertising and at the same time and place.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leon Logan

## Gerri Reaves

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July 4, 2008 2:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Avoid leading Americans to believe that ethanol is the answer to our energy woes.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gerri Reaves

## **I'm For Drilling**

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July 4, 2008 2:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I'm For Drilling, Nuclear power plants and such. Electric cars may be the best solution for current transportation. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
I'm For Drilling

## **Gerard T. Dooney**

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July 4, 2008 2:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is NOT the answer and NOT a good alternative fuel!!!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gerard T. Dooney

## **Sabrina Wojnaroski**

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July 4, 2008 2:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It will be the role of the Federal government, as it always has been, to keep corporate America honest in its advertising. Another prime example, here in Pennsylvania, are the billboards splashed all over the Pennsylvania Turnpike which proclaim coal to be "green" using new technologies. This is a far cry from the truth, as anyone educated about these issues knows. In today's world, however, it is not possible for every citizen to be fully informed on every issue. They must rely on their government to protect them from the false advertising claims of corporate America, especially those in the energy and transportation industries.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sabrina Wojnaroski

**Jeff Archuleta**

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July 4, 2008 2:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Osama Bin Laden is Dead.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeff Archuleta

## **Terry Barber**

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July 4, 2008 2:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Actually, fuel from sugar beets is better. How about going with a crop that is environmentally more sound.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Terry Barber

## **Felicity Devlin**

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July 4, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is essential that claims of a product being environmentally-responsible are valid and that consumers are not misled.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Felicity Devlin

**Ann Tubbs**

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July 4, 2008 1:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Even though I consider myself a relatively well-informed citizen, I am confused about ethanol. Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ann Tubbs

## Catherine Sumner

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July 4, 2008 1:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The public and I need to know the real truth about these issues. Please help this happen!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Catherine Sumner

## **LeRoy Haynes**

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July 4, 2008 1:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

During my 38-year tenure as a professor of chemistry at The College of Wooster, I co-participated in or handled alone various courses that dealt with energy matters. Even in the 1980s the question of using ethanol produced from corn as an energy gain or loss was being debated. The proponents of ethanol by using the by-products as an energy source could argue that overall there was a gain in energy. Opponents questioned that assumption. Now that global warming is a factor, pushing ethanol as a solution to our energy problems is questionable.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
LeRoy Haynes

## **Rich InLove**

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July 4, 2008 1:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The question of " the real cost and impact " of fuels such as corn ethanol needs to be answered by thoroughly examining all aspects of its production and application.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rich InLove

**will gorenfeld**

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July 4, 2008 1:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
will gorenfeld

**Robert Allia**

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July 4, 2008 1:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You can fool some of the people some of the times... This is what is happening now, when promoters of corn 'biofuel' speak. We need a more scientific approach to what is really happening.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Allia

## **Burritt Lacy**

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July 4, 2008 1:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Here in the Midwest, the deception will be devastating for many ranchers led down this blind alley and worldwide we know we are causing starvation for the poorest people who can no longer afford to buy corn, their chief food staple!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Burritt Lacy

## Gregory Garnant

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July 4, 2008 1:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gregory Garnant

## **Robbyn Jackson**

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July 4, 2008 1:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Add to that the loss of cropland for food production as an increasing number of people in the world suffer from hunger and outrageous food prices, care must be taken before we rush headlong into this technology.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robbyn Jackson

## **Gertrude Barden**

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July 4, 2008 1:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your attention to this very serious matter. It is crucial that our country begin to make good energy choices. Our future and the future of the planet depend upon it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gertrude Barden

## **Marcay Dickens**

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July 4, 2008 1:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And, has the putrid smell emanating from the ethanol plants been considered?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marcay Dickens

**Cynthia Woscek**

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July 4, 2008 1:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also, exorbitant amounts of water are required in order to sustain corn crops. With water becoming more and more limited, this a double-whammy to our ecosystem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cynthia Woscek

## **Marilyn Lemmon**

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July 4, 2008 1:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of greenhouse gases over today's gasoline. It is also having an impact on world food prices. Ethanol fuel needs to be marketed only in accordance with the facts.

Sincerely, Marilyn Lemmon

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marilyn Lemmon

## **Edward Fauth**

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July 4, 2008 1:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In my state, Illinois, the preponderance of corn growing in our fields whai once grew soy beans and other useful produce is mute evidence that the balance of planting decisions has been slanted by incorrect advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edward Fauth

**Paul Herzig**

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July 4, 2008 1:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is your job to inform the public of all aspects of any alternative fuel so that good informed decisions can be made. We must not make our problem worse in the pursuit of trying to make it better. Ethanol bio fuel is NOT a good choice with the current choice of crop and production methods. The entire life cycle of a fuel MUST be considered.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paul Herzig

**william craig**

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July 4, 2008 1:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

i am suspicious of anything general motors says. sam

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
william craig

**John Hren**

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July 4, 2008 1:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's have an open, honest, and thorough public discussion about these issues and then decide what to do.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Hren

**Paul Rybski**

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July 4, 2008 1:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The Union of Concerned Scientists began its Smart Bioenergy Initiative?a guide to sustainable development of bio-based energy and fuels?with its report, Biofuels: An Important Part of a Low Carbon Diet<[http://www.ucsusa.org/clean\\_vehicles/vehicles\\_health/biofuels-low-carbon-diet.html](http://www.ucsusa.org/clean_vehicles/vehicles_health/biofuels-low-carbon-diet.html)>. This report notes that while biofuels such as ethanol and biodiesel could play a part in a low-carbon transportation fuels future, issues such as land use, crop type, and production, can actually cause some forms of bioenergy to end up producing more carbon than conventional gasoline.

In order to ensure a lower carbon path for biofuels, the report advocates for the government to conduct rigorous lifecycle carbon tracking of biofuels as part of a Low Carbon Fuel Standard (LCFS) that would seek to reduce global warming pollution from all fuels used in transportation. While a LCFS has yet to pass at the federal level, a revised version of the Renewable Fuel Standard (RFS) passed as part of the 2007 Energy Bill. By setting global warming pollution standards for renewable fuels and including a full lifecycle carbon tracking system, the RFS has the potential to lower global warming pollution from cars and light trucks by as much as 6 percent in 2022, while displacing about 15 percent of U.S. projected gasoline consumption.

However, the RFS does not regulate global warming pollution from existing biofuel producers. And the way current corn-ethanol is produced in the United States simply does not make it a low-carbon fuel. Indeed, in 2022 the low carbon fuels in the RFS should reduce global warming pollution by 6 percent, but according to one recent analysis, including indirect land use changes, the extra emissions from the unregulated corn ethanol could increase overall pollution by 5 percent, wiping out most of the benefits of the regulated renewable fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paul Rybski

**Chris Fried**

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July 4, 2008 1:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chris Fried

## **Thomas Olbert**

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July 4, 2008 12:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Every day, more of the precious Amazon rainforest, the Earth's single largest absorber of carbon dioxide gas, is being destroyed to make way for the production of ethanol corn.

And, as you know, the global food crisis is escalating. Soaring food prices in the U.S. and all-out riots among hungry populations in the developing world speaks of a growing disaster of epic proportions. This situation is being exacerbated by the excessive use of farmland for the growing of still more ethanol corn.

Clearly, the production of ethanol under present circumstances is causing more problems than it is solving. The public is becoming painfully aware of this. I hope you will take these developments into consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Olbert

## **Dwayne Hinton**

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July 4, 2008 12:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Removing ourselves from fossil fuel dependence is a step in the right direction; but, we must move intelligently, not in a knee-jerk reactionary method.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dwayne Hinton

## **Stanley Willard**

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July 4, 2008 12:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a member of a committee here in Port Townsend Washington charged with devising a plan to cut our greenhouse gas emissions to 80% below those found in 1990. I find it very disheartening to see advertisements that depict ethanol derived from corn as a "green" fuel when in fact it is less so than gasoline when all factors are taken into account.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stanley Willard

## **William Reynolds**

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July 4, 2008 12:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is beyond ridiculous that corn-based ethanol is allowed to be marketed as a pure and wonderful solution to global warming climate change when it is in fact not so. It is a lie and it is immoral. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

"Green-marketing" methods, such as General Motors' "Live Green, Go Yellow" campaign, are not based on proven facts. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production may actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Reynolds

## **Mathieu Carlson**

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July 4, 2008 12:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements for ethanol as a green alternative to gasoline have recently increased significantly. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually raise production of global warming pollution over levels caused by gasoline today.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mathieu Carlson

**Dana Gary**

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July 4, 2008 12:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a clean, green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. They are aimed to make people feel good about alternative fuels, sadly, while leaving out key facts and misleading them.

When all the issues involved (fertilizer use, energy for processing, and land use) are taken into account, the way corn ethanol is produced may actually represent a net increase in the production of global warming pollution over today's gasoline.

Truth in advertising, anyone?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dana Gary

## **Garland Bellamy**

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July 4, 2008 12:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The critical nature of the global warming/foreign energy dependence issue demands that the ethanol/energy used balance sheet be intellectually and factually honest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Garland Bellamy

**Renee Stern**

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July 4, 2008 12:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline are everywhere these days. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, try to create a perception of good environmental values but are not based on the facts. When environmental costs like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Renee Stern

**Mike Thomas**

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July 4, 2008 12:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol- or gasoline-powered vehicles.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mike Thomas

**Lena Rotenberg**

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July 4, 2008 12:36 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

In this age of global warming it is crucial that our nation make the right choices, which we can only do with accurate, truthful and unbiased information. It is crucial that the FTC regain the public's trust by publishing accurate data about ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lena Rotenberg

**Lynn Brown**

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July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently.

The use of corn also relies heavily for production into ethanol liquid coal. Liquid coal is one of the dirtiest fuels and so undermines the "clean" concept of ethanol.

There are many options for fuel not yet explored that could be cleaner to develop. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Although I commend the efforts to find alternatives, I cannot urge you enough to re-examine corn based ethanol and "flex fuel" ethanol or gasoline powered vehicles

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lynn Brown

## **Joanne La Barre**

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July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The public needs to know the truth. We have the knowledge to use alternative energy methods. Please don't let time be wasted by those wanting to point us down the wrong path.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joanne La Barre

## **Dolores Foscherari**

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July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Other sources for the production of ethanol need to be pursued: corn should be reserved for food production and animal feed only.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dolores Foscherari

**Laraine Turk**

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July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. PEOPLE FORGET THAT THEY MUST CONSIDER ALL THE CONNECTIONS AND OUTCOMES OF WHAT SEEMS TO BE A "GREEN SOLUTION" AT THE ENDPOINT. COMPANIES WHO REALLY WANT TO BE ENVIRONMENTALLY RESPONSIBLE MUST KEEP THIS IN MIND IN BOTH PRODUCT DEVELOPMENT AND ADVERTISING. YOUR ACTION CAN ADDRESS THIS SITUATION FOR ETHANOL.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laraine Turk

**David Weisman**

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July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of TODAY's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have EXPLODED recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Weisman

## **Mireya Landin-Erdei**

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July 4, 2008 12:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am alarmed at the great deal of misconception about the production and use of ethanol. Even members of the Congress are misled.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mireya Landin-Erdei

**Stephen Wyman**

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July 4, 2008 12:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-washing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not honest. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephen Wyman

## **Biefke Vos Saulino**

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July 4, 2008 12:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When will you guys get it! We need to get the gas out of our cars, buses and trucks. Lets tell the truth about so called "Fles Fuel" now before its too late.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Biefke Vos Saulino

**LeAnn Bjelle**

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July 4, 2008 12:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn based ethanol is also having adverse effects on the ability of many of the world's people to get the food they need to live. There is potential for many other biofuels that are more efficient and won't starve people to enable SUV's to drive our roads.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
LeAnn Bjelle

**Scott Bonner**

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July 4, 2008 12:17 PM

Chairman William Kovacic

Subject: Please review marketing of ethanol and Flex Fuel

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Bonner

**Llani Smarzo**

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July 4, 2008 12:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Sincerely, Llani K Smarzo

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Llani Smarzo

**Olivia Geri**

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July 4, 2008 12:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Common sense says invest in solar power.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Olivia Geri

## **Julian Kernes**

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July 4, 2008 12:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need biofuel from other sources not just what is promoted by the corn lobbyists.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Julian Kernes

**Gail Marsh**

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July 4, 2008 12:11 PM

Chairman William Kovacic

Subject: Green Guides need to address ethanol advertising

Dear Chairman Kovacic,

When the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, you need to review the marketing of corn-based ethanol and "Flex Fuel".

For instance, General Motors' "Live Green, Go Yellow" campaign is just a slogan, which is not supported by the scientific data. When all aspects of growing corn for use as a fuel are taken into account corn produces either no gain over gasoline--or it is even worse at producing global warming pollution.

The American public needs to be informed by advertising that is based on the facts as revealed by well-designed scientific studies, not by slogans dreamed up in an advertiser's committee meeting.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gail Marsh

**Evelyn Hayes**

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July 4, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Until ethanol can be made by recycling waste materials, I think it's a mistake to subsidize it or promote it as a green alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Evelyn Hayes

## **Richard Lawrence**

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July 4, 2008 12:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Putting it bluntly, as one who was involved in the original EPA study in the 70's that resulted in approval of ethanol as a motor fuel I observed then and it is still true today, that corn ethanol is not a solution to our fuel problems. It takes more energy to make it than it contains. The food for fuel issue has never been addressed. What it is and always has been is simply a farm subsidy issue.

Today it is also a "false hope" portrayed as a solution that it is not. False hope is worse than no hope because it takes us on a failed path when we should be working on real solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Lawrence

## **Thelma Fellows**

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July 4, 2008 12:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that even President Bush has spoken in support of corn-based ethanol. He, and his administration must consider all aspects of the issue from a scientific viewpoint before promoting it!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thelma Fellows

**Scott Sobel**

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July 4, 2008 11:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Further, any attempt at growing crops for fuel is inherently flawed. This puts food in competition with fuel. Rich people's need for fuel will always win over poor people's need for food. This is unconscionable.

If we are to go forward with ethanol as a fuel, we must ensure that we do not grow crops specifically for it. We may use other biomass, such as corn cobs and stalks. Algae farms in deserts may also be an acceptable source of biofuels. However, we must not use the food portion of the crop and must not use arable land to grow crops specifically for fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Sobel

## **Marcia Cooperman**

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July 4, 2008 11:57 AM

Chairman William Kovacic

Subject: Green Guides MUST Address Ethanol Advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marcia Cooperman

**Claire Eamon**

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July 4, 2008 11:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that now it is more crucial than ever to insist on the truth in matters of environmental marketing and advertising. Consumers ought not be tricked into purchasing something they believe will reduce pollution.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Claire Eamon

**V. Perkins**

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July 4, 2008 11:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, ARE NOT BASED ON GOOD SCIENCE. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
V. Perkins

## **J. Matthew Coale**

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July 4, 2008 11:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As we enter a new awareness regarding green products and alternatives it is of vital importance that these issues be addressed correctly and on sound scientific bases. Though it's a complex issue it's time to be straight up on these question and take action. It's time lead us on the correct path.

Matthew Coale

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
J. Matthew Coale

**Darin Somma**

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July 4, 2008 11:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

For the love of Mother Earth and all humanity, do something!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Darin Somma

## **Karen Burtness Prak**

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July 4, 2008 11:32 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the way corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) are being marketed.

Recently, we've seen an explosion of advertisements pushing ethanol as a green alternative to gasoline. These green-marketing techniques -- General Motors' "Live Green, Go Yellow" campaign is only one example -- are not based on sound science. Indeed, when one considers such issues as fertilizer use, energy used during processing, and land use, today's corn ethanol production may actually produce more rather than less global warming pollution than gasoline does.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Burtness Prak

**katharine dawson**

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July 4, 2008 11:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition to the above information, I believe growing corn to make fuel is an act of immorality. It's bad enough to walk the world in America and see the deleterious effects of corn in the American food business--diabetes; worse is the idea of growing corn to make fuel so that Americans can continue to ride their snowmobiles, riding lawnmowers and jet skis. Yes, I am writing in hyperbole but we all know the wastefulness Americans have been encouraged to indulge in. Wasn't it twenty or thirty years ago that scientists were expressing concern for the watertable in the Midwest, affected as it was by fertilizers and overuse. I drove through Iowa in the '90's--irrigation all the way through the state. Will the water last? Cannot Congress steer the farm industry toward crops that require less fertilizer and water, and can promote the health of humans and other species? Let's face it! The family farms are gone; it is big business in agriculture. And it's time for a change in direction. Let's see some leadership and in your face politics for a change.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
katharine dawson

**Myra MacDonald**

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July 4, 2008 11:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please insure that all advertising of ethanol contain information that accurately reflects the real cost to the environment of its production.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Myra MacDonald

**Maria Studer**

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July 4, 2008 11:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We need scientifically sound solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Maria Studer

## **Edward L. Scott**

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July 4, 2008 11:29 AM

Chairman William Kovacic

Subject: Green Guides should eliminate false ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to eliminate the false claims foisted on the US public in the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, falsely wrap themselves in the mantle of science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production most likely represent an increase in the production of global warming pollution over today's gasoline. Also important to consider is the rapidly growing dead-zone that unequivocally exists in the Gulf of Mexico that affects the critical ability of the US to harvest food from it and exacerbates the negative effects on overall food prices that diverting corn from food chains to energy production has.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edward L. Scott

**Nancy Kurtz**

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July 4, 2008 11:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the guidelines for environmental marketing are reviewed by the FTC, please consider carefully the best available scientific data. I am concerned about the use of ethanol as an alternative to gasoline since there are many other issues involved in the production of ethanol which also consume energy and contribute to global warming, such as fertilizer use & production, and processing and transportation of ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Kurtz

## **William Leimbach**

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July 4, 2008 11:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Clear and scientifically based evidence regarding the effectiveness of ethanol must be presented to all concerned.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Leimbach

**Shirley Rice**

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July 4, 2008 11:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can learn a lot from Denmark. They are producing electricity with windmills (and other innovative ways) and then thinking of storing the energy in car batteries belonging to the population. Of course, it involves industry cooperating with government. It means industry can't go its own way as it wants. But, this is what makes the Danish people so happy. They know their government is going to take care of them and do the right thing. We certainly don't have that sense here. Our government is going to take care of industry because they are one and the same and industry doesn't give a damn about the population - only its bottom line.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Shirley Rice

**David Starr**

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July 4, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Clearly, ethanol is a hedge against petroleum importation/use. This is an important consideration as well. However when weighed against the inflation in food prices and the negative effects on global warming, the benefits are mitigated. What's important is to have a transparent debate about the benefits and indirect costs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Starr

**andrew lenz**

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July 4, 2008 11:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs), supposedly the salvation of peak oil times.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
andrew lenz

**casey carroll**

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July 4, 2008 11:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

On September 15th of this year in Oregon it is mandatory that we use 10% ethanol. We will be relocating.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
casey carroll

**Jay Roelof**

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July 4, 2008 11:10 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I note that ADM no longer advertises on Public Television and, although I'm sure that PBS misses the funding, they don't miss being part of the "big lie" being perpetrated by both the Bush administration and the farm lobby. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jay Roelof

**edgar gehlert**

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July 4, 2008 11:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I am still in favor of the Flex Fuel vehicle using ethanol (not from corn) methanol and alcohol. Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
edgar gehlert

## **Jen Wichman**

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July 4, 2008 11:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please take action on this issue. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jen Wichman

## **Helen McGinnis**

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July 4, 2008 11:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Not only are the environmental benefits misrepresented, but ethanol production is depriving people of food and taking land out of conservation reserves.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Helen McGinnis

## Judith McCarthy

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July 4, 2008 11:06 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, food crops for use as fuel are not dependable. Floods, droughts, and disease could wipe out expected yields. And feeding cars rather than people is a poor trade. Until a biofuel source that does not require fertilization, that can be harvested economically, and that does not reduce a people's food source can be determined, I think there are better "greener" sources for renewable energy, some of which are already in limited use; like solar, wind, and geothermal power.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judith McCarthy

**B Watt Jorck**

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July 4, 2008 11:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Indiana is a corn-producing state, but I don't want misuse of our corn used to produce more climate problems as well as increasing world hunger.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
B Watt Jorck

## **Michelle Gochanour**

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July 4, 2008 11:01 AM

Chairman William Kovacic

Subject: Make truth in ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michelle Gochanour

**Shane Evans**

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July 4, 2008 11:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn-based ethanol is not the answer. To be viable, we must find an efficient, cost-effective, technique that extracts ethanol from the whole plant. Until that time, corn-based ethanol is not an improvement over oil.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Shane Evans

## **Ron Firgens**

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July 4, 2008 10:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As one of the worlds leading agricultural producers we should look toward feeding people with our crops not wastefully using them on fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ron Firgens

## **Andrew Fisher**

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July 4, 2008 10:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Andrew Fisher

## **Jodi Sherman**

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July 4, 2008 10:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When fuel alcohol promised promise in conjunction with aspiration of saving the world, made sense--but, like the pur drinking water stills that went hand in glove with alternative fuel, and that would save the planet... there was the question.. what to do with the waste... and how to minimize problems of production. This is 1980-something i'm talking about, and here we are, still searching. Please, before more negative impact accrues and As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We can revise and refine the processes that would make fuel alcohol production a sane, responsible, no-impact choice for our planet.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jodi Sherman

## Jeff Tague

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July 4, 2008 10:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also, when using corn for ethanol instead of other alternatives such as sugar, or switchgrass, the efficiency from turning corn to ethanol is extremely low in comparison. Ethanol production is also driving up corn prices globally, which increases all food prices and is a leading factor in the US inflation scares.

Ethanol production from corn is a no win situation in terms of environmental effects and economic stability regarding independence from foreign oil. Do something now!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeff Tague

## **Jason Goldsmith**

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July 4, 2008 10:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I'm writing to urge the FTC to review the marketing and advertising of corn based ethanol as an environmental alternative to gasoline.

My concerns are that ethanol may not be that good for the environment and may in fact be worse for global warming. Based on scientific studies, when such factors as fertilizer used, energy for processing, and land used are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jason Goldsmith

**Carol Wagner**

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July 4, 2008 10:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Using food for fuel does not make sense! Besides it takes more energy to make ethanol than you get out of it!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Wagner

## Christine Nall

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July 4, 2008 10:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition it is not only rising "energy costs" that have made food more expensive, but the use of corn for ethanol is directly related. A recent university study (the UCLA I believe) showed that it can take up to 420 pounds of corn to produce ONLY ONE GALLON OF ETHANOL. The supply/demand factor in the economy has caused the prices of food to rise drastically because it is used as a staple grain for many around the world and as a main ingredient in livestock feeds. I have read that in some cases farmers now find it is cheaper to feed their pigs chocolate than corn feed. Ethanol is also linked to decreasing engine performance and gas mileage. This "gree solution" has caused global famine and is most likely one of the greatest causes behind rising gas prices and a collapse in the economy. Please put an end to this insanity.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christine Nall

**naomi zurcher**

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July 4, 2008 10:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Corn, just as a crop is problematic. It is classified as one of the "heavy feeder" crops, destroying the soil and not recommended for repeat planting. In addition, the relationship of ton of corn to viable bio-fuel end product clearly does not provide a viable solution to our energy problem.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The focus on corn as our "energy salvation" is the extraction industries' delusion and a way of circumventing alternatives that will truly address the problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
naomi zurcher

## **Margaret Caulson**

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July 4, 2008 10:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to attend this message. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Margaret Caulson

**Susan Anderson**

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July 4, 2008 10:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn-based ethanol is not the solution: it is inefficient and threatens the world's food supply. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Anderson

## **Brian Pankuch**

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July 4, 2008 10:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The overall question of whether ethanol is good for the environment is quite complicated and even experts disagree on how to calculate the overall benefit. It will take some doing to find the best answer, but it should be made clear that ethanol from corn is not the only answer and probably not the best answer.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Brian Pankuch

**elizabeth t. Rockwell**

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July 4, 2008 10:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please give fair consideration to other products that can be converted to ethanol cheaper and with less production of pollution

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
elizabeth t. Rockwell

**Joanne Wheeler**

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July 4, 2008 10:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

**ETHANOL IS NOT WHAT IT IS ADVERTISED TO BE--IT IS AFFECTING FOOD PRICES, FARMERS, CONSUMERS, THE WORLD. THE FALSE ADVERTISING FOR THE PRODUCT IS UNETHICAL.**

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joanne Wheeler

**Lynn Glorieux**

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July 4, 2008 10:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lynn Glorieux

## **Nancy Churchill**

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July 4, 2008 10:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) during the crucial Federal Trade Commission review of its "Green Guides" for environmental marketing and advertising.

I, myself, in an effort to help the planet, have erroneously bought into Environmental advertisements for ethanol as a green alternative to gasoline which have exploded recently. I am appalled to learn, now, that these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Imagine my horror to learn that, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline!

But it is important to producers, such as Archer Daniels Midland, to continue to continue to rake in profits from ethanol as an alternative, whether or not they are aware that it is actually harmful to the environment. It's time to hold them to account.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Churchill

## **Dave Luckens**

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July 4, 2008 10:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. p.s.,i'm far from an expert on this matter,but i'd like to see your agency examine the role of adm in the marketing of "today's ethanol",also i'd like to better understand why sugar based ethanol ala brazil is being squeezed out of the picture.thanks.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dave Luckens

## **Irving Lillien**

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July 4, 2008 10:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Most are nothing more than marketing gimmicks devoid of sound scientific foundation, such as General Motors' "Live Green, Go Yellow" campaign. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Irving Lillien

## **Elizabeth Leigh**

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July 4, 2008 10:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The even more important aspect of it for me is that corn is FOOD, and using it for driving is sinful. There are vastly better plants for making ethanol, the best being old ditchweed, industrial hemp (NO psychoactive elements!), grows without any fertilizers or pesticides or genetic modification, and is essentially unexploited in the US right now. The founding fathers required its growth, even not knowing what wonderful things it can be used for.

Sincerely, Elizabeth Leigh

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elizabeth Leigh

## **Constance Del Nero**

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July 4, 2008 10:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We haven't a moment to lose! We **MUST** begin tackling the problem of energy production and global warming. While we must develop fuels different from the gasoline we currently use, it should be clear that the solution **MUST** offer an improvement and not simply a diversion. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I don't believe that ethanol is the solution to our problems.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Constance Del Nero

**John Nelson**

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July 4, 2008 10:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Ethanol in lex fuel cars could be a useful interim solution, but corn based ethanol is not rational. If fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Nelson

**Susan Mankin**

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July 4, 2008 10:07 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I fear the support for ethanol is simply another veiled giveaway for the corporate farming corporations. I'm not a conspiracy theorist, but this seems very transparent. Otherwise why would the FTC be promoting an inefficient fuel?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Mankin

**Jane Markham**

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July 4, 2008 10:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Bad idea making a fuel alternative out of a major key stone food source you guys have got to stop and think about the consequences of your actions! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jane Markham

## **Carl Homan**

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July 4, 2008 10:04 AM

Chairman William Kovacic

Subject: my concerns about ethanol use and advertising

Dear Chairman Kovacic,

What's up with the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I believe those who are telling me that advertisements for ethanol as a green alternative to gasoline are not based on sound science, and that so-called green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are presenting it as if it is sound science.

I believe that, when issues like fertilizer use, energy for processing, and land use are taken into account, corn ethanol production will actually do more harm than good.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carl Homan

## David Kendall

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July 4, 2008 10:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am also concerned that diverting corn from the food stream where it is essential, to the fuel stream where less expensive alternatives for biofuels are available is not wise. We are upsetting the economies of friendly countries which depend upon corn as a vital food, unnecessarily inflating their prices. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Kendall

**Diana Jonen**

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July 4, 2008 9:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC is in the process of reviewing its "Green Guides" for environmental marketing and advertising, I urge you to examine the facts on corn-based ethanol and "Flex Fuel" vehicles.

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over gasoline.

We must be scientific and not use food for fuel when its production possibly consumes more fuel than it produces. Farmers are reaping temporarily huge profits from growing corn for fuel, but suffering losses in trying to raise livestock - the corn they need is no longer affordable as FEED!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Diana Jonen

**James Thomas**

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July 4, 2008 9:48 AM

Chairman William Kovacic

Subject: Honesty Is Always The Best Policy

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Thomas

## **Melissa Howse-Willard**

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July 4, 2008 9:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertisements

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have practically exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Melissa Howse-Willard

## **Elizabeth Wheat**

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July 4, 2008 9:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) so that they accurately portray the facts.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elizabeth Wheat

**Mark Bennett**

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July 4, 2008 9:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the FTC reviews the "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

By all accounts, the "Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark Bennett

## **PHOEBE TURNER**

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July 4, 2008 9:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). ETHANOL IS AN ABUSE OF THE ENVIRONMENT AND CAUSES INFLATION IN FOOD COSTS.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
PHOEBE TURNER

## **Peggy Cavanaugh**

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July 4, 2008 9:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to carefully scrutinize the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

It appears to me that environmental advertisements for ethanol as a green alternative to gasoline are frequently misleading and do not take into account the environmental costs of ethanol production. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peggy Cavanaugh

**Joel Gordon**

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July 4, 2008 9:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

"As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline."

While the above quotation is not in my own words, I believe the content is scientifically correct.

Yours,

Joel E.Gordon

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joel Gordon

## **Suzanne Nordstrom**

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July 4, 2008 9:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

What we really need is a Marshall Plan to create mass transit in this great nation of ours! The urgency of this issue cannot be downplayed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Suzanne Nordstrom

## **Martin H. Stevens**

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July 4, 2008 9:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental ads for ethanol as a green alternative to gasoline have exploded recently; many are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually result in an increase in the production of air pollution over straight gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martin H. Stevens

**Ann Tracy**

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July 4, 2008 9:19 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have a good deal of trust in the Union of Concerned Scientists, and I have read their information regarding concerns around the production of ethanol. I am forwarding their letter to you, with concerns on my part.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ann Tracy

**Tim House**

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July 4, 2008 9:18 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The purpose of finding new fuels ought to be to reduce global warming and create energy independence. It is NOT to create more business for corn agri-businesses.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tim House

## **Medini Longwell**

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July 4, 2008 9:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

More and more Americans are calling for cleaner and cheaper alternatives to gasoline, and I am among them. However, I do have serious reservations about using food products when people and livestock need this food and other, better alternatives are available.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Medini Longwell

## Mary Callaway

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July 4, 2008 9:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, I have a Honda Civic Hybrid and have found that when I put gas that has ethanol added in my car, I get 4 to 5 miles less per gallon (approx 36 to 38 mph). So ethanol doesn't help the environment as much as proponents would have you believe. By paying a few cents more per gallon for gas without ethanol my car gets 42 to 44 mph. And friends and neighbors have told me their lawn mowers have to be filled more often also.

So please take this into consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Callaway

## Arthur Swers

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July 4, 2008 9:11 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to know the facts, so that we can act upon them while there's still time.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Arthur Swers

## **Josh Abbey**

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July 4, 2008 9:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Bureaucrats and politicians only listen to scientists when it suits their own agendas. If you want a better weapon, or mousetrap, you go directly to scientists and engineers. When you don't want to listen to them because they warn against the financial interests of lobby money you take... you label the same scientists and engineers as kooks and tree huggers. Scientists become green nuts with a doomsday message.

Life on earth will NOT end due to global warming. However, conditions that make human life ideal WILL end due to global warming. Many species will survive the climatic shift. Life on earth will go on. But it might not include many land mammals. Sharks and cockroaches will still be plentiful - so crooked politicians and bureaucrats will survive in spirit.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Josh Abbey

## **Fred Gutnick**

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July 4, 2008 9:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I ask the Commission will do all in its power to monitor and establish progressive and forward thinking guidelines for the marketing of biofuels, such that we quickly reduce our overall carbon footprint and quickly reign in and control mankind's contribution to global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Fred Gutnick

**Lee Sorensen**

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July 4, 2008 8:58 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to false claims being made the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lee Sorensen

**Larry Canino**

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July 4, 2008 8:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I support alternative fuels that reduce greenhouse gases but WE NEED TO BE SURE the purported reductions are based on sound science. When fertilizer use, energy for processing, and land use are taken into account, CURRENT corn ethanol production MAY increase the production of global warming pollution relative to gasoline. I am an engineer by trade who purchased a 2002 Dodge Caravan which can run on E-85, but (even after some investigation)it is not clear to me if filling it with this fuel produces more or less greenhouse gases than using conventional gasoline. But what is clear is that the flood of GREEN advertising is grossly overselling benefits (if any)of CORN ethanol.

Larry Canino

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Larry Canino

**C.S. Russell**

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July 4, 2008 8:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an organic chemist and biochemist and obviously don't slavishly believe what is fed to the public by special interests.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The world food supply is being impacted and compromised by this foolhardy, precipitous policy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

C.S. Russell

Dept Chem %pa\_address% Biochem, City College-CUNY

## **Wilson Lutz**

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July 4, 2008 8:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is imperative that the FTC make increased use of scientific consultants as it reviews and passes judgment on various forms of "green fuel" advertising.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Wilson Lutz

## **Barbara Beer**

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July 4, 2008 8:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Will you finally do the right thing for earth life after you try everything else?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Beer

**Mark Schindler**

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July 4, 2008 8:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to use the fuel that with processing absorbs the most carbon.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark Schindler

## **Kurt Lightfoot**

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July 4, 2008 8:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you can see by these letter campaigns, we are watching and we do care. America is waking-up.

You're important --- please help by doing the right thing, not the neo-con thing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kurt Lightfoot

**Kurt Roth**

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July 4, 2008 8:17 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution (i.e., greenhouse gas emissions) relative to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kurt Roth

## **Carol Rasmussen**

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July 4, 2008 8:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also the use of ethanol seems like a way to justify, sustain and increase the corn subsidies that are already ruining the American farm, keeping farmers from growing anything else, and continuing to support the terrible corn syrup diet this country is surreptitiously being feed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Rasmussen

## **Harold Bauer**

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July 4, 2008 8:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I purchased a conventional 2008 civic getting 40 MPG, too low mileage for me, because a plug in hybrid or truly highly efficient vehicle wasn't available.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Harold Bauer

## Chris Iosbaker

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July 4, 2008 8:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This information has been around for some time and I feel despairing of the continued marketing of biofuel made from corn not including the true cost of this fuel to the environment. I have many family still living in Iowa and having grown up there I am fully aware of the effects of changing this growing industry in this corn producing state. However, I am most interested in the planet as a whole and regret that the decisions to go ahead in such a big way and so quickly with the creation of this industry in Iowa was a mistake.

Please do what you can to be more honest in the marketing of this fuel and to encourage the industry to begin revamping their focus from corn to other more sustainable crops that could possibly be used for biofuel and less costly to the environment.

Thank you for your time.  
Chris Iosbaker

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chris Iosbaker

**john Cottone**

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July 4, 2008 8:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Recently the Physicians Committee For Responsible Medicine (PCRM) sued McDonald's for dishonesty in advertising about healthy food. The pointed out that food containing trans fats was not healthy food and they won in court.

Corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) are not an answer to our fuel problems and are not good for our environment. I urge you to review the marketing of these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign as they are not based on sound science and should be considered as dishonest advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

John Cottone PhD, ND.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the

appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
john Cottone

## **Dennis Sullivan**

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July 4, 2008 7:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline are everywhere. But these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When considering is given to the impact of fertilizer use and energy for processing, corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Sound policy must be based on honest assessments of the impact.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dennis Sullivan

**Jean Linn**

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July 4, 2008 7:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) when reviewing "Green Guides."

Concern for the impact scarcer corn supplies will have on the world food crisis in developing nations is one cause for caution. Another is that successful flex-fuel use in Brazil has come about through use of their excess sugar cane and plant-waste ethanol production, not through corn-based ethanol production. Corn is widely used as a feed grain and use for fuel could also result in much higher meat prices to US consumers.

Beyond these concerns, ethanol from corn could actually cause more problems than it solves:

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Contrast this with misleading advertising campaigns, such as General Motors' "Live Green, Go Yellow" campaign, which is not based on sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jean Linn

**John Gau**

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July 4, 2008 7:47 AM

Chairman William Kovacic

Subject: Misleading Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Domestically produced corn-based ethanol is a dubious response to energy and environmental concerns, although it may have political support from special interests.

Advertisements for ethanol as a green alternative to gasoline are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Gau

## **Jimmy Benton**

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July 4, 2008 7:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Another point related to this topic is the fact that corn is FOOD! Corn prices are rising rapidly, placing this worldwide staple out of the price range of poor people, who are starting to live on DIRT! How can this be right? It can't be OK for people to starve so that Americans can drive their "Flex Fuel" Chevy trucks to the mall.

Please help us to do the right thing.

Thanks

Jimmy

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jimmy Benton

**Elaine Mayer**

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July 4, 2008 7:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Fertilizer use, energy for processing, and land use for corn ethanol could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elaine Mayer

## **Jennifer Hixon**

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July 4, 2008 7:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please let's not waste this opportunity to make rational changes in our fuel supply! We don't want to exchange bad for worse.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jennifer Hixon

## **Kenneth Fogarty**

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July 4, 2008 7:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please be sure that the Federal Trade Commission includes in its review of the "Green Guides" for environmental marketing and advertising a careful analysis of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kenneth Fogarty

## **Leonard and Mrs. Ellen Zablow**

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July 4, 2008 7:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leonard and Mrs. Ellen Zablow

## **Jennifer Books**

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July 4, 2008 7:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for hearing what I have to say on this.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jennifer Books

**John Rhodes**

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July 4, 2008 7:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also I have noticed when I burn gas with the 10% blend my mileage is reduced greatly which means even more pollution is being introduced as I have to use more gas.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Rhodes

## Joseph Jackson

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July 4, 2008 7:27 AM

Chairman William Kovacic

Subject: Green Guides MUST address ethanol advertising!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline has exploded recently. These "green-marketing" techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production surely actually represents an increase in the production of global warming pollution over today's gasoline! This advertizing is, in reality, deceptive, and SHOULD probably make them a target for criminal prosecution!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joseph Jackson

**Jay Zoellner**

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July 4, 2008 7:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, WHEN ISSUES LIKE FERTILIZER USE, ENERGY FOR PROCESSING, AND LAND USE ARE TAKEN INTO ACCOUNT, CURRENT CORN ETHANOL PRODUCTION COULD ACTUALLY REPRESENT AN INCREASE IN THE PRODUCTION OF GLOBAL WARMING POLLUTION OVER TODAY'S GASOLINE.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jay Zoellner

## **John and Patricia Savage**

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July 4, 2008 7:24 AM

Chairman William Kovacic

Subject: ethanol advertising

Dear Chairman Kovacic,

We urge the FTC to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are inaccurate and deceptive. When issues such as fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your attention to our comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John and Patricia Savage

**Bruce Day**

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July 4, 2008 7:19 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

don't let the ag lobby buy yuu -

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bruce Day

## **Hal B. Anthony**

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July 4, 2008 7:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Additionally, ethanol's slight moisture content ultimately causes shorter engine life, especially in small motors. In autos, it causes fuel filter and fuel pump clogging and wear. As a gardener, I can attest to the previous batch of ethanol several years ago causing grief to all my motorized possessions, and costing me over \$2,000.00 for a new "in-tank" fuel pump, filter, new mower, string trimmer, and chain saw. Nearly every gardener I've spoken with had a similar experience.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Hal B. Anthony

## **David and Caroline Tapia**

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July 4, 2008 7:08 AM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David and Caroline Tapia

**Mark Cave**

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July 4, 2008 7:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production will likely represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark Cave

**Jim Hunt**

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July 4, 2008 6:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you most kindly for addressing this issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jim Hunt

**Margo Morris**

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July 4, 2008 6:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

To use our precious resource, land and soil, to grow fuel and use more fossil fuel to plant and harvest and transport it in all phases is not a smart solution. Somehow we need to get out of the knee jerk action steps and into thinking, researching, and letting those who know how to do that do it!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Margo Morris

## Martha Hyde

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July 4, 2008 6:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, the actual cost of the fuel when all of the above are taken into account is far higher than the cost of gasoline. Other plant forms must be considered and it is rather stupid to just use corn for biofuels. The impact on the rest of the economy has already been felt in Brazil who has become energy-independent using soy, sugar and corn as biofuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martha Hyde

## **Sam Saltonstall**

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July 4, 2008 6:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It doesn't take a political scientist to realize that ethanol production by midwestern corn producers was a sweet deal from the start which will NOT benefit consumers or the environment.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sam Saltonstall

## **Wolfgang Loera**

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July 4, 2008 6:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn ethanol is a bunch of bullshit!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Wolfgang Loera

**Robert St. Pierre**

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July 4, 2008 6:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's not adopt another disasterous fuel like we did with gasoline. We need to keep working on a solution until one that truly solves our problem has been found. Corn based ethanol is a distratation at best.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert St. Pierre

## **George Wilkerson**

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July 4, 2008 6:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. That's not to say that hemp and sugar don't make good ethanol. But corn clearly doesn't.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
George Wilkerson

## **Roger Holmen**

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July 4, 2008 6:10 AM

Chairman William Kovacic

Subject: FTC "Green Guides" should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not the answer to climate change.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When all the issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Roger Holmen

## **Richard Solomon**

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July 4, 2008 6:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you know the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising.

I am writing you to today to urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, being used for ethanol are not based on sound science. This campaign does not take into account issues like fertilizer use, energy for processing, and land use.

In fact, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Solomon

## Lee Dimin

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July 4, 2008 5:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The Union of Concerned Scientists began a Smart Bioenergy Initiative ? a guide to sustainable development of bio-based energy and fuels?with its report, Biofuels: An Important Part of a Low Carbon Diet. This report notes that while biofuels, such as ethanol and biodiesel, could play a part in a low-carbon transportation fuels future; however, issues such as land use, crop type, and production can actually cause some forms of bioenergy that end up producing more carbon than conventional gasoline.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The search for alternate fuels must be expedited and must extend beyond areas already considered. Can the heat of an engine produce enough steam to be a possible alternate fuel - but how do we heat the engine?  
Can hydro-electric power run our vehicles, with water powering the recharge of batteries?

We put a man on the moon - this problem should be a lot simpler - it just needs a similar investment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lee Dimin

## **Patricia Hubley**

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July 4, 2008 5:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Our efforts to reduce carbon emissions is and will continue to be thwarted if we continue to rely on using corn to produce ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patricia Hubley

## **Michelle Bergin**

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July 4, 2008 5:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Based on my past research and professional experience on atmospheric impacts of fuels and transportation, including work at the National Renewable Energy Laboratory, I am often surprised by general perceptions of alternative fuels' impacts on the environment. 'Alternative' transportation fuels are not always a lower impact choice. Please help remove the confusion around these issues, in particular with relation to ethanol, so that people can make choices based on accurate information.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michelle Bergin

## **Bill Haughton**

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July 4, 2008 4:45 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol seemed like a good idea..... but we're discovering that it just hadn't been thought all the way through.

Since we are actually making BACKWARD progress by using corn ethanol, we should be re-thinking that decision, but also making more information available to people about the true Green Value of this product.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bill Haughton

**Susan Bryan**

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July 4, 2008 4:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I hope you are an exception to the toadies (political appointees who give "no-bid" contracts to morally bankrupt associates) I have seen on C-SPAN, this can be a great country again.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Bryan

## **Kathleen Fowler**

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July 4, 2008 4:15 AM

Chairman William Kovacic

Subject: Green Guides: What about ethanol advertising?

Dear Chairman Kovacic,

The "Green Guides" are great, but need to include fuel advertising. I would like to see them address the misleading marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The marketing of ethanol as a green alternative to gasoline is deceptive since corn ethanol, as it is currently produced, could actually produce more global warming pollution than gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathleen Fowler

## **CHIEF DUBIE**

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July 4, 2008 4:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We could replace fossil fuel in less than 5 years, by replacing it with Hemp( the only thing that you can make from fossil fuel, that you can't make from Hemp, is pollution!!! We could replenish the forest, by making paper out of Hemp, thus replenish the ozone at the same time!!! We could end world hunger, because Hemp is the most nutritious food on earth!!! Save the corn, for the cattle!!! With Hemp's 50.000 uses, we could create enough jobs for every American!!! So is that actually why it's illegal???

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
CHIEF DUBIE

## Suruna Amerine

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July 4, 2008 3:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'm a beginner here, but I recall "prairie" grass as an alternative. I put it in quotes because I'm not absolute as to it's proper identifier. If all of the components to provide sufficient corn are negatively impacting the goal, why, and or who, is hocking this? It certainly isn't doing us any favors as consumers. How about we put a skid to this and evaluate just what the heck we're doing? I know, basically, we're on to something, let's get it right!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Suruna Amerine

## **Rodney and Terri Jones**

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July 4, 2008 3:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rodney and Terri Jones

## **Carolyn Beck**

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July 4, 2008 3:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am the daughter of a scientist who specialized in energy for most of his career until he passed away nearly two years ago. He presented at three national or international conferences since 2001, and after his 80th birthday. As such, I am appalled at the lack of logic and education with which our citizens, and often our elected officials make their choices for enthusiastic backing in the first case, and funding in the second. It astounds me that the public believes that the only emissions and energy use involved in fuel manufactured from corn and other alternative sources could be those emitted from their vehicle.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carolyn Beck

## **Barbara Kidd-Hoffmann**

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July 4, 2008 3:23 AM

Chairman William Kovacic

Subject: Just how "Green" is ethanol? Is the advertising false?

Dear Chairman Kovacic,

I have been doing a good bit of reading on ethanol and whether it really is such a eco-friendly fuel as it has been represented. I find the information below to be a good representation on what researchers have found and I hope you will take time to read it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Kidd-Hoffmann

## **W James Hadden Jr**

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July 4, 2008 3:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have seen reports that corn ethanol production has problems with the first law of thermodynamics. Then there are the gross distortions of traditional corn markets: the burdens, of course, fall disproportionately on poorer segments of the world's population.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
W James Hadden Jr

**Lucy Neale**

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July 4, 2008 2:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

No matter how well intentioned, unfortunately, the conversion of corn and soy into biofuel is not only wasteful of our food supply, the production of it actually could do more harm to the atmosphere than good. In addition, It raises the cost of our food not only locally, but ultimately globally, as it reduces the availability of such products for food and feed. Let's not put the world's food in our automobiles. There will be no shortage of demand for corn and soy without sacrificing it to fuel.

Let us notAs the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lucy Neale

## **Diedrich Schmidt**

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July 4, 2008 2:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Regardless of the political, personal, or religious beliefs of anyone, the important point is that the dissemination of accurate and truthful information is a priority for the future of humankind. It is critical that what companies, governments, agencies, and the media report is indeed accurate and as unbiased as possible in order to present the facts of the matter. Science and scientific evidence should not be used in a fashion to persuade others in believing a misrepresented information.

Please help to ensure that the people are accurately informed in order to make the best possible decision which allows them to achieve their goals, is in the public's best interest, helps in sustaining the economy, and limits the environmental impact we all make in our daily lives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Diedrich Schmidt

## **Carol Alleman**

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July 4, 2008 2:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The crisis on our planet is about more than running out of oil. We waste every precious natural resource: Air, water, soil, each other. Replacing petroleum products with other combustible energy sources will not solve the problems we face. It will only postpone our need to conserve and care for the limited resources of which we demand so much. We will still expose the planet to dangerous levels of damage that cannot be healed.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to practice and teach conservation and stop wasting what we have been given.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Alleman

## **Rosalie Sable**

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July 4, 2008 2:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We are at a pivotal point regarding our environment, and we need to make the right decisions and not jump on our horses and stampede off in all directions. Please consider this issue carefully.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rosalie Sable

**James Whitburn**

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July 4, 2008 2:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. ethanol is still needed but in conjunction with wind mills/nuclear power solar has anybody ever considered that electric eels make enough current to kill a man follow their lead must be something there we can learn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Whitburn

## **Joanne Kingsbury**

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July 4, 2008 2:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, ethanol is personally bad for my health, as I am allergic to corn, even having a cornstalk in the office where I used to work, caused a serious allergic reaction. I couldn't breathe and had serious chest pain. I had to get out of the office and go home, and was unable to return to work until they took the cornstalk out of the workplace. and I know I am not the only one allergic to corn. I cannot eat corn either.

Joanne Kingsbury

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joanne Kingsbury

**Julie Shearer**

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July 4, 2008 2:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

It is well known by anyone familiar with real science that ethanol production results in more toxic emissions than it is worth to convert to corn. Please don't allow the FTC to be used by special interests to promote corn use to enrich corporate corn growers and increase pollution. You can do a real service by holding to proven cleaner technologies and build trust in the agency you head and the important patriotic mission to help our country and the world.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Julie Shearer

## **Anthony D'Abbracci**

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July 4, 2008 1:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. It makes worse than zero sense to push a fuel that takes more energy to produce than it will deliver. Sounds like a special interest boondoggle to me, the taxpayer who suffers the economic consequences.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anthony D'Abbracci

**Sharon Hawks**

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July 4, 2008 1:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's tell the truth, the whole truth, and nothing, but, the truth.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Hawks

**Susan Johnson**

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July 4, 2008 1:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

General Motors' "Live Green, Go Yellow" campaign, is not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Johnson

**Gina Garcia**

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July 4, 2008 1:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use (destroying forests and wetlands which store huge amounts of carbon) are taken into account, current corn ethanol production dramatically accelerates global warming pollution more than today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gina Garcia

## **Ronald Fuchs**

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July 4, 2008 1:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The top priority should be reduction of consumption.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ronald Fuchs

## **Hugh Harwell, MRP**

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July 4, 2008 1:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and biodiesel and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. They are just another example in a long and disgusting history of corporate marketing deceptions.

Indeed, when factors like fertilizer and pesticide production, distribution and use; energy for planting, harvesting, processing, and transportation of biofuel; combustion products; and land use are fully taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, the abuse of diminishing agricultural soils to produce BTU-dense fuels instead of nutrient-dense foods is an utterly immoral choice of priorities that should be explicitly outlawed and should never be allowed without full source disclosure so that consumers can make smarter choices of which producers to patronize.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Hugh Harwell, MRP

**joanna mcclure**

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July 4, 2008 1:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We knew these costs back in th 70's. How could these mistaken ideas be promoted?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
joanna mcclure

**Priscilla Bradley**

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July 4, 2008 1:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And some people in the world are hungry. Corn should be used to energize people. If ethanol is developed, it should be made from grasses, etc. that can be grown on poor soils, without tilling or using fertilizers, pesticides, and herbicides.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Priscilla Bradley

## **Rebecca Hummel**

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July 4, 2008 1:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I feel it's very important for us to find alternative fuels, but we have to be accurate in advertising so we can discern which ones will truly bring an overall benefit to our world. Please help us all make sure that we're supporting only those alternatives that will actually make a difference for good and not those which will have serious negative side effects. We must have the whole truth in how each alternative energy will impact our environment so that proper and appropriate choices can be made by the consumers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rebecca Hummel

**A.E. White**

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July 4, 2008 1:24 AM

Chairman William Kovacic

Subject: Green Guides is to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
A.E. White

## **Lawrence LaVerdure**

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July 4, 2008 1:24 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is regrettable that some citizens are so eager to make money on corn-based ethanol that they are willing to misrepresent the efficacy of this product as a "Green" substitute for gasoline. Some regulation of these fraudulent claims is way overdue and I am hoping that when the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, that you will bring some honesty to advertising about corn-based ethanol and the so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lawrence LaVerdure

## **Trenton McKinney**

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July 4, 2008 1:18 AM

Chairman William Kovacic

Subject: Green Guides should address false ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn based ethanol is an awful alternative to gas and should not be subsidized. If we must have ethanol, then we should be using unfertilized switch grass based ethanol. However, if we want to really do the right thing, then pass stronger legislation for drastically improving fuel efficiency in all vehicles and stronger financial support for research for hydrogen fuel-cell and electric vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Trenton McKinney

## **Dona van Bloemen**

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July 4, 2008 1:11 AM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dona van Bloemen

## **Marty Shows**

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July 4, 2008 1:11 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). You have an important role to play in finding a solution to our energy problem. If we each do our part, we can solve any problem. We are a "can do" nation. We energy consumers are ready to sacrifice, conserve and do our part for our country. You are in a position to have an impact. Our country will thank you.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marty Shows

## **C. Phillip Houck**

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July 4, 2008 1:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol creates more problems than it solves, if it solves any problems at all. While increasing the cost of food, it does next to nothing to reduce the need for imported oil.

It is far better not to use biofuels if they can't be produced properly. Biofuels only have a place if they do not reduce the amount of land for food crops. The real replacement for gas is cellulosic butanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
C. Phillip Houck

**Tria Shaffer**

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July 4, 2008 12:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is not the answer to our energy needs. The use of ethanol has spurred food shortages, price speculation, and another stab in our weak economy. I have never been for the use of ethanol from the beginning because I grew up on a farm and know that it takes a lot of oil-based fertilizer to grow corn, which is a very heavy feeder of soil nutrients. In fact, you can only grow corn in a field for 2--3 years before it needs a rest. Please make sure people who do not know how corn is grown are given the correct information so they can make sound personal & environmental choices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tria Shaffer

**amy Shimmick**

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July 4, 2008 12:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Thank you for reviewing the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The industrial production of corn in the US is anything but green, and the myriad of products developed to consume the subsidy-driven excesses are not green solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
amy Shimmick

**Andi Weiss Bartczak, Ph.D.**

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July 4, 2008 12:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Andi Weiss Bartczak, Ph.D.

**Sandra Mursu**

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July 4, 2008 12:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, in this election cycle, it appears some would tout the 'virtues' of anything that might seem to ease energy costs as a way to gain support. The public must seek out the facts, rather than believe disinformation. Omission may be a valuable tactic, but the public and the environment are the losers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sandra Mursu

## **Stephenie Frederick**

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July 4, 2008 12:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The global climate crisis is real and upon us! Don't let business-as-usual greed destroy our planet and our species. We all need to hear the truth about ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephenie Frederick

## **Vitaly & June Volmensky**

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July 4, 2008 12:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vitaly %pa\_first\_name% June Volmensky

**Michele Shimizu**

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July 4, 2008 12:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline do not take into account issues like fertilizer use, energy for processing, and land use, which could cause an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michele Shimizu

**michael nola**

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July 4, 2008 12:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Given that corn based ethanol fuels used in FFV are actually worse than petroleum based fuel when all aspects of their production are considered, perhaps we should deal in a world of reality and not Madison Ave. hype if we are to confront the very real dangers we face from global warming. Facts are facts, no matter how we may wish them away, or are this quarters profits of more concern than the future of the only planet we have?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
michael nola

**Joanne Feldman**

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July 4, 2008 12:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Where is the funding for research on other sources of biofuel-miscanthus, sugarcane, kudzu, corn byproducts, etc.? Please do the right thing.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joanne Feldman

## **Bobby Baxter ~ Veteran & Marijuana Felon**

July 4, 2008 12:32 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Personal message,

I'm not going to bother with editing and rewriting an experimental composition from last year, puking dog ill from other of your perfidies, just for your stinking cheeks. So be smart, figger it out. Synopsis follows.

Topsoil. Thin and dieing. From you. It is our living flesh, as that you pinch with your hand to see if you are really mortal. I know you corpsefly buttwipes don't think you are, but guess again.

Are you going to sell our topsoil to US as ethanol? Massive amounts of it? There are ways to solve all this, but you poisonous vipers will stop that from being known, I'm a poster child for that one. 35 years now. You can't win this. You convict yourselves with your own flapping lips. I'm an old mechanic. The rubber do meet the road jocko, such as I see it, your foul lips are just another blowout trying to run US all into the ditch, The End.

Don't sell our living flesh to us as gasoline. And call monstrousness 'profit'. You die too.. you stinking idiots. I think Samuel Clemens put it pretty well, but I repeat myself.

Are you going to eat gasoline?

bon apetit

BobbyBaxter ~ \$Calculated\$ MilJetGun HCV CrossInfection & Marijuana 'thought crime' Felon

PS Are you any relation to cong/sin 'paid made' \$inator \$muck? Just wondered.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Bobby Baxter ~ Veteran %pa\_last\_name% Marijuana Felon

**J.B. Spickler**

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July 4, 2008 12:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I will not mention the effect on food prices which using corn for fuel for cars creates.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
J.B. Spickler

**Linda Pope**

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July 4, 2008 12:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As agricultural land is limited and already degraded, it is also important to take into consideration the increase in the cost of food as more land is used for fuel production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Linda Pope

## **Gretchen Goodman**

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July 4, 2008 12:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Honesty and transparency are vital in any hope of resolving our energy crisis. Please be truthful in communicating the real cost and environmental effects of corn-based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gretchen Goodman

**Sr.M. Amelie Hawxhurst,RSM**

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July 4, 2008 12:17 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I EARNESTLY URGE YOU to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, ARE NOT BASED ON SOLID SCIENCE--THIS IS DANGEROUS and VERY MIS-LEADING INFORMATION !!! Indeed, when issues like fertilizer use, energy for processing, and land use ARE TAKEN INTO ACCOUNT, CURRENT corn ethanol PRODUCTION COULD/WILL REALLY MIS-represent an INCREASE in the production of GLOBAL WARMING POLLUTION OVER AND ABOVE TODAY'S GASOLINE !!!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sr.M. Amelie Hawxhurst,RSM

## **Rick Vanden Heuvel**

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July 4, 2008 12:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol from corn is not the answer to climate change. Conservation and electric cars are a far more efficient road to take.

Take the corn out of ethanol!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rick Vanden Heuvel

**david melander**

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July 4, 2008 12:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The up shot is we need ultra light automobiles; inturn more mile to the gallon will result.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
david melander

## **Donlon McGovern**

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July 4, 2008 12:10 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are viable alternatives to corn based ethanol e.g. cheatgrass which should be exploited rather than such a valuable food commodity as corn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donlon McGovern

## **Robert Mihaly**

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July 4, 2008 12:07 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am concerned that today's advertising for ethanol is horribly misleading. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. That doesn't solve the problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Mihaly

**Loretta Robb**

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July 4, 2008 12:07 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please make sure the information being issued to consumers is based on the best available science. Thank you,

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Loretta Robb

**karen frank**

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July 4, 2008 12:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

T "looking good" techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Another more important concern is for livelihood and availability of food for poorer farmers in countries tht cannot compete with USA farmers massive production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
karen frank

**Mitchell Krasny**

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July 4, 2008 12:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The FTC should compare corn-based ethanol side by side with cellulosic ethanol (primarily from switchgrass, but also from wood chips, weeds, and other bio-waste). In addition to being three times less polluting than corn-based ethanol, switchgrass requires less fertilizer, ground, and water, grows faster, is more adaptable and hardier than corn, which makes much better food than fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mitchell Krasny

## **Carol Mone**

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July 4, 2008 12:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on fact. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Mone

**Denise D'Anne**

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July 4, 2008 12:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I am not willing to have the rest of the world starve so I don't have to feel guilty of driving my car by using corn-based fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Denise D'Anne

**Amy Umpleby**

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July 4, 2008 12:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Many green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn especially is a poor source for ethanol. Please review ethanol advertising carefully when you update the "Green Guides."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Amy Umpleby

## **ALICE BARTHOLOMEW**

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July 3, 2008 11:58 PM

Chairman William Kovacic

Subject: Green Guides Need to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please allow the "Green Guides" to tell the real truths.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
ALICE BARTHOLOMEW

**John Roshek**

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July 3, 2008 11:57 PM

Chairman William Kovacic

Subject: Marketing and advertising of ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Roshek

**noelle moyer**

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July 3, 2008 11:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please consider research and policy efforts which are guided by a set of core bioenergy principles to help guide us down the path to a cleaner, more secure energy future. They include:

1)Minimize global warming pollution 2)Combine bioenergy with efficiency, conservation, and smart growth 3)Protect public health 4)Promote ecologically sound bioenergy systems 5)Ensure bioenergy developments expand economic opportunity

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
noelle moyer

**Jan Garton**

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July 3, 2008 11:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The truth is that there are few "green" options when it comes to fueling our vehicles. Americans deserve the truth, and our planet's health requires us to make honest, informed choices -- including NOT driving.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jan Garton

## **Art Fitzgerald**

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July 3, 2008 11:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Keep in mind, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could very well represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Art Fitzgerald

**Joan Harris**

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July 3, 2008 11:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your consideration in this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joan Harris

## Joseph Venable

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July 3, 2008 11:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). To say that it's misleading would be too mild a criticism. It's dead wrong.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joseph Venable

## **David Hajicek**

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July 3, 2008 11:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn based ethanol fuel is a net energy loss. It also significantly reduces the milage of vehicles using it, further reducing any advantage it might have.

The price of corn has risen to the point where it is causing food crises in 3rd world countries.

Please eliminate Corn based ethanol fuel.

Corn based ethanol fuel is not the solution it claims to be. It is a dead end. It is worse than nothing.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Hajicek

**Sharon Morris**

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July 3, 2008 11:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently become ubiquitous. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on scientific analysis. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could represent an increase in the production of global warming pollution over today's gasoline.

Please include these considerations in the guide, since many Americans are unaware of the true costs and benefits of ethanol production.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Morris

## **Lucio Chiaraviglio**

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July 3, 2008 11:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is also true that ethanol production competes with food production at a time of rising food prices at home and increasing starvation in the world. Ethanol is neither green or healthy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lucio Chiaraviglio

## **Margaret Ingalls**

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July 3, 2008 11:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn based ethanol not only is not reducing carbon dioxide emissions, it is competing with land for food, which raises food prices. The addition of ethanol to fuel lowers gas mileage and forces refineries to make adjustments to prevent the increase in pollutants that comes from adding ethanol to gasoline. We cannot afford to encourage this fuel in any way.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Margaret Ingalls

## Allan Silverthorne

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July 3, 2008 11:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have proliferated widely recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production most likely actually represent an increase in the production of global warming pollution over today's gasoline. Besides this, and the serious driving up of food prices, the use of corn ethanol may be diverting attention away from real "green" alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Allan Silverthorne

## **Samantha Fairchild**

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July 3, 2008 11:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Why are we not growing hemp? But I digress...

Read this please As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Samantha Fairchild

**Ka Higgins**

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July 3, 2008 11:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ka Higgins

## **Larry Lambeth**

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July 3, 2008 11:25 PM

Chairman William Kovacic

Subject: Matter of great importance: ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Larry Lambeth

## **Evan Hazard**

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July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you review the "Green Guides" for environmental marketing and advertising, please look closely at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are scientifically suspect. When fertilizer use, energy for processing, and land use are accounted for, current corn ethanol production probably represents an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Evan Hazard

**Lynn Cascio**

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July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Another issue not addressed by the marketing of grain-based ethanol is what will happen to our food supply when huge tracts of farmland are utilized to feed cars and not people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lynn Cascio

**Karen Williams**

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July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Almost anything remotely connected with the word, "green", is invariably given a "green thumb(s) up"! When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Williams

## Catherine Stanton

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July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have also heard that it lowers mileage, and can damage engines in some way. Why not look at sugar, which Brazil has been using for years? They don't rely on gasoline.

Go! Tell it on the Mountain. I had to buy a Korean car to keep from going broke feeding my '87 Buick station wagon.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Catherine Stanton

**Donna Gelder**

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July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is not as fuel efficient as regular gasoline. Most drivers who use gasoline with even 10% ethanol added to their fuel have noticed a drop in fuel efficiency.

Consumers need to be told the truth so that they will be more willing to seek alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donna Gelder

**Mary Anderson**

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July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**FUELS DERIVED FROM CORN ARE NOT AS GOOD AS THOSE DERIVED FROM GRASSES.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Anderson

**Robin Gregory**

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July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides for ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robin Gregory

**S Paredi**

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July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

ASince the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently - they are misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Consider the fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in production of global warming pollution over today's gasoline.

This is to say nothing of the deleterious effect on the food market - corn scarcity and high pricing. Corn should not be used as a fuel base - unless only the waste -husks and cobs - are used.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
S Paredi

**Clark Davis**

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July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is disgraceful to use food to make gasoline to crybaby Americans can pay a dollar or so less for a gallon of gas. There are alternatives to use to make this crap and they should be explored. Let's use the corn to feed the hungry people all over the world. The United States has a big debt to pay to Humanity and so far we are way behind in the payments because of the monsters destroying this country today.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Clark Davis

## **Rod Stoick**

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July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We must advise the nation that the costs aren't really "green" with ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rod Stoick

## Edwin Stein

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July 3, 2008 11:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please don't fail to inform us of the truth about ethanol. The word on the scientific "street," backed up by convincing evidence and logical thinking, is that gallon for gallon, using current manufacturing processes, corn-derived ethanol will prove MORE polluting than gasoline. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol in mixtures for flex-fuel vehicles (FFVs) and to evaluate objectively its truthfulness, so that consumers can make wise, environment-saving choices.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques were not developed to save the planet but to sell more ethanol and ethanol-using vehicles--for example, General Motors' "Live Green, Go Yellow" campaign--and they are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It would be a horrible breach of public responsibility if the FTC, either by ignoring this marketing or accepting its falsehoods without objection, were to endanger our future on this planet. Please think "RESPONSIBILITY."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edwin Stein

**Steven Miller**

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July 3, 2008 11:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steven Miller

## **Judith Kahle**

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July 3, 2008 11:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn is probably the least efficient crop for the production of ethanol, and yet the corn lobby is pushing for increased corn production for that purpose, which is in turn driving up food prices and causing increased famine all over the world. At the same time, corn based ethanol is being marketed and touted as an efficient green product, which it is not. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judith Kahle

## **Fred Buckholz**

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July 3, 2008 11:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, in addition to driving up the price of food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Fred Buckholz

**Cecil Scott**

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July 3, 2008 11:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Information from authoritative sources like the Green Guides is critical to the choices consumers like me make every day. It is absolutely essential that this information be accurate.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cecil Scott

**Karen Jackson**

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July 3, 2008 11:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please pay attention to the studies that address this potentially serious misinformation dissemination.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Jackson

**gail xandy**

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July 3, 2008 10:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It's always easy to do the 'knee jerk' thing and jump on ethanol as the saving fuel. I'm glad citizens and politicians are being serious about global warming. There is still time to make sure ALL the facts are in. Review, review, review.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
gail xandy

**Danny Dyche**

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July 3, 2008 10:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as an environmentally sound alternative to gasoline have greatly increased recently. These marketing techniques, such as General Motors's "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Danny Dyche

## **Theodore VonBartheld**

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July 3, 2008 10:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have something that I am going to put right at the top of this letter READ THIS, IF IT IS SO GOOD, THEN WHY NOT MANDATE IT TO BE LAW AND PUT IN EFFECT IN 1 YEAR, SINCE IT IS ALREADY "EPA" APPROVED. If it is not their is a whole lot of lieing going on but what is new, Check this out, it is already out there and looks like it would save about 30% on gas and the environment. I can say I do not know but you people are getting paid to know so check it out.

It says: Earth Fuel Reformulator for gasoline or diesel engines "Any internal Combustion engine. It is called: Ethos - this it says is 100% Natural and Bio-Degradable plus Non-Toxic, Saves on Gas Bill, Double your Engine Life and Cut Your Pollution by 30%. If this is just one part true, we all need to be using it and since it is already on the market it would not be that hard to put into effect. Except for the Auto Makers, The Fuel Companies, Oil Companies, and anyone that makes any kind of Internal Combustion Engine.

Here it is check it out <http://www.thegassecret.net/> it says: Silent Running Engine, Cooler Running Temperatures and Increased Horsepower. With all that I have written down above, If it just dose part of it would it not be a good thing for everyone to have? CHECK IT OUT PLEASE FOR ALL OF U.S.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Theodore VonBartheld

**Robert Cox**

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July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol from hemp -switch grass would be the way to go. Much better than corn. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Cox

## **Mr. and Mrs. Gene and Doris Peters**

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July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for addressing this vital matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mr. and Mrs. Gene and Doris Peters

**cynthia true**

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July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

the scientists (on CSPAN 2006) said ethanol takes too much energy to make. that's the problem they thank you As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
cynthia true

## **Andrew Miles**

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July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is an absolute waste of resources to keep buying lipstick for this pig.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Andrew Miles

## **Anne Griffin-Lewin**

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July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol.

Cellulosic, not corn-based ethanol, is the biofuel of the future.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anne Griffin-Lewin

## **James Morrison**

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July 3, 2008 10:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover, the use of food (corn) to make ethanol has other disastrous consequences for the American and world food market.

Someone has to step up and rein in the misleading advertising and hype for corn-based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Morrison

## **Raymond Yurkewycz**

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July 3, 2008 10:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and engineering. Indeed, when all inputs & outputs to corn-based ethanol are considered, issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Raymond Yurkewycz

**Stephanie Grout**

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July 3, 2008 10:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Mahalo a nui (thanks very much).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephanie Grout

## Jeremy Winick

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July 3, 2008 10:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover the artificial high cost of corn ethanol has caused a renewed planting on marginal land that exposes soil erosion and can impact flooding as recently experienced in Iowa.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeremy Winick

## **William Skip Dykoski**

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July 3, 2008 10:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

No responsible conservation organization is saying anything but that corn based ethanol will increase the threat of global warming from our current practices. Return corn to feeding people, not cars.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Skip Dykoski

**Nicki Jimenez**

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July 3, 2008 10:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**THIS IS SO IMPORTANT!**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nicki Jimenez

**kay doost**

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July 3, 2008 10:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There is no question that we have to seek new ways to address the need for fuel, but we should not rush to an alternative that does not truly address the larger issue of serious pollution. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
kay doost

## **Henry Frank**

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July 3, 2008 10:28 PM

Chairman William Kovacic

Subject: Ethanol Advertising

Dear Chairman Kovacic,

Please review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental ads, such as GM's "Live Green, Go Yellow" campaign, are not based on sound science.

When you count issues like fertilizer use, energy for processing, and land use, corn ethanol production actually represents an INCREASE in pollution over today's gasoline.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Henry Frank

## **Susan Broadhead**

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July 3, 2008 10:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please attend to this message from the Union of Concerned Scientists. Its voice has real authority and deserves to be heard.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Broadhead

## **In reviewing the Green Guide Jacobs**

July 3, 2008 10:20 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

You have, no doubt, gotten lots of letters about ethanol advertising. Ethanol is NOT a solution to today's energy problems. It seems likely that its true cost is higher than gasoline and its impact on food prices is unacceptable. I urge you to make the producers of ethanol justify their claims, use sound science and not mis-lead the consumer.

In reviewing the Green Guide guidelines please make sure that claims for ethanol, as a fuel, are accurate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

In reviewing the Green Guide Jacobs

**Beth McClellan**

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July 3, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Beth McClellan

## Charles Andrade

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July 3, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, not to mention the impact on food prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles Andrade

**Karen McAnnally**

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July 3, 2008 10:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen McAnnally

## **Reed Buley**

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July 3, 2008 10:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

thank you for your time.

Reed Buley

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Reed Buley

**Susan Drees**

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July 3, 2008 10:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am also concerned about the global food crisis and the diversion of land and crops for fuel rather than food. This is not the quick fix that is advertised.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Drees

**David Jasper**

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July 3, 2008 10:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please abandon ethanol funding, development, and marketing. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually consume more 'foreign oil' than just burning gasoline. And on top of that we are burning food for fuel. It is a bad alternative. We can do better. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Jasper

**Tim Glover**

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July 3, 2008 10:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tim Glover

**Donald MacMullan**

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July 3, 2008 10:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

For the country's sake do the rational, intelligent thing instead of listening to the lobbyists and special interests: before the USA deteriorates further.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donald MacMullan

## **Emily Troemel**

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July 3, 2008 10:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol from corn is NOT a solution to our energy crisis!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Emily Troemel

## **Lawrence Thompson**

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July 3, 2008 9:58 PM

Chairman William Kovacic

Subject: Green Guides must address corn ethanol

Dear Chairman Kovacic,

The Federal Trade Commission will review its "Green Guides" for environmental marketing and advertising, and I urge you to review the marketing of corn-based ethanol. Phony environmental advertisements for ethanol as a green alternative to gasoline have become common. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on scientific thinking, but rather on a cynical public relations campaign. Using ethanol from corn is worse than using gasoline alone in terms of global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lawrence Thompson

## Howard McFann

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July 3, 2008 9:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other ways to obtain ethanol than corn, and these should be explored. Don't you realize the food shortage you are creating by taking valuable land away from foodstuff growing just to satisfy the corn and ethanol bloc?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Howard McFann

## **Robert Michael--Cerello**

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July 3, 2008 9:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have been increased shockingly recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. It is a concrete-bound unthinking attempt to replace one dangerous product, oil, refined into gasoline, with another; the trade-off, here as scientists tell us, depends on how the exchange is done--one cannot solve a problem of this sort without thinking.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is vital to our future.

Lies and fake advertisements by corporate polluters are not going to change anything. You can, and must.

This too important an issue to ignore. It's good for everyone if false advertising is stopped. Cold.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Michael--Cerello

## **John Rogers**

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July 3, 2008 9:50 PM

Chairman William Kovacic

Subject: Please apply Green Guides to ethanol ads

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Rogers

## **Newell Witherspoon**

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July 3, 2008 9:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Newell Witherspoon

## **Barbara Brandom**

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July 3, 2008 9:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a 50 something physician, I am VERY concerned about the state of the world that my children will inherit. We in the USA must develop and impliment responsible, effective energy policies. This MUST include a broad appreciation of environmental impact. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We CAN NOT afford to ignore this.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Brandom

## David Moutner

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July 3, 2008 9:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to address our energy needs, not by switching to similar combustion based alternatives but by investing in non polluting energy sources with true net energy yields and alternative propulsion devices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Moutner

## **Frank Heatherington**

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July 3, 2008 9:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are viable alternatives, such as home generated wind and solar power for plug-in hybrids. This beats the heck out of corn ethanol and palm oil diesel!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frank Heatherington

**Mark Lee**

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July 3, 2008 9:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Boondoggle...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark Lee

## **Deborah Steiner**

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July 3, 2008 9:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The ethanol business folks are feeding us a line. Please do all you can to study this issue and demand the truth from those in business, not just their 'bottom line'.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Deborah Steiner

## **Bernadine Wessel**

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July 3, 2008 9:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). In my understanding a Commission of your caliber must have all the facts from all the angles supported by scientists before making statements.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bernadine Wessel

## **Benjamin Sibelman**

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July 3, 2008 9:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the misleading marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

While marketing ethanol in general as a possible improvement over gasoline could help, it must be made clear that the only sources of ethanol that make sense in the long run are more efficient ones such as sugarcane, or preferably, grasses and agricultural wastes that are not also needed for food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Benjamin Sibelman

## **H.Marie Ostrander**

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July 3, 2008 9:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to get this right and soon. Let's not make the situation worse by trying to do something good. We may not get many chances to clean up the mess this civilization has made with the environment but our children's future will depend on changing what we are doing.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
H.Marie Ostrander

## **Alvin Hadad**

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July 3, 2008 9:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

ALSO: "as I understand it", it costs as much energy to grow and use corn as we can get from doing so. SUGAR crops, on the other hand, will provide "eight times" the energy than it costs to grow it. Corn is not the answer to our energy problems.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alvin Hadad

## **William Williams**

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July 3, 2008 9:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs), as the FTC reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global-warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Williams

**Jim George**

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July 3, 2008 9:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jim George

**John Gaffin**

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July 3, 2008 9:27 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Gaffin

**marcia Curran**

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July 3, 2008 9:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

You know this as well as I do, so please do the right thing for the future of this country and the world--make your decision on the full truth, not fantasy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
marcia Curran

## **Keitha Hudson**

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July 3, 2008 9:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why aren't we looking at grasses?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Keitha Hudson

**Marilyn Davey**

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July 3, 2008 9:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marilyn Davey

**Sten Mawson**

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July 3, 2008 9:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I know it sounded good at the beginning, but we must use the intelligence of science to guide our efforts, not just what "sounds" good when said by a proponent. So take a close look at corn-based ethanol independently of our desire to do something, anything about alternatives to oil based fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sten Mawson

**aiko sumida**

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July 3, 2008 9:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not the answer to global warming or pollution. I have some major concerns about touting it as the answer to global warming. Arizona has been using ethanol for a number of years during part of the year. I've talked to people who suffer from respiratory disorders and I hear that within a month of ethanol being used respiratory doctors' waiting rooms fill up. My doctor explained that a byproduct of burning ethanol is aldehydes; this includes formaldehyde.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
aiko sumida

**Maureen Roy**

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July 3, 2008 9:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We are not going "green" when we still need regular oil to mix with the corn oil. There are other resources for fuel. You need to take a harder look.

Send the corn to the starving nations of the world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Maureen Roy

**Ann Cockrell**

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July 3, 2008 9:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

For GOODNESS SAKES !! Sawgrass is the best for ethanol, requires no fertilizer. Corn must be used for food NOT FUEL.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ann Cockrell

## **Bruce Jackson**

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July 3, 2008 9:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is and always should be food. The answer to our current dilemma is making the Automotive companies produce cars that burn gas more efficiently by vaporizing fuel before combustion (better fuel delivery). And conversely making the Oil companies produce gas that will vaporize easier by adding esters to spread the fuel molecules apart more.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bruce Jackson

## **Robert Slatten**

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July 3, 2008 9:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

GreenFuel Technology creates biofuels using carbon dioxide and green algae that far exceeds the amount of ethanol that can be produced from corn, etc. A big plus is that it reduces our carbon footprint. Why isn't this process being looked into more closely. Coal being turned into liquid fuel is great but also produces a great deal of carbon dioxide.

Looks to me like GreenFuel technology and liquid coal should go hand-in-hand. The latest motto is: "Think outside the box"

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Slatten

**Stephen Mackessy**

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July 3, 2008 9:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. These factors must be added in to any truly scientific evaluation of the "green benefits" of corn-based ethanol production. Better yet, promote the use of cellulose to produce ethanol, rather than food crops.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephen Mackessy

## **Michael & Rachel Doran**

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July 3, 2008 9:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have expanded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also the energy gained verses the energy expended in ethanol production from corn is marginal at best. It is essentially a fruitless endeavor; a waste of time and energy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael %pa\_first\_name% Rachel Doran

**James M. Alex**

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July 3, 2008 9:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We desperately need to be smart about our energy policies, we cannot afford to utilize something like Ethanol that is creating more of a problem than its worth. The Government has to decide where the emphasis ought to be and then pursue that end with all figure with the private sector. Wake up Washington...we are sinking in a quagmire of despair,

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James M. Alex

## **Brad Burch**

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July 3, 2008 8:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I understand the Federal Trade Commission will review its "Green Guides" for environmental marketing and advertising, I urge you to look at the marketing and advertising of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Brad Burch

**Linda Whitworth-Reed**

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July 3, 2008 8:59 PM

Chairman William Kovacic

Subject: Address ethanol advertising in Green Guides

Dear Chairman Kovacic,

Please review and update the "Green Guides" for environmental marketing, especially ethanol made from corn and "Flex Fuel" ethanol/gas powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Scientists have been saying for several years with increasing certainty that when factoring in fertilizers, processing energy, and land use, corn ethanol as it is currently produced could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Linda Whitworth-Reed

**Josh Reese**

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July 3, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol has less BTU/gal.(reducing mpg and requiring MORE gasoline per trip), costs more to make than it's worth, is raising gas prices, is death to marine/and small power implements (even @ 10% blend) is raising food prices, is depriving people of regular food, and is undermining food bank resources. This is a non-solution to global warming. But a few big agribusinesses are going to get rich working this boondoggle! I'm mad as hell that this is being foisted on to the American people. Do the right thing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Josh Reese

**Alan Scott**

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July 3, 2008 8:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A second, but major concern, is the diversion of corn from the food chain to the fuel chain, and the worldwide effect this is having on food prices and availability. You can't blame the farmer for selling the corn to the highest bidder, but profit cannot be allowed to be the only factor in this critical matter.

Honest, and complete, advertising is fundamental to finding and building public support for the solutions that really work.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alan Scott

**Judi Poulson**

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July 3, 2008 8:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have 2 ethanol plants within 7 miles of our town! Maybe we can convert them to switch grass or something that is NOT food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judi Poulson

**John Hinnant**

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July 3, 2008 8:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an earth science teacher from North Carolina and am concerned about the ethanol boondoggle. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Hinnant

**amy pickering**

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July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Please alter Green Guides to address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
amy pickering

**David Mog**

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July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I write out of concern for our global future. Twenty-five years ago I worked as a staff officer at the National Academy on Sciences on a workshop that looked at liquid fuels from biomass. Based on the work of experts in a variety of areas, our report found that sugar to ethanol in Brazil made sense in terms of net energy output but that corn to ethanol in the USA was not a good prospect since the energy inputs were equal to or greater than the net output. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to take a careful look at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science that has only confirmed what we suspected 25 years ago: when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Mog

**Mary Bruce Snyder**

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July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global WARMING POLLUTION over today's gasoline! What an unfortunate misrepresentation of facts to the AMERICAN PEOPLE!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Bruce Snyder

## **William Degan**

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July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And there is also the issue of corn being needed more as a food and feed source. We could be pursuing other sources for ethanol...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Degan

**Donald Lyons**

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July 3, 2008 8:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I drive two older Flexi Fuel vehicles and would like to know that I am not defeating the purpose, promote Cellulosic Ethanol technology and production by getting the truth out.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donald Lyons

**Arlene Vogele**

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July 3, 2008 8:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Hydrogen would be a better energy source, because it emits water vapors.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Arlene Vogele

**Alex Oshiro**

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July 3, 2008 8:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We need the truth in advertising when it comes to the production of ethanol. in my lifetime i have watched the production of ethanol cause world food prices to rise across the board, this is not good for our survival & ethanol is to blame. Global warming is happening now we need to reevaluate what is more important food or fuel. we have the technology to move forward without hurting the earth or our food supplies why do we continue to make bad decisions. we need to move away from fossil fuel burning & develop clean renewable technologies that work with our planet and not against. i urge you to make the right decisions for us all and not a few self interest monopolies!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alex Oshiro

## **Marilyn & James Keegan**

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July 3, 2008 8:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

**!!!\*\*YOU NOW KNOW THAT CORN-BASED ETHANOL IS A POLLUTING  
DEAD END! SO HOW LONG IS IT GOING TO TAKE FOR YOU TO DO THE  
RIGHT THING FOR OUR GRAND CHILDREN AND YOURS AND THE PLANET?**

\*\*\*\*\*

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marilyn %pa\_first\_name% James Keegan

**Kate DeAngelis**

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July 3, 2008 8:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kate DeAngelis

## **Thomas Einstein**

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July 3, 2008 8:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Finally, it is also clear than corn-based ethanol would not be economically viable without government subsidies and the \$0.51/gal tariff on imported ethanol made from Brazilian sugarcane. It is also true that the fuel economy (i.e. miles/gallon) of ethanol is about 20% less than that of gasoline. And then, of course, there is its effect on food price inflation. All-in-all corn-based ethanol is a fraud.

Respectfully yours,

Thomas H. Einstein

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Einstein

**Richard Newmark**

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July 3, 2008 8:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing it becomes critically important to reject ethanol from corn as a "green fuel". The world wide grain shortage, exacerbated by flooding in the midwest and droughts in Australia and Spain, has caused prices for food to increase 50%. My niece is working with a non-profit school program in Cambodia and this year, for the first time, students are dropping out in 4th grade to go to work to pay for rice for the family since the cost of rice has doubled. Only ethanol made from switchgrass grown on land not suitable for farming should be allowed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Newmark

## **David Percival**

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July 3, 2008 8:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Let's please use truth and facts to arrive at real solutions to our problems. Science based truths would be nice.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Percival

## **James Bachman**

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July 3, 2008 8:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Has any responsible agency evaluated the REAL energy use when corn is turned into ethanol? I think it is essential to determine if we are actually saving fossil fuels and reducing CO2 by using corn based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Bachman

## Gene Marsh

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July 3, 2008 8:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It makes no sense to use ethanol if it does not accomplish the goals of reducing environmental impact of burning fossil fuel. For one thing the more acreage we devote to ethanol production the less food is being produced. So we lose in at least two ways.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gene Marsh

**michael kelly**

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July 3, 2008 8:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We cant use food for fuel..the use of corn for fuel has made poor nations starving.Wind, solar,tideal,bio{left over stalk from food}.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
michael kelly

**Diane Furno**

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July 3, 2008 8:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not to mention how it's raising the costs of basic food staples for my individuals!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Diane Furno

**Gilbert Woolley**

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July 3, 2008 8:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Use of corn to make ethanol has made a major contribution to the large increase in the price of corn and of products derived from corn. This is causing severe hardship in low income countries and also contributes to political instability,

Whatever benefits are claimed for ethanol they are not worth the side effects and the cost to the US taxpayers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gilbert Woolley

**jess walker**

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July 3, 2008 8:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. corn based fuel will not even help to solve our energy problems....gm,ford,the us government needs to pursue the growth of alge in the uninhabital desert lands for fuel..this is 1.) cheaper 2.) sustainable, 3) WON'T LEAD TO STARVATION OF OUR AND OTHER NATIONS POOR.....ADVERTISE YOUR COMMITMENT AND COMMENCEMENT OF THAT!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
jess walker

## **Charlotte Freeman Shapiro**

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July 3, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, and I urge you to look into the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have proliferated recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charlotte Freeman Shapiro

## Connie Lippert

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July 3, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Save for the Green guides technologies that have a true advantage in environmental impact.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Connie Lippert

**Sharon Johnson**

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July 3, 2008 8:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I would greatly appreciate your taking a leadership stance to clear up misrepresentation of corn based fuels as the answer to global warming. Two wrongs do not make a right. Please help consumers understand the true carbon dioxide production figures from corn based fuels.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Johnson

**DL Chris Diehl**

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July 3, 2008 8:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently, and the diversion of corn to the production of ethanol is having detrimental effects on food availability and pricing. Unfortunately, green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
DL Chris Diehl

**Nancy Gleason**

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July 3, 2008 8:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Educated people make better decisions. People need to know the truth about ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when the costs of production of ethanol, like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

People who find out the truth when they thought they were doing the right thing for the environment will be very disappointed. Don't let that happen. Spread truth and let people make educated decisions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Gleason

**Alec Walling**

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July 3, 2008 8:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I know this personally as I started an ethanol E95 (5% gasoline to make the fuel non-potable) fuel company called Freedom Fuel Corp. in 1990, which was going to use corn as a feedstock (using the then \$0.54/gallon subsidy until we could go cellulosic. This effort was based on an invention which gasified ethanol at low temperature and low pressure which we called the Thermocharger.

The company failed.

But we did get into the analysis of how much fossil fuel it took to make ethanol from corn and the outcome was embarrassing from an environmental perspective.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alec Walling

## David Castle

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July 3, 2008 8:17 PM

Chairman William Kovacic

Subject: I think Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Castle

## **Stefanie Mancini**

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July 3, 2008 8:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Consumers and the American people need the facts about what they are buying into, and what the consequences are. It's time to inform people about the choices they are making. It is our duty as a nation to protect ourselves from harmful effects of certain products we consume, as individuals and as a planet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stefanie Mancini

## **Anthony Costello**

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July 3, 2008 8:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Using corn to make ethanol only diverts essential food to a frivolous use, and by giving a political incentive to restrictions on importing ethanol derived from sugar cane, encourages distortion of our economy in a way which only gives advantage to a restricted few.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anthony Costello

**Catherine Clark**

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July 3, 2008 8:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Truth in advertising needs to be implemented across the board. There are many cleaner alternatives to ethanol and the current methods of production are not truthfully told. Please hold ethanol producers responsible for their false advertising, as ethanol, without responsible means of production, is as bad a polluter and contributor to global warming as oil is. Ethanol producers are seeing dollars, but not using responsible methods of production so as to reduce greenhouse gases. There must be truth in advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Catherine Clark

**Mary Owens**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Owens

**Dawn Lauryn**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please put the emphasis on Cellulose!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dawn Lauryn

## **Barbara and Mr. Dan Gleason**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are aware that the Federal Trade Commission is in the process of reviewing its "Green Guides" for environmental marketing and advertising, and we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have increased markedly recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara and Mr. Dan Gleason

**calvin reeves**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need the WHOLE truth told!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
calvin reeves

## **Jackie Pomies**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jackie Pomies

**James Conder**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Conder

**Jennifer Chranowski**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, our land is a limited resource and using valuable land to produce an environmentally expensive product is not a very good economic choice.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jennifer Chranowski

**Thomas Appich**

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July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Moreover, the additional demand for corn, coupled with this year's devastating floods, is driving up the price of a food that is a staple in many parts of the world where poverty is already a serious problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Appich

## **Leslie Kastner**

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July 3, 2008 8:08 PM

Chairman William Kovacic

Subject: Is Ethanol really helping the environment

Dear Chairman Kovacic,

Please help us make sure we are helping the environment instead of causing more damage. This great country must do a better job to ensure our people have the correct information on ethanol. Many people believe they are helping the environment by using ethanol and flex fuel vehicles, when in fact, it may be more harmful to our environment! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leslie Kastner

**Paul Baker**

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July 3, 2008 8:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please work for the good of the world, not for the profit of agribusiness and other plutocrats.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paul Baker

## David Warrender

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July 3, 2008 8:08 PM

Chairman William Kovacic

Subject: Deceptive ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel".

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Warrender

**douglas klauber**

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July 3, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Get REAL !!! Let's start making decisions using scientific FACTS - not the political feel-good mumbo jumbo.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
douglas klauber

## **Lorraine Foster**

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July 3, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I FULLY CONCUR WITH THE ABOVE STATEMENTS AND REQUESTS. THANK YOU.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lorraine Foster

**Margaret Lamb**

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July 3, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to question the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, corn ethanol production could actually mean an INCREASE in global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Margaret Lamb

**Craig Nazor**

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July 3, 2008 7:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The automobile and oil companies have compelling financial reasons to lie to the consumer in order to maintain or increase market share. But these lies will adversely effect the entire world and cannot be tolerated without resulting in resentment and social instability. By increasing global warming pollution, the results of this false advertising will greatly increase animosity from countries that have much to loose from rising sea levels. A situation such as this cannot be tolerated without wide and negative reprecussions to the United States on many levels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Craig Nazor

## **Danny Wouters**

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July 3, 2008 7:50 PM

Chairman William Kovacic

Subject: Ethanol advertising is partially deceiving, please fix it!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Danny Wouters

**James Dennis**

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July 3, 2008 7:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In solving the complex problems of climate change and our nation's dependence of fossil fuel it is important that our citizens be as accurately informed as possible. Current advertising of ethanol as a fuel fails to note the overall carbon footprint of producing a gallon of this biofuel. In fact most of the advertisements promote it as a green fuel without noting how much the environment is impacted by the increased use of fuel for tractors, fertilizer, water usage, processing of corn to make the fuel, etc. It's possible that a gallon of corn based ethanol may actually put more carbon into the atmosphere than a gallon of petroleum based gasoline.

Truth in advertising must be informative - not deceptive!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Dennis

## **Robert Pusey**

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July 3, 2008 7:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We cannot afford to go down the wrong path on this issue, time and money are running out for a solution. The FTC needs to keep the true facts before the public!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Pusey

## **Michael Hummel**

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July 3, 2008 7:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a citizen of Iowa, I find it ironic that on of the largest ethanol plants in the state also built a coal-fired power plant along side to provide the energy necessary to run the process. Increasing the use of fossil fuels to create the ethanol is anything but "green"

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Hummel

**Dorothy Foster**

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July 3, 2008 7:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

While the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. This is just wrong. Because when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dorothy Foster

## **Fredrick O'Keefe**

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July 3, 2008 7:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Fredrick O'Keefe

## **Randolph McCreight**

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July 3, 2008 7:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

\*\*In addition, ethanol decreases gas mileage in cars.

In addition, it creates a buildup of a kind of sludge which inhibits efficient engine use, and requires some kind of additive to clean up the junk.

The use of corn, a necessary food for humans as well as cattle, should be discontinued to create ethanol. There are too many other alternatives which are superior to corn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Randolph McCreight

**Dana Allen**

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July 3, 2008 7:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an American, I am outraged that ethanol has been advertised and sold to me as a "clean" alternative to oil. The science does not back up this claim. And it was never advertised that the unintended consequence would be that farmland, water, and fertilizer would be diverted from producing food. I say, those that profit from the production or sale of ethanol should be required to tell the American people and the lawmakers the WHOLE truth, and nothing but the truth. And what is REALLY galling is that my hard earned tax dollars are going to subsidize this sham.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dana Allen

**MaryJo H. Matheny**

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July 3, 2008 7:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We citizens of the United States want to be proud of our country for its cutting edge lead in environmental responsibility. We want clean alternative energy and a choice of vehicles (certainly including vehicles for mass transportation) that will each be the product of the best planet-saving technology known on the earth.

I am sick of the misleading advertising, the use of food for energy, and unbelievable procrastination in place of action. Please address the act of misrepresentation in advertising on the part of industries of interest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
MaryJo H. Matheny

**Richard DiMatteo**

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July 3, 2008 7:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, so it is time to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Claims for environmental benefits for ethanol as a green alternative to gasoline have mushroomed of late. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard DiMatteo

## **James Lobdell**

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July 3, 2008 7:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Truth in advertising is not a policy which applies only to the private sector: The government owes it to all Americans to tell them the truth, the whole truth, and nothing but the truth. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Educated Americans will not fall for such dishonesty, and even those who are not well-educated deserve the truth.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Lobdell

## **Melissa Patton**

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July 3, 2008 7:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Just about the entire Imperial Valley of California is being used to grow corn for ethanol. I fear that more harm than good is coming from this. For example, the price of hay for my horses has gone from \$6./bale to \$17./bale. As a result, many horses are starving because horse owners are on budgets and fixed incomes.

The sights at the horse auctions are so sad, with many horses going straight to the meat market.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Melissa Patton

**peter g yackel**

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July 3, 2008 7:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are, I believe, not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
peter g yackel

## **Maureen Linquist**

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July 3, 2008 7:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can do better!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Maureen Linquist

## David Winkel

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July 3, 2008 7:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Winkel

**Jeanette Alosi**

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July 3, 2008 7:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of corn-based ethanol and "Flex Fuel" ethanol in your review of the Green Guides for environmental marketing and advertising.

Advertisements for ethanol as a green alternative to gasoline have appeared in many forms of media. For example, General Motors has its "Live Green, Go Yellow" campaign. Unfortunately, this and other advertisements are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We need a better solution, and marketing based on sound science and information.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeanette Alosi

**frank curley**

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July 3, 2008 7:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that the ethanol from sugar cane is a better alternative - I guess when it comes to disinformation and the American Public anything goes - I heard that we can get a deal with Brazil to supply all the sugar cane we can use - and that this alternative would burn better - wonder why we can not follow up on this? Guess someone has friends in high places - and with Mr. Obama singing the praises of corn we are in trouble in the years ahead no matter who wins the up coming election - such a sorry state our country is being led in to.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
frank curley

## **Barbara McClain**

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July 3, 2008 7:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing you regarding an issue I am vvery concerned about. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara McClain

**Lisa Land**

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July 3, 2008 7:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Take into account the simple fact that corn depletes the soil, which must be planted the next year with alfalfa/legumes to restore the soil. The same fields cannot be used every year, so more land will be taken up for farming. Then there are more pesticides. Trucking and processing. Then there is the fact that engines don't perform as well...and on & on....

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lisa Land

**Kenneth Sloane**

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July 3, 2008 7:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I concur with the conclusions of the letter below, all of which point to using cars less as the best way to combat global warming. Don't expect technology alone to get us out of the mess we're in. Lifestyle change is imperative!

Ken Sloane

===== As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kenneth Sloane

**Kelly Peterson**

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July 3, 2008 7:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am deeply concerned by the "greenwashing" of ethanol production. Although the corn industry and its lobbyists are powerful, please let's not lose sight of the facts, here.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kelly Peterson

## **Harrison Albert**

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July 3, 2008 7:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Harrison Albert

## **Jim and Virginia Wagner**

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July 3, 2008 7:19 PM

Chairman William Kovacic

Subject: Let's address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, Virginia and I urge you to review the marketing of today's corn-based ethanol and the so called "Flex Fuel" (ethanol or gasoline powered) vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently.

We note that these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

So, let's have a review the marketing of today's corn-based ethanol and the so-called "Flex Fuel" vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jim and Virginia Wagner

## **Thomas Vassilaros**

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July 3, 2008 7:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I also urge you to review the marketing of today's production of clean fuel energy from Algae which is more efficient and cheaper than the above.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Vassilaros

**Frieda Stahl**

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July 3, 2008 7:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing allegations, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Furthermore, removing land from the food supply in order to manufacture ethanol from corn already contributes to price increases in food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frieda Stahl

## **Todd Hauser**

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July 3, 2008 7:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If you would, please visit this short documentary film that gives reliable 'green fuels' alternatives. showing that 'vertical algae' produced in a area about the size of New Mexico can provide all the energy required by the US of A. You should, in your responsible position, be aware of this information:  
[http://www.youtube.com/watch?v=\\_TooJK\\_MJd0](http://www.youtube.com/watch?v=_TooJK_MJd0)

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Todd Hauser

**Anthony Albert**

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July 3, 2008 7:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Use corn for food!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anthony Albert

**Mark Koppel**

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July 3, 2008 7:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We must do Ethanol right to save our energy costs in Hawaii.

Mahalo

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark Koppel

**P. Perras**

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July 3, 2008 7:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is critical to clearly inform the public on the issues so that further harm to the environment can be avoided.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
P. Perras

## Betty Van Wicklen

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July 3, 2008 7:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are many other forms of ethanol - all have problems with either the CO2 emissions & fertilizer needed to grow the crops or the cost per acre of the ethanol generated. Then there are the problems of engines being adapted to use the ethanol fuels without damage. We won't mention that soy and corn crops, particularly, are taking over large areas of arable land which had been in a conservation (fallow) state (i.e., no CO2 emissions) or used for food crops in a time when food prices are sharply rising.

Earth Island Journal's recent edition writes about jatropha curcus. which would be a better alternative as it could be grown in areas less suitable for food crops and requires modest amounts of fertilizers to grow, while - and this is crucial - capturing 4 TONS of CO2 per acre! In only 18 mo. a new planting is mature enough to bear the seed from which the ethanol can be manufactured. Jatropha ethanol could produce a barrel of biofuel for about \$43 (corn ethanol at \$83/barrel and soy biodiesel at \$122/barrel) and sell for approximately \$2.10 per gal. (diesel at my local stop & shop store is \$4.99/gal. today).

Marketing corn-based ethanol as a saving grace is clearly inaccurate. Any biofuel is merely a stop-gap while we wean our life-style away from CO2 emitting fuels and towards more mass transit. To allow people to continue to live under the fallacy that more oil or ethanol will let us continue business as usual is morally wrong. We must

change our ways and changing is always painful, but in the tradition of Victory Gardens and other WWII cooperation, Americans can do what they need to do. BUT they must have the facts, not the Madison Ave. hooplah!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Betty Van Wicklen

**Lois Bahle**

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July 3, 2008 7:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The US must take responsibility for our excessive use of the world energy!!! Be a leader is using less of the world's resources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lois Bahle

## **Ralph Colby**

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July 3, 2008 7:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I believe the Federal government should end all subsidies for corn-based ethanol and should fully fund research into biofuels that do not compete with food production. I also believe that Brazilian ethanol should be imported freely without import duties.

While these concerns are not within the province of the Federal Trade Commission, you can open the way that leads to fair and public consideration of alternative fuel issues.

The first step will be to subject to critical scrutiny the environmental claims of those whose businesses benefit from the current programs. The second step will be publish a peer-reviewed summary of the results.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ralph Colby

**D Bostaph**

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July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, ARE NOT BASED ON SOUND SCIENCE.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
D Bostaph

## **Charlie Morgan**

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July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, due to the huge increase in the price of corn, worldwide, farmers in Brazil are hacking down precious rainforest to grow corn, which will have an additional knock-on effect regarding greenhouse gasses and our environment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charlie Morgan

**Roger Fox**

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July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We should use Algae or Sugar Cane instead of corn to make ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Roger Fox

**Ward White**

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July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

To really work for energy solutions, demand Congress to reenact the national 55 mph maximum speed limit. That will save billions of gallons of gas, ethanol or whatever fuel is being used.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ward White

**James Ebbert**

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July 3, 2008 6:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In the future, when ethanol can be derived from waste products and non-food crops, it will likely become a good alternative fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Ebbert

**Kathleen St.Denis**

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July 3, 2008 6:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not to mention the fact that the ethanol is proving to be more expensive at the gas pump and that the increased land usage and consumption of corn has created a hardship on farmers creating an increase in the cost of feed for their cattle and farm animals which will create a food shortage. What famous president used to present the trickle down theory? Well, trickle, trickle.

Lets get back to the drawing board and try to come up with better more acceptable solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathleen St.Denis

**R I Grove**

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July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

You should also carefully consider the impact of using corn to make ethanol has had on our corn-based food supply, in the USA and the world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
R I Grove

## **Kunda Wicce**

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July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, please take a close look at the U. of Minnesota's work that shows the carbon footprint for high diversity perennial PRAIRIE biofuel is about 16 times better than even switchgrass. Which reminds me that at the very least we should be looking at PERENNIAL plants, not ANNUAL plants.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kunda Wicce

**Anna Isozaki**

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July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I sincerely ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anna Isozaki

**jan balcom**

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July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please critically review the misleading marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as you review the "Green Guides" for environmental marketing and advertising, .

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently, but when factors such as fertilizer use, energy used for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline (while also taking valuable agricultural land away from growing food for human consumption).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
jan balcom

## **Parker Imrie**

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July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Ethanol advertising needs immediate attention

Dear Chairman Kovacic,

As you know, marketing is a powerful and dangerous tool. Most people want to be environmentally conscious, but just don't have the time or motivation to do the proper research themselves. As a result, public behavior follows public perception, which is shaped largely by the popular media. And this media is dictated by companies' private financial interests, which are not necessarily in line with actual best practices.

One very important instance of this is the marketing of corn-based ethanol and similar bio-fuels as "green" when in fact most are even worse than conventional gasoline. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production would actually represent an increase in the production of global warming pollution over today's gasoline.

As the FTC reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Many green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, and should be reigned in to avoid drastically misdirecting the public. Climate change is indisputably happening (<http://climate.jpl.nasa.gov/>), and we need to do everything we can to decelerate its driving causes.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Parker Imrie

## Laurie Stetzler

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July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Bio fuels are the "easy way out" except that they take land from food producing and they also tend to encourage rainforest destruction. We need trees to take in the carbon dioxide and give us oxygen to breathe; something most people forget about as they see the prices of fuel escalate.

We are in for the long haul here and we need to get America back on track by taking away the subsidies for big oil and giving them to alternative energy technologies. Big oil has made enough money in the last 7 1/2 years. They surely don't need subsidies also. We may actually be able to count on the vitality of energy entrepreneurs if we rein in the special interests and save this country from economic and climate disaster.

Thank you

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laurie Stetzler

## **Ruth Stambaugh**

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July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not a solution to our fuel problems. In fact, it creates some other very serious problems. Please read the following form letter and let it speak for me. Thank you.  
Ruth Stambaugh

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ruth Stambaugh

**Ron Cox**

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July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In Nebraska where I grew up, ethanol has been marketed as a savior for the farmers. No one has talked about the amount of water used to grow the corn and process the ethanol. So making ethanol produces significant global warming impacts and consumes large quantities of water.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ron Cox

**Sharon Snyder**

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July 3, 2008 6:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission needs to address the false advertising claim that corn ethanol helps the environment. The FTC's "Green Guides" should be based on sound science, which shows that corn ethanol production pollutes more than today's gasoline when the total energy that goes into its production is considered.

In the end, science can help us solve our problems. We need truth in advertising. Help revise the "Green Guides" to set good standards for marketing, based on the best science available.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Snyder

**Beth Olson**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Beth Olson

**Julia Glahn**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'm from Illinois, and when I write to Senators Durbin and Obama I often remind them that I see this as a "pork" issue that they're supporting. What a waste of resources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Julia Glahn

**Thomas Adamski**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Ethanol from corn is NOT a solution for global warming or energy independence!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Adamski

## **Barbara and Jim Dale**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara and Jim Dale

## **Bob McDonnell**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As is clear from the info below, we the public, and our earth, are taking a beating which will get worse, unless we stop the bad information of the corn/ethanol lobbyists. Please, for our childrens sake, take action.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bob McDonnell

**David Newton**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

As you know, environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global climate change pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Newton

## **Aaron Joseph Kleinmann**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently multiplied. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, I am concerned about the impact on the cost of food of diverting land use from food crops to fuel crops--an increase in food cost is a regressive tax, morbidly affecting those who can least afford it. Why is there no discussion of the non-fod source approach to alternative fuels approach taken in Brazil?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Aaron Joseph Kleinmann

## **Jane Kontrimas**

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July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jane Kontrimas

**Mike Ryan**

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July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the science related to ethanol as presently produced. Marketing and advertising have misstated the possibilities of corn-based ethanol. With food shortages and the fact that ethanol can be produced cleanly and efficiently with other crops (note Brazil's use of sugar cane), the corn alternative should be revisited using sources of research which are not financed by auto companies. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mike Ryan

**Frank Helme**

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July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frank Helme

## **Charles Richey**

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July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

An alternative to corn ethanol should most certainly be SUGAR CANE. Brazil is 100% independent of external motor vehicle fuel. They use 100% sugar cane and a small onboard computer can make on the fly adjustments to the mix of fuel types in the tank. ALSO, sugar cane produces FOUR times the quantity of bio-fuel per acre as does corn. Interesting we never hear about THIS choice in the USA.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles Richey

**Larry A. Koontz**

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July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing (nearly twice the energy produced), and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Larry A. Koontz

## **Matthias Hess**

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July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This reality must be exposed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Matthias Hess

**Carol |Johannes**

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July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many ordinary citizens trust advertisements and do not have the knowledge to reject damaging energy policies. The FTC can make responsible decisions and prevent serious mistakes in our energy policies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol |Johannes

**Thomas A. Vitale**

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July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). And other forms of alternative fuels.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas A. Vitale

## Owen Lynch

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July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

All the hype about corn based ethanol is good for industrial farmers and car/truck manufacturers but its bad for the environment. Please require the Federal Trade Commission to reviews it "Green Guides" for environmental marketing and advertising so that it is in line with what contemporary science knows about the environmental impact of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Owen Lynch

## **C. A. Hilgartner, MD**

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July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The issues at stake go far beyond global warming. From my standpoint, using foodstocks to produce motor fuel amounts to a survival-error. It further damages the available soil, decreases the acreage devoted to human nutrition, increases the prices of foods, threatens uncounted numbers of people with malnutrition or outright starvation, and does other, as yet unpublicized kinds of harm to the viability of Planet Earth. If we handled ethanol production more responsibly, we could manage to reduce global warming pollution. But the present procedures do far more harm than good. And, I contend, we cannot afford to "shoot ourselves in the foot" yet again.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
C. A. Hilgartner, MD

**Jeffrey Saeger**

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July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are BS. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeffrey Saeger

## **Jerome Weingart**

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July 3, 2008 6:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Future production of ethanol from corn will be more energy-efficient and can provide some net greenhouse gas emission gain (perhaps 20%), and conversion of cellulosic materials (including corn production residues) has the potential for reduction of GHG emissions relative to gasoline (on an energy-equivalent basis) of 60 to 80%. However, that technology appears to be the better part of a decade away in terms of full commercial availability and large-scale production. The unprecedented persistent very high petroleum prices should be an incentive for the USG and the private sector to accelerate this process.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jerome Weingart

## **Nancy Hamilton**

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July 3, 2008 6:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Our leaders in Washington are waking up to the fact that there is great public concern about our environment. Unfortunately, sometimes that means taking actions that might sound good but are actually ill-advised. It is so important that objective scientific data be used in making these decisions. An important example of the kind of thing I'm talking about is the push for ethanol from corn. When I first heard about it, I thought, "Are they really going to do this? It doesn't make sense, because petroleum-based fertilizers are used so extensively in the growing of corn. How can that possibly reduce our dependence on oil or take carbon dioxide out of the atmosphere?"

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Hamilton

**Mary Neumann**

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July 3, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is urgent!!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Neumann

**Scott Luchessa**

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July 3, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I strongly urge you to review the "Green Guides" for environmental marketing and advertising pertaining to ethanol derived from corn and so called "flex fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for corn-based ethanol as a green alternative to gasoline have exploded recently and do not appear to reflect full cost accounting. Green marketing campaigns for corn-based ethanol, such as General Motor's "Live Green, Go Yellow" campaign are not based on sound science. Using full lifecycle or complete accounting to include fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I am extremely concerned that big agribusiness and business-as-usual practices are misleading the public to support corn-based ethanol. This is unacceptable.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Luchessa

**Garry Minor**

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July 3, 2008 6:29 PM

Chairman William Kovacic

Subject: GROW HEMP FOR FUEL!!!!!!

Dear Chairman Kovacic,

GROW HEMP! GROW HEMP! GROW HEMP!

GROW HEMP!! GROW HEMP!! GROW HEMP!!

GROW HEMP!!! GROW HEMP!!! GROW HEMP!!!

HEMP IS THE ONLY SOURCE OF BIOMASS ON THE PLANET CAPABLE OF PROVIDING US WITH FOOD, FUEL, SHELTER, MEDICINE, PLEASURE, SPIRITUALITY, AND UNITY. MANY TIMES MORE EFFICIENT THAN CORN, KENAF, OR SUGAR CANE FOR ETHANOL PRODUCTION. IT GROWS WITHOUT MOST FERTILIZERS, HERBICIDES, OR PESTICIDES TO FOUL THE SOIL AND WATER, IN CLIMATES AND CONDITIONS OTHER CROPS WILL NOT GROW!

HEMP FOR VICTORY!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Garry Minor

**joan jones**

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July 3, 2008 6:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And, as you may have heard, the making and marketing ethanol from corn has driven up the price of corn to the detriment of consumers, and the shortages of feed for animals because of the corn used for the making of fuel, has driven up the price of feed for cattle, and, therefore, our food prices. There are so many other products less needed for other things that can be used as alternatives to corn.

There are weed crops, for instance. And algae can be made into fuel. There must be real concerted efforts in the production of energy, that do much less harm, or no harm to our planet. In order to truly work to make cleaner or clean energy, first and foremost, the truth must be told.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
joan jones

## **Richard Hurlburt**

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July 3, 2008 6:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Why don't you guys do your homework, before pushing ethanol as a fuel alternative. Ethanol is not as efficient as gasoline, you get less miles per gallon on ethanol. Using corn for ethanol raises the price of corn so we can't afford to eat corn anymore. Man contribution to greenhouse warming has so little to do with our earth getting warmer, it is the sun that is causing the warming, and it isn't an accident, it is Gods intention to bring this whole planet to a semi-tropical climate, the melted ice will not raise the water levels very much, because the water will be put back in the firmament or Heaven, which there used to be two ice shields above the planet at different altitudes, to protect the human body from the radiation from the sun.

The politicians are through ignorance, contributing to the problem, the Government wants us to believe that we are the problem, which they know better.

They want to use this for an excuse to put some kind of tax on us for the amount of so called pollutants we contribute to the problem We are to smart to have the wool pulled over our eyes anymore, get smart and put your selves to work on the real problems, they continue to cut programs for the seniors, the poor, and all us unwashed people, which the Illuminati wants to get rid of us that are a burden to the system.

They want to get rid of 6 billion people on this planet so they are the only ones left, and the slaves to do there dirty work.

The rest of us are not worthy to live.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Hurlburt

## **Paula Bourgeois**

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July 3, 2008 6:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We need "clean energy" Not those that have any pluton side effects. That includes nuclear since there is no place to put the nuclear waste. On Native American reservations? Shame on you. Since you couldn't wipe them out with small pox guess this would be a more modern way.

Certain things make me very ashamed of the America of today.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paula Bourgeois

## **David Duckworth**

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July 3, 2008 6:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is unbelievable that as momentous a development as ethanol for fuel consumption, your agency has completely ignored the ramifications of advertising it is a green solution in your "Green Guides."

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Duckworth

**Robert Poltz**

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July 3, 2008 6:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'd also like to direct your attention away from bio-fuels as the exclusive alternative fuel solution and draw your attention to recent reports of using water based fuel as a strong replacement for all carbon-based fuels. Scientists are exploring different methods for extracting hydrogen, the fuel of the Sun, from ordinary water found in over 80% of the globe as a free and non-polluting energy source.

This technology deserves your immediate attention. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Poltz

**Chris Reaka**

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July 3, 2008 6:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And I'm tired of hearing the automotive manufactures lie about the their reasons for destroying the plug-in EVs. The automobile manufacturers, and the oil companies should be precluded form any form of advertisements claiming that they are environmentally benign.

The Bush regime must be stopped now. The future of the planet is in the balance.

Regards, - Chris Reaka

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chris Reaka

**Virginia Bennett**

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July 3, 2008 6:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There are other sources of ethanol which do not involve the subsidizing of yet another giant industry in our country to the disadvantage of the consumer. These must be explored and developed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Virginia Bennett

**Joyce Tapy**

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July 3, 2008 6:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol promoters have misrepresented their business on how "clean" and environmentally friendly the production methods are for years. We have educated the public in our county and to this point have stopped a plant from setting up in our neighborhood and near a local school system. However, they continue to receive support from the governor who encourages the plants to be built. Thank you for considering making changes in the FTC Truth in Advertising policies to help us continue to scientifically educate the public and keep these plants "at bay".

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joyce Tapy

## **Paul Braterman**

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July 3, 2008 6:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are of course other issues, such as spiralling world food prices, which further contradict the emotional, if not the factual, message conveyed by such advertisements. There was a time when it was said that a weakness of free markets was that the rich man's whisky took priority over the poor man's bread. Now it is the advanced nations' gasoline that takes priority over everybody's bread.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Paul Braterman

## Corey Mueske

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July 3, 2008 6:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In "Time magazine" issue April 7, 2008 one can also clearly read the science that as the world leader in production, if the U.S. used 100% of both corn and soybean crops it would only cover a mere 20% of our on-road fuel consumption.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Corey Mueske

**John Brownlee**

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July 3, 2008 6:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Continuing the production of Corn/food crop Ethanol is insane !

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Brownlee

## **James Schoonover**

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July 3, 2008 6:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Green Fuels at the expense of feeding poor people and/or without real changes to the overall fleet of vehicles is not sustainable. The use of Corn as the primary feedstock for ethanol does not represent a reduction in greenhouse gases and is not a legitimate answer. Especially given the continuing federal programs and other incentives for the industrial agricultural corporation. We can not afford to make ADM the next ExxonMobile financially or ecologically, let alone at the expense of starving millions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Schoonover

**lajeanne kline**

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July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol robs mpg and isn't green...starving people, less mpg makes no sense.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
lajeanne kline

**Susanne Burtis**

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July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Ethanol is a bad idea. You can do better.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susanne Burtis

## **William Schaffer**

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July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Schaffer

## **Kathleen Colwill**

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July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Unfortunately, environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Many of us are disturbed by the promotion of ethanol as a reasonable solution to our energy problems. Ethanol is no more than a trade-off and as such should not be advertised as a legitimate solution to our energy needs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathleen Colwill

**Dirk Faegre**

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July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dirk Faegre

**William Dale**

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July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The scientists have shown for the last 30 years that US corn ethanol is a sinkhole for money AND energy and a net POLLUTER of CO2.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Dale

**michiko shinmoto**

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July 3, 2008 6:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
michiko shinmoto

**Jane Welch**

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July 3, 2008 6:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please do not allow the perpetuation of these misrepresentations. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jane Welch

## **Jerry Unruh**

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July 3, 2008 6:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, when one considers that the solar energy conversion for ethanol from corn (gallons ethanol/acre) is only about 0.1% it should be clear that we simply do not have enough land to make this a viable option. To put this in perspective single crystal silicon P.V. panels harvest solar energy at 15% (150 times higher).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jerry Unruh

**Peter Hawxhurst**

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July 3, 2008 6:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

THERE IS MUCH FALSE ADVERTISEMENT AND MISREPRESENTATION REGARDING BIOFUELS AND PURPORTED SAVINGS. AS A CONCERNED SCIENTIST, I REQUEST A REAL TRADE-OFF ANALYSIS THAT COMPARES ALL THE INPUTS AND OUTPUTS IN MAKING BIOFUELS AND GASOLINE/DIESEL.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peter Hawxhurst

## **Carolyn Morillo**

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July 3, 2008 6:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

"Green Guides" should function as a guide to policy, and thus should be based strictly on sound information. The pressure of varied interests and lobbies should be constrained by impartial science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carolyn Morillo

## **Miriam Eusebio**

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July 3, 2008 6:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. And it could adversely affect world food supplies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Miriam Eusebio

## **Scott Johnsen**

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July 3, 2008 6:02 PM

Chairman William Kovacic

Subject: Make the Green Guides Scientific Again

Dear Chairman Kovacic,

It is time to update the facts on ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Johnsen

## **J. Paul Newell**

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July 3, 2008 6:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

All of us have been guilty of thinking that our technological prowess will "rescue" us out of the increasingly dreadful dilemmas into which we have, slowly, but surely, and surely willingly, lowered ourselves. Corn and biomass-based ethanol as a gasoline substitute is one of those "guilty" beliefs - not to say that the technology isn't potentially viable, but surely to say that it needs to be reviewed carefully with respect to its inevitable "unintended consequences." And so, I concur with the concerns of the Union of Concerned Scientists in the paragraphs that follow.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
J. Paul Newell

**Mark McGrath**

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July 3, 2008 6:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, corn for fuel raises food prices for everyone, and only exacerbates world wide grain shortages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark McGrath

## **Merideth Genin**

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July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Merideth Genin

## **Ruth Burstrom**

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July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ruth Burstrom

**Louis Vontver**

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July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, in a world where many people are hungry, using a grain that is a major basic food source to produce motor vehicle fuel is ethically indefensible.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Louis Vontver

**David Roy, Ph.D.**

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July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides Must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Roy, Ph.D.

## **Rosemary Bienz**

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July 3, 2008 5:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. I lived in Nebraska for nine years and saw the steady depletion of the underground aquifer as intensive corn production required heavy irrigation. In addition, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rosemary Bienz

## John Larva

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July 3, 2008 5:55 PM

Chairman William Kovacic

Subject: Green Guides VS. ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. And there are several indisputable reasons why ethanol is far superior environmentally to gasoline. A few of the reasons are:

- \*\* ether vapours that escape from gasoline are damaging to the ozone layer.
- \*\* ethanol is an oxygenate and thus reduces the exhaust CO on all vehicles - especially important for our cold Minnesota starts.
- \*\* there exists no safer, more effective or cheaper method of raising the octane of gasoline. The oil companies tried MBTE. It was more expensive, less effective and poisoned the ground water in vast areas of the country with a known carcinogen.
- \*\* a seldom mentioned by-product of ethanol production is the high protein animal feed that are produced. Only the sugars are consumed in the process.

While ethanol is an environmentally sound fuel, the way some companies are promoting it is misleading. An example would be the green-marketing techniques used by General Motors' "Live Green, Go Yellow" campaign. GM is using the program to promote some of the most fuel inefficient FFV vehicles available - large SUV's and pickups. This shouldn't go unchallenged. Simply adding the ability to burn ethanol doesn't make a gas-hog SUV environmentally friendly - it's still a pig.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Larva

**Joe Moreira**

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July 3, 2008 5:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joe Moreira

**David Dunn**

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July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Hemp should be legalized as it can be one of the major sources for biofuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Dunn

**allan c fix**

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July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I respectfully ask you to consider the following, and do what is best for the country as a whole.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
allan c fix

**Mary Lynn Hanley**

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July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol produced from sugar cane, as in Brazil, needs to be investigated as an alternative to see whether it may be more environmentally sound.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Lynn Hanley

## **William Worthington**

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July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There are several biofuels available or late in development which provide excellent carbon recycling and land use values. Ethanol is NOT one of them.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Worthington

**William Stone**

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July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Stone

**Guy Almes**

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July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues such as fertilizer use, energy for processing, and land use are taken into account, current corn-based ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Guy Almes

**Michael Zuteck**

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July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn ethanol is not helping, and is diverting attention and money from much more promising options.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Zuteck

**John James**

---

July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Is this another area where we have to wait for a democratic administration to do the right thing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John James

**Diana Cristina**

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July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is ridiculous to use food crops for ethanol when there are such excellent alternatives. For one thing, it would seem prudent to put energy and resources to change the stupid law against growing hemp. Hemp is NOT marijuana. This country has a very positive history of growing this material (not counting the slavery factor.) When will corporate America STOP lying to the public!?!?!?!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Diana Cristina

**Lygia B. Matta**

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July 3, 2008 5:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a retired Ph.D. chemist from the EPA's Pollution Prevention Division, Industrial Chemistry Branch and realize that sometimes environmental issues can be misunderstood. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lygia B. Matta

## **William Rukeyser**

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July 3, 2008 5:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I live in a state with a strong agricultural component in its economy, so I care about developing markets. However, it must be done honestly,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Rukeyser

## **Dr. Jeffrey Paul LaGasse M.D.**

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July 3, 2008 5:46 PM

Chairman William Kovacic

Subject: USE SCIENCE! Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dr. Jeffrey Paul LaGasse M.D.

**Dan Lemkin**

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July 3, 2008 5:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please don't let this false advertising continue. There is abundant research demonstrating that their green claims are false.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dan Lemkin

## Clarke Reese

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July 3, 2008 5:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Take action to enforce 'truth in advertising.'

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Clarke Reese

## Eugene Guerra

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July 3, 2008 5:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is not a long term solution and will have to be disregarded to avoid even more disastrous results.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eugene Guerra

## **Lori Kenschaft**

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July 3, 2008 5:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a gardener and gardening educator, I am very aware of what goes into growing food, and I am concerned about the sustainability of the world's food supply for our growing population in a time of increasingly erratic weather -- a concern driven home by the food price increases of the last year. Among other factors, the use of corn to create corn ethanol is adding stress to the world's food supply without substantially addressing carbon emissions or climate change. Indeed, if one examines the full cycle of corn ethanol -- including fertilizer use, energy for processing, and land use -- current corn ethanol production may actually increase the production of global warming pollution compared to regular gasoline.

I urge the Federal Trade Commission to consider these issues as you review your "Green Guides" for environmental marketing and advertising.

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and can be deceptive and misleading to consumers who are not immersed in the science.

Please critically examine the marketing of both corn-based ethanol and the so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lori Kenschaft

## **Douglas Frank**

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July 3, 2008 5:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need the truth, the \*whole\* truth, and nothing \*but\* the truth. Please, please, please.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Douglas Frank

## **Belinda Martineau**

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July 3, 2008 5:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Ethanol is, therefore, no "magic bullet" and a careful assessment of the pros and cons of using it for fuel should be carried out.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Belinda Martineau

**John Courtney**

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July 3, 2008 5:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Courtney

**Kathrin Ayer**

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July 3, 2008 5:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The solutions proposed for alleviating global warming need to be tested against the narrowest and toughest standards of science. Any overly-optimistic rush to a solution will make the problem harder to correct while diminishing the time we'll have to find a real solution.

The recent embrace of corn-based ethanol seems like a such a "solution."

Our industries, especially the automotive industry, have a history of pleading for easier regulation, but they often exceed everyone's expectations and even hopes when they are told to take on new challenges. If they are pushed to find a real solution, they will do it brilliantly.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathrin Ayer

## **Judith Castiano**

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July 3, 2008 5:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We truly want to do what is right in combatting global warming. So please make sure all the facts are put forth so we know exactly which alternatives are the VERY best to fight global warming, not adding to it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judith Castiano

**Mary Mihalik**

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July 3, 2008 5:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please, please please! Most of the public is not aware of the facts behind ethanol - we all know they're not that in tune. This is why it is absolutely required that "Green" advertisements are (and I hate to say it) compliant and, if required, regulated. I've worked for Fortune 500 companies all of my adult life, trust me, I know how companies twist the truth for sales. I hate it, I know it happens, I know companies must be held accountable.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Mihalik

## **Bengt Bjarngard**

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July 3, 2008 5:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" for vehicles that can be powered by ethanol or gasoline(FFVs).

Environmental advertising for ethanol as a green alternative to gasoline has exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science or sound economic analysis. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production could actually represent an increase in the global-warming pollution over today's production of gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bengt Bjarngard

**Ingrid Scott**

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July 3, 2008 5:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production CAN be greener - examples are the production of ethanol from sugar cane, and if it could be done from other easily renewable plant material e.g. kudzu, which is a nuisance plant because it is so fast-growing and invasive, requires no fertilizer, and could be grown in non-agricultural areas, we would have a good substitute for the corn ethanol. But until that happens, we need to stop the current advertising push for corn ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ingrid Scott

## Virginia Partridge

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July 3, 2008 5:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Chairman Kovacic, I hope you can amend the Green Guides to cover fuel advertising so that the misrepresentations in today's ethanol advertising can be stopped. I don't have a car because I can't afford the insurance, maintenance and gas. I live in an area where I can either walk or take the bus. While I consider myself a green person because I don't have a car, I am interested in DOING EVERYTHING I possibly can to make this a better world as far as global warming is concerned. Writing to influential persons such as yourself is my attempt to make this a better world. Please amend the Green Guides to cover fuel advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Virginia Partridge

## **Ernest Willoughby**

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July 3, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when the energy used to make the corn crop fertilizers, the energy required for transporting and converting corn to ethanol, and the energy used in tilling and other land use practices are taken into account, current corn ethanol production can actually increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ernest Willoughby

## **Adam Whitney**

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July 3, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

What's more, with world food prices soaring, using food for fuel is becoming increasingly more unethical. People in Iowa are saving 10 cents per gallon of gas while people in Haiti are starving because they can't afford to buy food. We should not allow false advertising to further this misguided use of our nation's food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Adam Whitney

## **Kathy Brogan**

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July 3, 2008 5:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, land use and fuel consumption for planting and harvesting of the corn are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Add to this the cost of transporting ethanol from where it is produced to distant retailer and its "green" factor is reduced yet again. Clearly we must rethink our use of ethanol as a solution to global climate change.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathy Brogan

## **Adelheid Deyke**

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July 3, 2008 5:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). These vehicles may have green potential - in case we find and use an ethanol source that requires significantly less fossil fuel for growing than corn. But marketing them as if they were already a solution to the fossil fuel problem is misleading.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Adelheid Deyke

**Carolyn J. B. Chris**

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July 3, 2008 5:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, please do not stop your review at the U.S. borders but also consider the effect on the food supply for the people in Mexico and elsewhere.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carolyn J. B. Chris

**Jill Tierney**

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July 3, 2008 5:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. However, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jill Tierney

## **Martha Andrews**

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July 3, 2008 5:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There must be a better method such as all electric OR some other fuel power than ethanol UNLESS somehow to get synthetic ethanol would come about!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martha Andrews

## **Robert Schloss**

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July 3, 2008 5:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Consumers should be instructed in how to determine if advanced cellulosic ethanol -- made from switchgrass etc -- is available, or if they are being offered corn ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Schloss

## Charlotte Ward

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July 3, 2008 5:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a Christian as well as a scientist, I object to using corn, a major food crop in a hungry world, for fuel. Ethanol may be part of a solution to fuel needs, but it should be made from cellulose sources, not food grains. My University, Auburn, is working on sources such as sawgrass. These are the ethanol sources that should be pursued, but ethanol per se should not be considered a final solution, for all the reasons mentioned above.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charlotte Ward

**Patricia Long**

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July 3, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many of my friends and members of our church are confused about the usefulness of ethanol for reducing carbon dioxide in the atmosphere. The question is so complex that we all need expert review of the advertising we encounter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patricia Long

**Greg Davis**

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July 3, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

For Americans to make good decisions correct information is necessary. Please make sure this happens.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Greg Davis

**Tom McCormack**

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July 3, 2008 5:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Industry has a tendency to exaggerate using slanted research to further their own economic gains! (then the public has difficulty discerning fact from fiction)

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tom McCormack

**Barry Salwen**

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July 3, 2008 5:22 PM

Chairman William Kovacic

Subject: Green Guides should ensure truth in advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" vehicles - ethanol or gasoline powered vehicles.

I am seeing advertisements for ethanol as a green alternative almost constantly. Yet there are issues of truth in advertising here. We desperately need environmental solutions. However, proposed solutions must be factually and accurately presented. Marketing campaigns such as General Motors' "Live Green, Go Yellow", distort the facts. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase the production of global warming pollution in comparison to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barry Salwen

## Jeffrey Senter

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July 3, 2008 5:22 PM

Chairman William Kovacic

Subject: FTC Green Guides and ethanol advertising

Dear Chairman Kovacic,

Ethanol is presented in the media as a cure-all to the US energy crisis. As such ethanol deserves particularly close scrutiny.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn based ethanol in particular, which receives heavy federal subsidies, has very limited promise in reducing green house gases.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeffrey Senter

## Harvey Baylis

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July 3, 2008 5:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, and are consequently very misleading. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Harvey Baylis

**M. Smith**

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July 3, 2008 5:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements promoting ethanol as a green alternative to gasoline are becoming increasingly common. However, such promotion is not based on sound science. Indeed, when factors such as fertilizer use, energy used in processing, and land use are taken into account, current corn ethanol production may actually contribute more to global warming pollution compared to today's gasoline.

Consequently, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" vehicles (FFVs) as an important part of the Federal Trade Commission's review of its "Green Guides" for environmental marketing and advertising.

Thank you for your serious consideration of this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
M. Smith

**Jim Patrick**

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July 3, 2008 5:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hydrogen is the answer, it's abundant, could be cheap--why not develop it and engines that run on it???????

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jim Patrick

**Shelley Brennan**

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July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: I am a Constituant

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Shelley Brennan

## Dean Garrett

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July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, and even worse are already diverting corn from much-needed human food needs to unnecessary transportation use in rich countries.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dean Garrett

## **Christopher Vorenkamp**

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July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is exactly what Green Guides is intended to protect against, a gross misrepresentation in environmental advertising. With farm practices remaining as they are, ethanol fuels are worse than gasoline, yet are being advertised as an answer to the problems of gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christopher Vorenkamp

**Susie Knight**

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July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We need innovative solutions to our profound problems, but we also need truth in advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susie Knight

## **Jonathan Huntington**

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July 3, 2008 5:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Producing fuel from food is a fundamentally flawed approach to the energy problem. There are promising developments in the area of cellulosic ethanol but the industry fails to explain that the distinction is critical to the benefit of switching to a biofuel. So long as we use large amounts of petrochemical fertilizer and intensive industrial farming machinery fueled by gasoline and diesel, the production of ethanol from corn will be neutral or losing proposition from any standpoint - except for the view of those who benefit from increased corn prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jonathan Huntington

## **William Kaminer**

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July 3, 2008 5:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Don't let people be lead to believe they contributing to the solution of the global warming problem when in fact they are making it worse.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Kaminer

## **Kirk England**

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July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs), because turning food into fuel is stupid!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kirk England

**Richard Sigal**

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July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is essential that true green solutions are promoted and dubious solutions identified.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Sigal

**Sidney White**

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July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production would actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sidney White

**roger wiesmeyer**

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July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is not new information. I remember reading in Harper's a few years back that the energy needed to grow/ process the corn is roughly = to that which we get out of it.

It seems like corn based ethanol was as much a political phenomenon as anything(Iowa=corn=early primary). Should we really be allowing the fate of our environment and our energy future to be dependant on such shifting sands as politics?

Thank you for your time!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
roger wiesmeyer

**Robert Scott**

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July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn-based ethanol promotion has an unintended consequence. It has created short supply of this grain for animal feed and for grain based products for the table. The destruction of the soil pushing this agriculture based product has far reaching effects regarding agriculture activity.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Scott

**Susan VanKuiken**

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July 3, 2008 5:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In times such as these when the future of the earth is in jeopardy we surely cannot risk more mistakes as we search for fuel alternatives. I am particularly concerned about the risk of rising corn prices for people who depend on corn for their diet. Given the fact that corn ethanol increases global warming even faster than gasoline the FTC must step in and keep the dishonest advertising from being used.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan VanKuiken

**Craig Leman**

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July 3, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Craig Leman

## **Robert Emberton**

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July 3, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Science education in this country is so poor that few people understand the thermodynamics.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Emberton

**Helen Voris**

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July 3, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's get it right this time--there is no easy fix, no free lunch, no consequences-free solution to our energy problem!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Helen Voris

## **Allen Ansevin**

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July 3, 2008 5:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Honesty is important for informed action. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Allen Ansevin

## Gayle Janzen

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July 3, 2008 5:10 PM

Chairman William Kovacic

Subject: Green Guides aren't being truthful about ethanol

Dear Chairman Kovacic,

Developing a little ethanol, might be a good idea, but chopping down forests to plant corn is a really bad idea. That only exacerbates global warming, the very thing that using ethanol is supposed to help. Not only that, studies have shown that ethanol may actually increase greenhouse gases more than the gasoline we now use. And there are very few cars that can actually use it. Please make sure that the Green Guides are telling the truth about ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gayle Janzen

## David Wilton

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July 3, 2008 5:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In addition to the report below, no mention is made as to the shortage of corn for food product also raising the price of corn food products. Let's get teal Rhose in charge at the FDA can't be all that stupid.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Wilton

## **Elizabeth Kinney**

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July 3, 2008 5:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please ensure that Public relations efforts do not spend more than educational efforts in this policy-crucial time.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elizabeth Kinney

**John Altshuler**

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July 3, 2008 5:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Efficient automobile engines and alternative energy are the way of the future. Overcome the hurdles and make it happen!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Altshuler

**Ellen Jordan**

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July 3, 2008 5:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ellen Jordan

## Sharon Lynch

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July 3, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let us be a leader in resolving the energy crisis, not contribute to it for quick fixes and purely economic gain. Emerging nations that are fuel hungry need a better role model. Honesty in marketing is crucial. Thank you for your careful consideration of this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Lynch

**Arthur Gionti**

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July 3, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please act accordingly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Arthur Gionti

## **Richard Harrison**

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July 3, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Getting to a condition in which we operate in a very much "greener" fashion is critical and we can not stand by and let special interests distort the facts and hide the real costs of their "solutions".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Harrison

**Linda Safarik-Tong**

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July 3, 2008 5:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to shift to high-yield, nonfood feedstocks. At Colorado State University researchers are developing technology to convert algae into biodiesel. Focus should also be placed on agricultural wastes and residues. In Jennings, Louisiana Verenium Inc uses sugar cane biomass (residue left after product extraction) in a demonstration-scale plant to produce cellulosic ethanol. We should use the current high-level of concern to help ensure we get the technology right as we seek to implement sustainable pathways. Corn is not the answer!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Linda Safarik-Tong

**May Dorn**

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July 3, 2008 5:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is a cruel and deceitful "mess-up" & is starving people worldwide. Oil prices are being manipulated to force more oil drilling (oil spills?)and "hog-tying" us. WE WILL REMEMBER IN NOVEMBER & beyond ! Thanks

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
May Dorn

**Linda Hanratty**

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July 3, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Linda Hanratty

**Carol Cassini**

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July 3, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is also to get the information straight in order to win the hearts and minds of those who still doubt that global warning is an issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Cassini

## **Carlton Salvagin**

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July 3, 2008 5:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a "green alternative to gasoline" have been prominent recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not truthful and based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carlton Salvagin

## **Bonnie Poulos**

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July 3, 2008 5:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is all about capitalism and making profits -not about a sound environmental policy for clean fuels. As the world examines alternatives to oil and coal, one of the attractive possibilities is the use of renewable biological sources for energy. However, we cannot just jump on a corporate bandwagon and make policy based on corporate advertisements.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the science and facts behind today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, please consider that biological products such as corn are a staple food for many underprivileged people and the consequences of using an important food product for fuel raises a whole set of ethical problems that go beyond the issue of clean fuels and "fair trade". The quest for cleaner fuels should not be at the expense of other needs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bonnie Poulos

## **Thomas Marshall**

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July 3, 2008 5:01 PM

Chairman William Kovacic

Subject: Green Guides should address corn ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We should encourage cellulose ethanol over corn ethanol. It is tough to fight the corn lobby (that federal agriculture policies created), but corn should not become ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Marshall

**Nancy Stefani**

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July 3, 2008 5:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are alternatives to using corn for fuel, stop the subsidies to only corn usage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Stefani

## **Carl Howlett**

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July 3, 2008 5:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The same general concern applies to intentionally misleading phrases like "clean coal". Heard enough times they tend to be viewed as having some truth when in reality they do not.

Carl Howlett

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carl Howlett

**Louise Calabro**

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July 3, 2008 5:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please check this carefully, so that the solution does not make the problem worse!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Louise Calabro

**Nancy Wall**

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July 3, 2008 4:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Use of corn for this purpose also takes food from people who need it most.

Ethanol can be made from a variety of different plants that do not require the fertilizer that corn does and would be less harmful to the world at large. Please do not continue to use ethanol made from corn as fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Wall

**Karisha Kirk**

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July 3, 2008 4:59 PM

Chairman William Kovacic

Subject: Please address ethanol advertising!!!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karisha Kirk

## **Robert Klausner**

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July 3, 2008 4:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is so important that in our attempt to create a comprehensive energy program, we do not get off to a wrong start. It is obvious that corn based ethanol is going to be counter-productive. In the long run, it will cause many unintended consequences we can ill afford, while not really adding to the solution of our problem of energy replacements.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Klausner

## **Saran Kirschbaum**

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July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is the 21st century and it is now obvious that there is no such thing as a free lunch and that the precautionary principle needs to be the foundation for all new fuels for vehicles.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Saran Kirschbaum

## **Ronald Mathsen**

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July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

These concerns lead to the conclusion that investing in ethanol production from corn makes no sense and only really make environmental problems worse. It would be a very dangerous short term fix, if it would be a fix at all, to reduce dependence on imported oil using corn based ethanol. That is a bad choice for us to make.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ronald Mathsen

## **Larry Marquardt**

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July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Although it appears that the Union of Concerned Scientists has substantially altered its position here, at least it is on the right track now, so I must add my support.

It seems to me that the hue and cry of the many groups agitating for energy policy change is being co-opted and diverted by political information campaigns. Having not read all of it yet, I must be cautious, but a book called "Gusher of Lies" seems to be saying that BOTH Democrats and Republicans are intervening in energy markets to the detriment of ALL, albeit for different reasons. Another theme is that 'energy independence' is impossible, and while that may well be true, it does NOT mean that alternative energy sources are not absolutely necessary.

Most emphatically, however, marketing and influence can never substitute for publicly verifiable fact.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Larry Marquardt

**Theresa Horrigan**

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July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

How about electric vehicles? How about more counsel to the public about conservation and recycling?

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Theresa Horrigan

**Tom Luedtke**

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July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is also the problem of the using gallons of water to make one gallon of ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tom Luedtke

**James Spaulding**

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July 3, 2008 4:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Spaulding

**Al Jette**

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July 3, 2008 4:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You're about to review the guidelines for how companies advertise their "green-ness". I hope that like foods advertised for people with cardiac problems or for people with diabetes, you require that they state the total carbon required to produce this product compared to the "non-green product" (e.g. gasoline). I can read a label and determine how much salt there is or how many calories there is, but I can't read a label and determine how green a fuel is or how green a car is.

Given the floods in the mid-west, it is particularly misleading to suggest that corn based ethanaol is a green alternative.

Make the advertisers tell us how much it really costs (total carbon used to produce this gallon of alcohol: 95% of that of using gasoline).

Thanks, Al Jette

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Al Jette

**Laura Jobe**

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July 3, 2008 4:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**WE NEED BETTER ALTERNATIVES FOR ETHANOL.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laura Jobe

**Adam Sloan**

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July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: -Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Adam Sloan

**Peter Nightingale**

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July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The number of environmental advertisements for ethanol as a supposedly green alternative to gasoline has exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, and are misleading. However, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peter Nightingale

## **Leif (Captain) Knutsen**

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July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The very fact that I, as a concerned citizen, must petition you, a federal TAXPAYER supported "watch dog" agency on matters of this importance just goes to show how far you are beholding to SPECIAL INTERESTS.

FOR SHAME...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Leif (Captain) Knutsen

## **Hugh Gagner**

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July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is not the answer. Any high school FFA member can tell you corn crops have to be rotated annually or they won't grow, unless the soil is cleaned of all stalks and debris, which also strips nutrients and topsoil leading to more fertilization and driving the cost up even higher than it normally would be by taking so much basic food stock out of the market.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Hugh Gagner

**Harriet McCleary**

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July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The people of our country would welcome a more honest assessment of the misguided use of ethanol. How many times have we gotten far down the road of a misrepresented topic only to find out that if someone had had the guts to be honest in the first place, we wouldn't have wasted so much time, energy and money. Please set the record straight now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Harriet McCleary

**Joy Cassidy**

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July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need the whole truth and nothing but the truth here; so please ensure that the marketing of corn-based ethanol is accurate!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joy Cassidy

## **Diana Vest Goodman**

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July 3, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides," I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Diana Vest Goodman

**John Sloane**

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July 3, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The present level of use of land for this purpose has also increased the price of food products. Why not reduce the trade barrier on Brazilian produced biofuel from sugar cane?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Sloane

**Scott Sklar**

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July 3, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to SUSTAIN the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could POSSIBLY represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Scott Sklar

## **Roger Frock**

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July 3, 2008 4:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, in this time of potential food shortages and escalating food prices, it seems unusually cruel to follow this path to placing increased burdens on people who are already nearing their limit of tolerance for the poor decisions being made by our federal agencies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Roger Frock

## **Sandy Summers**

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July 3, 2008 4:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have to come to some equal ground, we need to feed our nation first. Then use the "Flex Fuel" It seems that this nation is going to have to adjust to other means of transportation. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sandy Summers

## Jason Vardzel

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July 3, 2008 4:51 PM

Chairman William Kovacic

Subject: Green Guides should address misleading ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a strong supporter for environmentally responsible fuels and for fuels that actually reduce global warming pollutants I urge you to make sure fuel advertising is based on real science so we actually get better fuels instead of one supported by powerful and misleading lobbies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jason Vardzel

**Tiffany Rapplean**

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July 3, 2008 4:50 PM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tiffany Rapplean

**Elaine Wiggs**

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July 3, 2008 4:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not only that, gasoline efficiency is reduced by use of ethanol. This is not the solution in its present form.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elaine Wiggs

## **Catherine Thomasson, MD**

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July 3, 2008 4:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to require accuracy of labeling and remove labels indicating that corn ethanol is green.

We now know that producing corn ethanol produces more CO<sub>2</sub> and NO<sub>2</sub> greenhouse gases than burning gasoline given the use of fertilizer, energy for processing and increasing use of marginal grasslands and non-tilled areas for food production due to higher prices for corn on the world market.

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and should be stopped.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Catherine Thomasson, MD

## David Shantz

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July 3, 2008 4:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ethanol as a "green" fuel is a boondoggle campaign. Please help clear the air!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Shantz

## **Elisabeth Hoffman**

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July 3, 2008 4:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please examine the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

"Greenwash" for ethanol as a green alternative to gasoline have shown up, painting a false picture. These ads, such as General Motors' "Live Green, Go Yellow" campaign, are not scientific and mislead. If fertilizer, energy for processing, and land use are taken into account, corn ethanol production will represent an increase in global warming pollution over today's gasoline.

Please make sure we move forward on a sound basis, towards a sustainable energy policy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elisabeth Hoffman

## **Maria Crandall**

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July 3, 2008 4:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are being pummeled by the oil industry and I fear that this is the same case with ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The question is whether ethanol producers are any more trustworthy than the oil industry. NOT! Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Maria Crandall

**Lesley Barker**

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July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I strongly support a transition to biofuels and solar technology to enhance domestic energy production and reduce global warming.

However, we need proper guidelines for honest accounting with regard to fuels such as bioethanol when fossil fuels are used for its production, either indirectly as fertilizer or directly in the processing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lesley Barker

## **William Buss**

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July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Buss

## **Richard Daniels**

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July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am quite sure that an objective review of the current processes used to produce ethanol from corn will establish that ethanol produced in this manner can not and should not be considered a "green" process.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to include the marketing of today's corn-based ethanol as a discreet portion of the review process.

If you do so, I am convinced that environmental advertisements for ethanol as a green alternative to gasoline, which have exploded recently, will be properly brought to an end.

Thank you, and good luck with the political and financial ramifications of the decisions you make in this regard.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Daniels

**Chris Ashton**

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July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chris Ashton

## **Susan Marie Frontczak**

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July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Every day we are learning more about what we need to know, especially in regards to how to take care of our own "nest" called earth. You help us all do that!

There for I ask the FTC, as it reviews its "Green Guides" for environmental marketing and advertising, to examine the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Marie Frontczak

**Thomas Yuill**

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July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This "green" advertising is, simply, false and misleading.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Yuill

## **Ernie Nickels**

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July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are **NOT BASED ON SOUND SCIENCE**. Indeed, when issues like **FERTILIZER** use, **ENERGY** for processing, and **LAND USE** are taken into account, current corn ethanol production could actually represent an **INCREASE** in global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ernie Nickels

## **J. David Gillanders**

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July 3, 2008 4:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The environmental cost of producing ethanol is greater than the savings from using it to replace gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
J. David Gillanders

**vilia natchez**

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July 3, 2008 4:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I was raised in Nebraska and the whole idea of ethanol was promoted. I understand that farmers want to raise corn for profit. The problem, however, is that they do use fertilizers and gasoline, etc. in the production of ethanol. I also feel there will now be a need to raise the corn for food crops since the midwest has been devastated by flood. The WORLD could use more corn. We could share our food.....novel idea.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
vilia natchez

**margee aycock**

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July 3, 2008 4:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a concerned citizen who likes to make the green choice when possible. Even our local newspaper is very sketchy on which is the greener choice, ethanol or no ethanol. They do not seem to have any information as to if it hurts our cars or gives us less gas milage. We just plain don't know what to choose! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
margee aycock

**Steve Cohn**

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July 3, 2008 4:45 PM

Chairman William Kovacic

Subject: "Green Guides" should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steve Cohn

## **Ronald Sitton**

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July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, may be increasing advertisements as a "feel-good" alternative to gas, but they are not based on sound science. Indeed,

We should look into switchgrasses, slash from trees and hemp as alternative sources instead of relying on corn. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ronald Sitton

**Deborah Filipelli, Ph. D.**

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July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The following represents my position in SUPPORT for the review of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,  
Deborah Filipelli, Ph. D.

**Thomas Armstrong**

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July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I know that you are aware of this problem. If you use your position to take a leadership role in informing the public about this danger, I would appreciate your effort.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Thomas Armstrong

**Max Bean**

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July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: ethanol advertising must be based on scientific facts

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,  
Max Bean

## **Ralph Smith**

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July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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I am totally for gasoline alternatives, and ethanol may ultimately be part of the solution for the USA. However ethanol from corn is not only CO2 expensive, but the energy to produce is at best slightly less than the resulting fuel.

Ethanol may yet play a part but not from corn. Not how it is being managed now. Quite possibly sugar cane will play a part, as it is in Brazil, but not corn.

I urge you to seek and speak loudly the truth with respect to ethanol-from-corn claims.

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Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ralph Smith

## **Willow Liroff**

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July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Ethanol advertising needs "Green Guide"-ance!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Willow Liroff

**Joseph Hamilton**

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July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. The science is clear ethanol is not a green alternative to gasoline but is a worse polluter. The public needs to be aware of this misrepresentation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joseph Hamilton

## **Herbert Samenfeld**

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July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned that we are going full-tilt toward ethanol as a solution to all our energy problems. Ethanol itself comes with a host of problems, but advertising by producers is leaving out the disadvantages.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Herbert Samenfeld

## **Fred M. Rhoades**

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July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We depend on the FTC and other governmental agencies to clearly evaluate the complexities of balancing the supply of new energy supplies with environmental concerns such as global warming and environmental pollution. Please do not cloud these issues by bending to political pressures.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Fred M. Rhoades

## **Arthur Sutherland**

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July 3, 2008 4:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Using corn to generate ethanol will also raise food prices in the U.S. substantially and possible cause the starvation of many overseas. What is green about that? This is deceptive advertising with potentially lethal consequences.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Arthur Sutherland

**Kris Bennett**

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July 3, 2008 4:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is another attempt to mislead people and manipulate their behavior. Solving our energy problems will require use of several types of energy, but more importantly, we need to keep environmental impact at the forefront when deciding which types of energy to develop. It seems oxymoronic to develop energy that takes massive amounts of energy to produce....and is dirty. Again, we are doing things "bass-ackward".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kris Bennett

**Greg Gille**

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July 3, 2008 4:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I STRONGLY URGE YOU to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**ETHANOL IS A BUST, SOON TO BE INVIABLE.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Greg Gille

## **Karl Hodges**

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July 3, 2008 4:39 PM

Chairman William Kovacic

Subject: Get with real solutions

Dear Chairman Kovacic,

There are so many good solutions like the electric car I converted in my back yard (you know, like the ones GM can't make). Why do we have to struggle with questionable attempts like flex fuels when electric, or compressed air vehicles can utilize wind and solar?

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karl Hodges

## **Elizabeth Davidson**

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July 3, 2008 4:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am also concerned about the use of Round-Up or its chemical equivalents to eradicate weeds in corn being produced for ethanol. This can produce water contamination as well as a reduction in beneficial insects.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elizabeth Davidson

**John Kadyk**

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July 3, 2008 4:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Under study, and with a promising solution very soon, is using switchgrass (*Miscanthus*) instead of corn to produce ethanol. This plant requires no fertilizer, little water, and grows on soil unusable for staple crops. This is what should be promoted, not corn. Corn is in short supply for feeding the human race right now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Kadyk

**Kateri Kosek**

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July 3, 2008 4:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I DON'T WANT ANY PART OF ETHANOL THAT CAUSES MORE ENVIRONMENTAL DEGRADATION THAN GASOLINE. FINDING ALTERNATIVES IS A BIG STEP--IF WE DON'T GET IT RIGHT, WHAT'S THE POINT?

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kateri Kosek

**jim sweeney**

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July 3, 2008 4:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There is a big scam going on right now.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ads for ethanol as a green alternative to gasoline are intentionally and incredibly misleading.

All things considered, ethanol from corn actually increases in the production of global warming pollution over today's gasoline.

Do what you can to relegate this discussion to the proper venues and with accurate data.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jim Sweeney

## **Sharon Bahus**

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July 3, 2008 4:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a curator of an environmental series at Lincoln Center. We screen films followed by in depth discussions of these issues. Our next film is on the subject of biofuels. Though biofuels could be the answer to our oil crisis and curbing global warming we definitely need to find alternatives to ethanol which creates dreadful consequences such as food shortages. One rarely hears about algae or switchgrass fuel which would have much less consequences on the price of food. It would be unfortunate if the bad press over ethanol production caused other more sustainable biofuel research to be abandoned.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sharon Bahus

**Greg Malmberg**

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July 3, 2008 4:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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It is 'high time' we listened to the scientists and researchers among us. Back off and look at the 'big picture'.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Greg Malmberg

## **Donald Farley**

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July 3, 2008 4:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many people, including numerous in the media, seem not to be aware of this fact. And of course the corn lobby is very happy about that.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donald Farley

**Dan Schwartz**

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July 3, 2008 4:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Clearly there are better solutions than to use corn to create ethanol. Switchgrass or algae based cellulose ethanol production could create a greater level of energy with a lower cost, both environmentally and economically. Corn is simply not a good solution for ethanol, in that it's also taking a foodstuff that is in demand for feeding people and animals and turning it into fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dan Schwartz

## **Christopher Flynn**

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July 3, 2008 4:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Any competent ecologist would know this...THINK...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Christopher Flynn

## Jack Stansfield

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July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, the use of food crops such as corn for energy production diverts resources from the world's food supply and causes shortages and higher prices that affect particularly the poor in our country and in other countries as well. An example is the recent rise in the price of corn in Mexico where corn is a staple for millions of Mexicans, especially for those least able to afford a price hike.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jack Stansfield

## **Ellen Koivisto**

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July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

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To make things clearer, burning ethanol produces CO<sub>2</sub> in about the same amounts as burning gasoline. Producing corn for ethanol requires fertilizers which are made using petroleum and petroleum byproducts, all of which produces CO<sub>2</sub> at every step of the process, as does trucking the fertilizer to the fields and trucking the corn to the ethanol plants and then to the gas pathways. Excess fertilizer use (and it's excess) runs off into the Mississippi and down into the Gulf of Mexico, producing enormous algae blooms and subsequent die-offs, creating dead zones. The dead zone n the Gulf is now bigger than a number of states in area, and growing rapidly. Additionally, any acreage taken out of production for food contributes to real biodiversity and health problems, especially when it is dedicated to monocrops such as corn. And finally, the push for corn is coming from ADM and corporations like them, not family farmers (some mythical creature driven to the brink of extinction by massive corporations like ADM) because corn is easy profit for the work, as opposed to real crops that require land stewardship and a lot more time and intelligence to grow, but that actually feed people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ellen Koivisto

## **Richard Kanner**

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July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I understand that the Federal Trade Commission will be reviewing its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have increased recently and in many cases are misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I understand that the use of sugar cane for ethanol, as is done in Brazil, provides a far better energy out:energy in ratio (8.2:1).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Kanner

## **Wolfgang Benz**

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July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Wolfgang Benz

## **Bonnie Breckenridge**

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July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Not to mention, as corn is used for fuel, food prices will continue to rise as corn for food (both human and animal) will be in shorter supply.

I urge the FTC to find real answers! To be creative in their thinking and not line up behind the corporations that have an interest in the ethanol market. We need to find a way to take the huge amounts of waste materials engendered in this country every day and make that the source of fuel. Landfills and cattle create huge amounts of methane that could be captured and put to good use instead of being part of the problem as they leak into the atmosphere. One could argue that the technology would be too expensive, but I believe in the long run it could help save the planet and become a good source of fuel. What more could a company want than a free source of materials with which to make its product?

Please tell the truth about ethanol and use your power to find real solutions.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should

conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bonnie Breckenridge

**katharine hermann**

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July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a 60-year old woman, who has taken to bicycling wherever I can in an attempt act responsibly for the future of our planet, the air and my children. Please help clarify the issues of how we can make wise decisions on fuel consumption, including what are the TRUE impacts of corn-based ethanol production. I think expensive gas is just fine, since it will finally encourage our market-based society to come up with good alternatives to fossil fuels. But I am not sure that ethanol as currently produced is among the desirable solutions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Sincerely, Katharine Hermann

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
katharine hermann

**Dennis Lynch**

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July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn ethanol is not the best way to go.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dennis Lynch

## **Jo Ellen Brandmeyer**

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July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The only biofuels that I believe should be supported are those made from true waste that is left over after the desirable portions of a plant - or of an animal - are used. Growing a food crop and using fertilizer on it, thereby creating a larger dead zone in the Gulf of Mexico and raising the price of corn-derived products (including beef) world-wide is not an ethical solution. This information needs to be made clear to all decision-makers from elected officials to the individual consumer.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jo Ellen Brandmeyer

**Laura Goodman**

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July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It's time for a real solution to gas usage, and not another foggy venture

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laura Goodman

**Dorothy Reichardt**

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July 3, 2008 4:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, using corn to make ethanol is raising the price of corn so it is hurting consumers, including farmers who use corn to feed their animals.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dorothy Reichardt

**Peggy Rodriguez**

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July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You know the truth. Ethanol is a resource-consuming fuel, whose use will only increase the fouling of the planet.

Please act wisely and tell the truth in the Green Guides. Our future depends on your courage now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peggy Rodriguez

**Carol Jolles**

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July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is absolutely critical that you present accurate and COMPLETE scientific information on this issue. It is not only our own future as a country but the actual future existence of life as we know it on this planet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Jolles

**Michael Reilly**

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July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I do hope you will use "sound science" to make your decisions rather than what's good for biofuels conglomerates.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Reilly

## **Sue Masaracchia-Roberts**

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July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Encourage the use of other methods, if at all possible, please!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sue Masaracchia-Roberts

## **Vernon Batty**

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July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We, as a nation, need to use sound reasoning to pull ourselves out of the quagmire we put ourselves into by poor judgment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vernon Batty

## **DON BILL**

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July 3, 2008 4:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol in gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
DON BILL

**Susan Finkleman**

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July 3, 2008 4:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline. Don't allow this sort of politically driven misrepresentation to continue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Finkleman

**Ann Hebert**

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July 3, 2008 4:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's understand if there are real benefits to corn-based fuels before we begin moving in that direction. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ann Hebert

## **Phillip Crabill**

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July 3, 2008 4:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please base your decisions on scientific facts and NOT POLITICAL RATIONALE!!!  
Care about the future!!! Please!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Phillip Crabill

**Marcia Bailey**

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July 3, 2008 4:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I'm concerned about the misinformation about corn-based ethanol which I have read about in several sources. Ethanol sounds like a great solution, but, in reality, it is not a solution at all. The process of making the ethanol actually creates more problems than are resolved by the use of the fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marcia Bailey

## **Saralaine Millet**

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July 3, 2008 4:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you review "Green Guides" for environmental marketing and advertising, I urge you to consider the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements extolling ethanol as a green alternative to gasoline are suddenly everywhere. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues such as fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Saralaine Millet

**Mary Heffernon**

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July 3, 2008 4:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Heffernon

**Laura Jones**

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July 3, 2008 4:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn-based ethanol is a farm-bill boondoggle, not an environmentally friendly energy source: it's time for "truth in advertising" on this issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laura Jones

## **Vernon and Mary Joyce Dixon**

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July 3, 2008 4:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vernon and Mary Joyce Dixon

**Elske Smith**

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July 3, 2008 4:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is also the issue that the push for corn-based ethanol is acerbating the world's current food crisis by diverting corn for food to corn for fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elske Smith

## Gerald Porter

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July 3, 2008 4:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned about global warming, and I am concerned about the inappropriate emphasis on corn-based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gerald Porter

**Suzanne stensaas**

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July 3, 2008 4:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

ETHANOL from Corn is not the solution. Increases inflation, food shortages, price increases, hunger in the world. Brazil makes it more efficiently from sugar cane. Why not let us import from Brazil? More BTUs per gallon too. Ethanol the way we have it structured here rewards the farm corn lobby and no one else. This is not the alternative we want.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Suzanne stensaas

**roger citron**

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July 3, 2008 4:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There has been a drastic increase in environmental advertisements for ethanol as a green alternative to gasoline. These green-marketing techniques are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Therefore, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
roger citron

**Peter Chesson**

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July 3, 2008 4:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Without proper guidance, the issue of alternative fuels is subject to massive extremely damaging cynical exploitation. Indeed, we are seeing that.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peter Chesson

**Mary Tinkham**

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July 3, 2008 4:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It seems better to use the byproducts of crops already grown for food than to grow corn expressly for fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Tinkham

**Mark Peterson**

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July 3, 2008 4:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I support production of cellulosic ethanol from switchgrass/poplar trees and other woody biomass, plus the use of slaughtering/agricultural biproducts, waste cooking oils or growing algae to produce biodiesel, all of which do not divert usable food into energy production.

Let's switch to American grown fuels, but not be careless and divert food or food producing land in the process.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark Peterson

**Anne Harvey**

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July 3, 2008 4:20 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

Please understand that my family and I are willing to choose wisely, to conserve and to pay more for fuel and all of the goods and services dependent upon energy in order to know that our world will remain healthy for people and wildlife for generations to come.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Anne Harvey

**Adam Fikso**

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July 3, 2008 4:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents a likely increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Adam Fikso

## **MARK MUSSER**

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July 3, 2008 4:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And, just as important, the use of ethanol gasoline reduces the fuel economy of every vehicle that it is put into. Just ask consumers (the real pundits) and that fact will come crashing home. So even though the use of ethanol may seem to reduce the amount of gasoline for each fill up, it actually takes more of this hybrid mixture to go the same distance, so where is the practicality of this alternative?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
MARK MUSSER

## **Ruth Leibowitz**

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July 3, 2008 4:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We must find the right solutions to protect this planet from further destruction. If we do not act now, it would only mean total devastation, which includes more habitat loss, the extinction of so many beautiful creatures, including mankind, & that is a very disturbing thought. I'm very supportive in the return of the electric vehicle. That would be a wise, & intelligent choice for us all. Thank you for considering my views.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ruth Leibowitz

**Bonnie Elsten**

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July 3, 2008 4:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have read that ethanol based on switch grass would provide a better alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bonnie Elsten

**Maryann Caputo**

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July 3, 2008 4:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**ENOUGH IS ENOUGH! THIS IS NOT A GREEN ALTERNATIVE!!!! STOP JERKING THE PEOPLE AROUND, WE ARE NOT STUPID!!!!**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Maryann Caputo

**jeannine Eremea**

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July 3, 2008 4:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**PLEASE FOR ONCE DO NOT ACT WITHOUT KNOWING ALL THE RAMIFICATIONS AND HONEST DATA...FOR ONCE ACT RESPONSIBLY AND HONESTLY TAKING IN CONSIDERATION ALL THE FACTS. LISTEN TO THE COMPETENT AND CONCERNED SCIENTISTS WHO CARE FOR THEIR COUNTRY, OUR COUNTRY. THANK YOU JVE**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
jeannine Eremea

**Colleen Rodger**

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July 3, 2008 4:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is more politics than science in the current ethanol policy. The public deserves to know the facts, not the "green washed" talking points favoring the old energy producers and agri business.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Colleen Rodger

## **Keenan Payne**

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July 3, 2008 4:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

With the economy's new "green market," oil companies and gas station advertisers have been keenly using and portraying the term "ethanol" as an environmental and economic benefit when it comes paying at the pump, and so many consumers out there are being led to think that by purchasing products with ethanol, they are making a smart consumer choice. But they aren't being told that ethanol is actually only a stepping stone to help us get in the right direction of more responsible and renewable energy consumption, and that it is not solely in-and-of-itself a solution. I feel like it has become another instance where big oil companies are taking advantage of this environmental crisis by using the "green" facade to make a profit.

Thus, I strongly encourage a decision by the FTC to review and revamp its past Green Guides to address today's circumstances and inform the mass public.

Thank you for your time and consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Keenan Payne

**Irene Brady**

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July 3, 2008 4:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn-based ethanol could increase, not decrease global warming.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Irene Brady

**Evelyn Zerlin**

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July 3, 2008 4:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline.

As a side note: My 1991 vehicle I drive, specifically states in the owner's manual, do NOT use Ethanol in your vehicles fuel system!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Evelyn Zerlin

## **Daniel Horn**

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July 3, 2008 4:13 PM

Chairman William Kovacic

Subject: Misguided ethanol advertising

Dear Chairman Kovacic,

When you are investigating Green Guides for environmental marketing, please pay attention to the advertising surrounding ethanol for fuel.

Unfortunately corn is not very efficient as a fuel and the whole process of growing corn, while profitable due to subsidy, and cleaner when you burn it, uses more fuel in production for fertilizer than alternatives, including oil.

We need to take into account the entire production pipeline and not just the output when concerning ourselves with global warming and greenhouse gasses---and green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, misrepresent the full issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Daniel Horn

## **Stanley Jones-Umberger**

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July 3, 2008 4:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is simply not as good as it seems. It can't be piped and must be trucked. It drives up food costs. Please look at the facts.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stanley Jones-Umberger

## **William Hodapp**

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July 3, 2008 4:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I would encourage the Federal Trade Commission to review the subject of environmental marketing and advertising concerning ethanol. Advertising for ethanol and for so called "Flex Fuel" powered vehicles (FFVs) has been, at best, misleading.

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is tremendously important that the information on alternative fuels be fair and unbiased if we are to move forward in finding alternatives to the use of oil.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William Hodapp

## **John Veranth**

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July 3, 2008 4:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a Chemical Engineer with industrial experience and publications in combustion and energy production. Even simple 'order of magnitude' estimates are sufficient to disprove claims that corn-based ethanol will contribute significantly to the US fuel supply or to the reduction of greenhouse gas emissions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Veranth

## **Alan Speed**

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July 3, 2008 4:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

All advertising claims should be consistent with the truth, the whole truth, and nothing but.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alan Speed

## Quinn Montana

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July 3, 2008 4:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We should not be using a food crop as fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Quinn Montana

## **Brian Bodah**

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July 3, 2008 4:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a recent university graduate, and a published author on the topic of alternative energies and global climate change, I am well aware of the emissions related to corn based ethanol.

Ethanol provides us with a wonderful potential for a future of green transportation fuels, **BUT NOT WHEN IT IS PRODUCED FROM SUBSIDIZED, GENETICALLY MODIFIED CORN.** Brazilian sugar cane ethanol and cellulosic ethanol provide us with much, much better methods of ethanol production.

Again, I urge you to review the marketing of today's corn-based ethanol in the United States. It certainly **IS NOT** our solution to global warming, and **SHOULD NOT** be allowed to be marketed as such. Thank you for this opportunity to comment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Brian Bodah

## **Rebecca Overmyer-Velazquez**

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July 3, 2008 4:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Recent scientific studies strongly suggest, for example, that ethanol emissions INCREASE global warming pollution but this is never mentioned in publicly.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rebecca Overmyer-Velazquez

**Dan Parker**

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July 3, 2008 4:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's hear the truth about ethanol and start making good choices with our environment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dan Parker

**Nancy Jackson**

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July 3, 2008 4:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need solid science here, not marketing blitz.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Jackson

**susan meyer**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is critically important that people not be misled by marketing an energy source that is not solving the global warming problem. Please make sure that advertisers adhere to the facts or sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
susan meyer

**Lara Rozzell**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

At this time, ethanol is not a clean energy, due to the fossil fuel inputs required to produce it. And with so many people starving in the world, we shouldn't be using food to power our personal vehicles.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lara Rozzell

## Tyson Weems

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an aspiring dietitian and socially and environmentally aware citizen, ethanol production concerns me greatly. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tyson Weems

## **Jean Darsie**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As I understand it the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising.

The rush to promote the use of corn-based ethanol concerns me because I don't believe the full cost of its production is being taken into consideration. Instead ethanol is being marketed as something of a panacea without fully informing the public about the costs and impacts on global climate change.

I urge the FCC to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jean Darsie

## **Myron Kuhlman**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Simply put, ethanol from corn is a way to turn corn into pork without needing a pig farm. It once was a useful farm subsidy that has grown into a massive bondoggle. Please help us stop misleading Americans. We have enough trouble because of that already.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Myron Kuhlman

**Gail Owens**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please pursue policies that observe most favorable outcomes for the climate and world populations, and take care not to become frozen into policies that are pushed by economics of profit-making influences.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gail Owens

## **Ed Zoebisch**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a society we have become so accustomed to being lied to, out of necessity we look at government issues with a cynical view. Help the US citizens begin to regain some small measure of faith in government policy and issue statements by making this document meaningful and truthful.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ed Zoebisch

## **Keith Johnston**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's use real science?not pressure from huge agri-business?to guide our decisions on what is truly a green energy solution. Please help educate the general public about the misconceptions about ethanol developed from corn. It costs more more to produce than it's worth in terms of tax subsidies, transport, animal feed and food prices, not to mention a net increase in carbon generated or released into our atmosphere. Sugar cane, the principal ethanol crop in Brazil, is 8-10 times more efficient than corn in the energy it takes to produce the same amount of fuel. Fortunately, it doesn't take a scientist to figure out that corn ethanol is another windfall for ADM & other big agri-business. But it won't do anything to reduce global warming.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Keith Johnston

**Ellen Waff**

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July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There's more to this than meets the eye! Please have your staff research each issue carefully, and don't jump on any bandwagons before you discover if there's really a band, or if it's only recorded marches!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ellen Waff

**Ronn Smith**

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July 3, 2008 4:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently, we have witnessed countless claims and counter-claims around the effectiveness of ethanol to reduce greenhouse gas emissions. Certainly it depends on the source of ethanol and the energy consumed in tapping that source. We consumers need a reliable guide to help us distinguish fact from marketing fantasy.

Thank you for your consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Ronn Smith

**Amy Hellmers**

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July 3, 2008 4:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And the way current corn-ethanol is produced in the United States simply does not make it a low-carbon fuel. Indeed, in 2022 the low carbon fuels in the RFS should reduce global warming pollution by 6 percent, but according to one recent analysis, including indirect land use changes, the extra emissions from the unregulated corn ethanol could increase overall pollution by 5 percent, wiping out most of the benefits of the regulated renewable fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Amy Hellmers

**Joel Balbien**

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July 3, 2008 4:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer and pesticide use, energy for processing, ethanol distribution, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There have also been concerns raised by scientists about increased NOx emissions related to combustion of ethanol in legacy vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joel Balbien

**Juan Santillan**

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July 3, 2008 4:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

HELLO OUT THERE... ANYBODY HOME? WHY HASN'T THIS COUNTRY PUSHED FOR ETHANOL FROM SUGAR CANE? IT IS TO MY UNDERSTANDING THAT SUGAR CANE RENDERS "7" (SEVEN TIMES) MORE ETHANOL THAN CORN AND SWISH GRASS RENDERS "10" TIMES MORE THAN CORN. WHERE IS THE SUGAR CANE LOBBY? BRAZIL HAS BEEN DOING THIS FOR ABOUT 30 YEARS ALREADY. WE DON'T NEED TO SEE IF IT'S FEASIBLE, JUST GO AHEAD AND IMPORT THE EQUIPMENT FROM BRAZIL AND IMPLEMENT IT HERE!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Juan Santillan

## **Roberta Dees**

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July 3, 2008 4:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission must review its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol. Its promise has failed to arrive, due to the use of food corn, and the actual energy needed and the resulting pollution to produce ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, corn ethanol production will probably cause an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Roberta Dees

## Tezel Relyea

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July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Truth in Ethanol Use

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline are overstated.

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "flex fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tezel Relyea

**Greg Harrison**

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July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you,

Greg & Pam Harrison

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Greg Harrison

## **Kenneth Connell**

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July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a consumer, I am highly dependent on advertising as a source of information about helping my country, state, and community to reduce global warming.

MISINFORMATION about ethanol in mass media advertising does us all a disservice, which can result in our "helpful behaviors" having very harmful consequences simply because we have been misled by ethanol advertising. PLEASE HELP!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kenneth Connell

**Peter Roth**

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July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol-or-gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peter Roth

## **Elliot Taubman**

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July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As you review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) please include all carbon footprint issues.

Advertisements for ethanol as a "green" alternative to gasoline have recently proliferated. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not science based. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The "Green Guides" are a great idea, but they have to allow a fair representation of the facts.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elliot Taubman

## **Phyllis Stonebraker**

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July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The type of crop planted and processed should be thoroughly explored, and preference should be given to non-food plants. These non food plants should then be rated in terms of pollution produced by the resulting ethanol, as well as fuel efficiency.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Phyllis Stonebraker

**John Dainotto**

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July 3, 2008 4:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This issue is too important to just blindly follow the political winds as they blow...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Dainotto

## **Theodor Feibel**

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July 3, 2008 4:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

RE: Alternative electro-magnetic circuits -- Zero Point Energy Systems as SOURCE for power.

<http://www.youtube.com/watch?v=X6EnDBjCjBw>

Of course one could use the above to power a LITHIUM ION BATTERY ( which isn't mentioned in this video ) -- however, once you have a charged battery ...

<http://www.youtube.com/watch?v=0uOa3IUndgI&feature=related>

That of course leaves the grain supply free for making ethanol for distilled spirits for human consumption and partying.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Theodor Feibel

**alfred hosick**

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July 3, 2008 4:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. ethanol is just a temp fix. and its not so green. i have ben a air craft mechanic and pilot for 35 years. electric is the best. and its verry easy to build a electric and genrate its one electric. but when so many people are making mega bucks from oil who wants an all elect cat or truck. buddy-a-nam-tay-say-hosick. chief dupity of the cherokee tribal council..

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
alfred hosick

## **Toni Medford**

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July 3, 2008 4:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Wariness must be our watch-word. Truth in advertising is no longer an accepted or mandated practice UNLESS we make it so. While I don't support corn into ethanol overall, we must use corn for the interim as we cultivate other more appropriate and non-food crops for fuel production. Please help us all get to this next phase in energy.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Toni Medford

## **Henry Bosch**

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July 3, 2008 4:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are misleading. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline.

Biomass is a much cleaner alternative and should get more attention and action.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Henry Bosch

## **Andrew Bishop**

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July 3, 2008 4:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And please help conserve resources by responding to this and other public comments via email rather than written letters.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Andrew Bishop

**John Page**

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July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Little is more important:

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Page

**Rian Satterwhite**

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July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that biofuels may play an important role in addressing climate change, but in order to do so they must be based on sound science. We must ensure that, in our pursuit for cleaner vehicles, we do not create other unintended consequences such as food price increases and shortages, further destruction of important natural land, etc.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rian Satterwhite

## **Frank Leeds**

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July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There are many other environmentally sustainable, non-food crops that can be utilized to produce ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Frank Leeds

**Eric Bottomly**

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July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This fact is already being exploited by opponents of alternative energy and could be a major impediment to the development of a program for viable, scientifically sound sources of alternate energy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eric Bottomly

## David Leonard

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July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol, claiming to be a green alternative to gasoline, have increased markedly. These purported green-marketing campaigns, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover, the changes being made in the corn to increase the starch content and ethanol output are decreasing the protein levels and food values in the corn, creating other problems for the country in terms of nutrition and global food supplies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Leonard

## **Eliot Smith**

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July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, which I have seen around my own city, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And without the claimed environmental benefits, corn-based ethanol production has terribly detrimental effects on world food production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eliot Smith

**Kathryn Grace**

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July 3, 2008 3:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need an honest appraisal of the reality here. Thank you for pursuing the truth.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kathryn Grace

**Alice McKeon**

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July 3, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If the whole idea is to pollute less or not at all, then ethanol does not hold the promise that I was led to believe and I can no longer support it as a desirable fuel to have in use anywhere. Sounds like it's another MTBE to me.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Alice McKeon

**Sally McDaniel**

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July 3, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am totally for green and renewable fuels, but growing corn for ethanol is NOT green in the end!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sally McDaniel

**Carol Singer**

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July 3, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Doesn't sugar ethanol create more energy with less side effects than that from corn, without raising food prices & causing massive worldwide starvation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Carol Singer

**Brian Berggren**

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July 3, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. A secondary issue is the increased consumption of water in both the growing of corn and its processing to alcohol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Brian Berggren

**Tom Howell**

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July 3, 2008 3:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In our efforts to reduce the threat of global warming and increase energy security we need to avoid mistakes and make the best use of science and our technical resources. If the public is misled with false hopes based on inaccurate information, then much time, much money, and many resources could be wasted.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tom Howell

## Neal Spangler

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July 3, 2008 3:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a concerned citizen, I am more than ready for honesty over spin, and solutions to heal the planet over boosting self interest!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Neal Spangler

## **Herbert Curl, Jr.**

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July 3, 2008 3:56 PM

Chairman William Kovacic

Subject: "Green Guides" should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Endorsements of 'green' strategies need to include trade-offs and life cycle costs.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, irrigation and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover, land for food production and animal feed is being taken out of production, increasing food costs or food availability around the world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Herbert Curl, Jr.

## **Barbara Hodik**

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July 3, 2008 3:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Over the years, it seems that short-term decisions to solve one problem cause even more problems over the long haul.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Hodik

**Rena Chiu**

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July 3, 2008 3:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are too many unsolved problems with promoting ethanol at this time. We need to find other alternatives until/unless these problems can be solved.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Rena Chiu

**sarah faunce**

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July 3, 2008 3:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It will be disastrous if the government does not review the complexity of this issue and press for public awareness of the downside of ethanol and the role of other methods of biomass fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
sarah faunce

## **Barbara Arcure**

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July 3, 2008 3:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please don't allow the green movement to be discredited and side-tracked. Let's do the right thing and let people who want to do the right thing have access to the best options!! Thanks!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Arcure

**Tracy Heart, M.A.**

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July 3, 2008 3:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tracy Heart, M.A.

## **Clark Johnson**

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July 3, 2008 3:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Further, the conversion of land in the great plains states from growing wheat to corn (for ethanol) is dangerous as corn requires both more water and fertilizer per acre. And less wheat means higher prices for bread and other wheat-derived foodstuffs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Clark Johnson

**John Rigney**

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July 3, 2008 3:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Congressmen (and Women) and Senators need to grow themselves a back-bone and stand up to the Corn Lobby.

We need to STOP SUBSIDIZING Corn Ethanol. It doesn't even provide as much energy as it takes to produce, and it is one of the factors causing an explosive rise in food costs! We should be EATING CORN, NOT BURNING IT!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Rigney

**JAMES Stetina**

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July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please look at the true energy cost savings of ethanol and its real cost of production. The politicians have made a mistake and the TV ads do not reflect the carbon impact of ethanol gas. it is not a green alternative.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
JAMES Stetina

**John Witte**

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July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol for corn is NOT even part of the answer for America to become less dependent on petroleum products! Just think about ALL of what's involved in producing the stuff, from prime farmland to petroleum-base fertilizers!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Witte

**Pippa Storey**

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July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Corn-based ethanol marketing in the Green Guides

Dear Chairman Kovacic,

I understand that the FTC is currently reviewing the "Green Guides" to protect consumers from misrepresentations in environmental advertising. I would urge you tighten the standards for advertising of corn-based ethanol. Although ethanol is often assumed to be a 'green' alternative to gasoline, corn-based ethanol has a very low energy return on energy invested (EROEI). Indeed when considerations such as processing and transportation are taken into account, corn-based ethanol could actually represent a net increase in the production of greenhouse gases compared to conventional gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Pippa Storey

**James Schall**

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July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Please have Green Guides address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Schall

**James Lyons**

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July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Its important to stress that the problem is corn, not ethanol, as other production methods exist for biofuels that indeed are better for the environment. Having cars that run on the fuels is a good thing, but we have to be clear about how the choice of feedstock for ethanol effects whether or not it is infact a sound environmental (not to mention ethical, economic, or net energy gain) choice.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Lyons

## **Randall Curren**

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July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when factors like fertilizer use, the energy used to run irrigation pumps, energy for processing, and land use are taken into account, current corn ethanol production is probably a net energy LOSER and may actually increase emissions of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Randall Curren

## **Barbara and Paul Kirwin**

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July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, We urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara and Paul Kirwin

## **Robert Dickinson**

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July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please require the total truth about ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Dickinson

## **Richard Schwartz**

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July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is especially important that you utilize the best scientific analysis of the net carbon dioxide balance in ethanol fuel production.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Richard Schwartz

**Holly Eaton**

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July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides need to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Holly Eaton

**Diana Crowson**

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July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline and cause food shortages as well. This is not the answer.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Diana Crowson

**Margaret Weimer**

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July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Margaret Weimer

**francis Calabrese**

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July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please don't chase the "environmental" campaigns with phrases that downplay the truth.  
Thank you

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
francis Calabrese

**Sheila Tarbet**

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July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned that today's corn-based ethanol is being currently misrepresented in advertising, and as the Federal Trade Commission reviews its "Green Guides" for environmental marketing, I urge you to review the marketing of today's ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We know that the number of advertisements for ethanol as a green alternative to gasoline has exploded recently. However, many of these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. I am very concerned that when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sheila Tarbet

**T DeAngelis**

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July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides Must Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called Flex Fuel ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have increased exponentially recently. But these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when aspects such as fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production may actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
T DeAngelis

## **Shelley Dahlgren, PhD**

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July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Unfortunately the political support behind ethanol is such that better alternative sources of energy may be discouraged. SDD

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Shelley Dahlgren, PhD

## **John Essman**

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July 3, 2008 3:48 PM

Chairman William Kovacic

Subject:

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
John Essman

**Steve Brown**

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July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Alternative ethanol sources like sugar cane should also be promoted and a comparative 'rating' system could be developed to differentiate products and inform the public easily as to how environmentally beneficial each fuel alternative is compared to one another.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Steve Brown

## **Joanne Foster**

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July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am shocked and saddened to find that deceptive marketing techniques by corn-based ethanol producers are still being allowed.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joanne Foster

## **Marilyn Martin**

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July 3, 2008 3:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marilyn Martin

## **Edward Hejtmanek**

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July 3, 2008 3:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. If current scientific assessments are not incorporated in to the green guides, we may be doing more harm to the environment by incorporating some "solutions".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edward Hejtmanek

**Michael Scott**

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July 3, 2008 3:45 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of fuels, and of corn-based ethanol in particular.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If ethanol is to make a positive contribution to our energy future, it will need to become much more efficient -- as, for example, is projected for cellulosic sources like switchgrass, willow, and hemp. For these more efficient sources of ethanol to develop, we need strong truth-in-advertising rules.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Scott

## **Chad Haring**

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July 3, 2008 3:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, escalating food-prices and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chad Haring

## **Dustin Berthelot**

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July 3, 2008 3:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

----- Also, the increased use of fertilizer for corn crops in the Midwest is suffocating marine life in the Gulf of Mexico by increasing the dead zone at the mouth of the Mississippi River. Let's present a fair case to the rest of the country...(i.e. California, Florida etc.) because while citizens of similar states believe they are being "green," it destroys our part of home with a much greater magnitude. Ethanol may be a quicker alternative, but its not the better alternative.

Kind regards, Dustin Berthelot

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dustin Berthelot

## **Cheryl Gross**

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July 3, 2008 3:44 PM

Chairman William Kovacic

Subject: Green Guides and Ethanol

Dear Chairman Kovacic,

As an environmental scientist, I have deep concerns about the current rush to biofuels. I urge the Federal Trade Commission to address ethanol fuel advertising as it reviews its "Green Guides" for environmental marketing and advertising.

Present claims for ethanol as a green biofuel alternative to gasoline ignore the issues of fertilizer and pesticide use, energy for transportation and processing and land use changes. These factors, especially with regard to corn ethanol production, may actually result in an increase in environmental destruction and global warming pollution over petroleum-based fuels.

Biofuels may play a role in decreasing environmental problems, but only if they are based on the proper materials, raised sustainably without the destruction of environmentally and agriculturally valuable lands and processed appropriately and locally or regionally.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Cheryl Gross

**bill bodry**

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July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Do we have to run up blind ally's before we take a step forward. Have we completely left the science out for spin docs to leed? Let's look at sustainable plant fuel model's that make sence. Who said corn was the way to go??????

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
bill bodry

**Lance Elliott**

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July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please limit subsidies and assistance to those producers who demonstrate actual savings and environmental benefit.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lance Elliott

## **Vernon Brown**

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July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is time to end the corporate give away!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Vernon Brown

## Gregory Stover

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July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We must start with the truthful representation of the facts for all sectors of the economy

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gregory Stover

**Kate Solisti**

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other alternatives to corn, such as switch grass and using "waste" from other farmed plants. Let's not rob Peter to pay Paul, but develop realistic and balanced energy alternatives that do not take food crops out of the mouths of starving people for automobile fuel! Thank you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kate Solisti

**Michele Breaux**

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Additionally, there is no sound way to pipeline ethanol, as it cannot use the existing pipeline structure.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michele Breaux

## **Raymond Moreland, Ph.D.**

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Start listening to the scientist instead of those who are greedy and want to make a killing off of ethanol, especially with corn. And corn usage is now undermining food production and the price of food for the world's people -- it is a two edged sword.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Raymond Moreland, Ph.D.

**Marin Kress**

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an American scientist concerned with the health of our planet, and our economy, I support The Union of Concerned Scientists in asking for appropriate updates to the "Green Guides" used by the Federal Trade Commission. I am also concerned about the effects of corn-based ethanol demands on our food and trade policies. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marin Kress

## **Barbara Fitzpatrick**

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ethanol made from garbage, sewage, or agricultural and timber wastes is part of the solution to our energy crisis. However, ethanol made from corn and other food crops, due to the petroleum inputs of growing, transporting, and processing those food crops, is worse than gasoline and will make the crisis worse.

Ethanol itself, like electricity itself, is good or bad depending on what's used to make it - so what's used to make it needs to be clearly "labeled".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Barbara Fitzpatrick

## **Robert Vanderkamp**

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Vanderkamp

## Jack Ganse

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Further, no one ever mentions how much water is required to grow all of this corn. Let's be balanced and truthful when we promote the use of biofuels like ethanol. Do not try to pull a sleight-of-hand on us. We're smarter than that...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jack Ganse

## **Patrick Hesselmann**

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July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Promoting a fuel as 'better than gas' when it is more polluting when its production is taken into account makes no sense.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patrick Hesselmann

## **Robert Hirsch**

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July 3, 2008 3:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs. It has unfairly influenced people in the Buffalo to permit the construction of a corn ethanol plant.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Hirsch

## **Theodore Endreny**

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July 3, 2008 3:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an associate professor of ecological engineering and water resources engineering at SUNY ESF interested in the honest reporting on new technology. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Theodore Endreny

**Janet Curtis**

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July 3, 2008 3:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

NOW, WHY DO YOU THINK THAT THE DEMOCRATS ARE LYING ABOUT ANWR?

REMEMBER WHEN AL GORE SAID THAT THE GOVERNMENT SHOULD WORK TO ARTIFICIALLY RAISE GAS PRICES TO \$5.00 A GALLON?

WELL? AL GORE AND HIS FELLOW DEMOCRATS HAVE ALMOST REACHED THEIR GOAL!

NOW THAT YOU KNOW THAT THE DEMOCRATS HAVE BEEN LYING, WHAT ARE YOU GOING TO DO ABOUT IT?

YOU CAN START BY FORWARDING THIS TO EVERYONE YOU KNOW? SO THAT THEY WILL KNOW THE TRUTH.?? what IS the answer?

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Janet Curtis

## **Marilyn Britton**

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July 3, 2008 3:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to CAREFULLY REVIEW the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

USING CORN ISN'T THE ANSWER... BUT SO MANY SEEM TO HAVE MONEY TIED UP IN THIS, THAT THE CHANGE TO OTHER CHEAPER AND AVAILABLE PRODUCTS AREN'T BEING CONSIDERED ...

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

PLEASE PUSH FOR OTHER PRODUCTS TO BEGIN A REAL SOLUTION.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marilyn Britton

## **Donald Davis**

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July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I own a Prius because I want the best milage and concern with our enviroment. If I use gas that contains ethanol, the car gets 3 or 4 miles worst milage. So I try hard not to buy gas with ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Donald Davis

## **Charles Robbins**

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July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have a Chevrolet Flex Fuel engine. I recently tried E85 fuel and found that although the price at the pump was 15% less the MPG was about 16% less. If you take into consideration the additional government subsidies (increase in my taxes), indirect increase in food costs and the impact on the environment by the manufacturing plants, I don't see how anyone can honestly say ethanol is a viable alternative fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Charles Robbins

**Elena Virgilio**

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July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am just an average consumer, but I understand that the correct use of green technologies based on sound science of a true cost to benefit ratio is critical to preserving our environment and reversing the devastating effects of global warming.

Also, I must add that I am deeply troubled and almost appalled by the allocation of land to corn ethanol production that would otherwise go towards crop production. During this time when desperate people are facing major food shortages the world over, I find this practice fallacious, short-sighted, and just plain wrong.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Elena Virgilio

**Chris Rowland**

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July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol-or-gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chris Rowland

## Canary Burton

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July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I hope you will review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). This may well be a good beginning in biofuels, but it can't be the ending, considering it would overtake today's level of pollution.

General Motors' advertises "Live Green, Go Yellow" campaign, but they are not based on sound science. I see other misleading and outright lying commercials to the point I think I'm watching CNN and FOX!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Canary Burton

## **Judy Rosenblith**

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July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently as it has become fashionable to "be green". These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. It is questionable as to whether ethanol, as currently produced, is a green product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judy Rosenblith

## **Theodore K. Raab**

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July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you, as a scientist involved in BioFuels' research myself, to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Theodore K. Raab

**Mark McKennon**

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July 3, 2008 3:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If anything close to true, this is no solution for what ails us. We are being led by the nose by huckster marketing specialists, not by those truly trying to guide us to a more cost-effective and eco-friendly energy solution. I urge an objective evaluation of all the options. What is the ultimate use of partly mitigating one harmful monopoly only to feed another?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mark McKennon

## Duke Briscoe

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July 3, 2008 3:38 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase the production of global warming pollution compared to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Duke Briscoe

**Matthew Stone**

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July 3, 2008 3:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Sir,

As a participant in the world sweetener industry for over 30 years I am deeply troubled by the subsidized corn wet milling industry "greenwashing" their product.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Matthew Stone

**Joan Walker**

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July 3, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Although I once supported ethanol, I now see that it helps no one except the corn farmers. We need REAL solutions, not more spin.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joan Walker

**Trish Swanson**

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July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The plain fact is that the solution is here today, right now ... just watch the movie "who killed the electric car" and you will have many questions as to why it was killed, and who is profiting from all the bull going on now. Supply/demand as a reason for these high prices is a crock ... if it were the reason, then why the record profits for the oil companies? We all know, or at least some of us know, who is doing this and why, and they belong in prison!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Trish Swanson

**Joann Feist**

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July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We are acting foolishly to continue to raise corn for fuel. The negative effects are becoming a chain reaction in food and land use issues.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joann Feist

**Nate Lott**

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July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Production of bio-fuels, specifically ethanol from corn, in this country is having an adverse effect on efforts to reduce the production of greenhouse gases. This is contrary to what is being advertized and promoted. Further, the diversion of food producing acreage to that destined for ethanol is contributing to the price increases for food products. This is in addition to increases forced by the higher price of fuels. (This higher cost of fuel is impacting all levels of food production from farming, preparation, packaging through distribution.)

Please support the Federal Trade Commission review of its "Green Guides" for environmental marketing and advertising. I encourage you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) and the true impact of these fuel alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nate Lott

## **BETTYE CHEYNE**

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July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Biofuel is not the answer. Look at the air car or other solution vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
BETTYE CHEYNE

**D.Michael Nowacki**

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July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

You have an unprecedented opportunity to mandate that growers prove that agriculture can flourish without dependency on petroleum-derived pesticides and fertilizers; if only you weren't a lapdog of the Bush administration's oil-industry patrons, you could actually have a positive effect on the country.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
D.Michael Nowacki

## **William McLaughlin**

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July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is a known fact that there is more pollution in the making of ethanol and it provides less mileage than gasoline so it seems that in making the product we are doing more damage and using more resources than in just sticking to gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
William McLaughlin

**Kristina Bain**

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July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. (This is aside from the ethical issue of whether or not ethanol production is causing food prices to soar out of the reach of poor people in the US and abroad)

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Kristina Bain

## **Derek Gendvil**

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July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your time.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Derek Gendvil

**Jeffrey Plate**

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July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Please update Green Guides to cover ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I hope that you will look closely at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a (supposedly) green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline -- in addition to its repercussions for the global food supply and food prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jeffrey Plate

## **Eugene Gorrin**

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July 3, 2008 3:31 PM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I respectfully request that you review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles ("FFVs").

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eugene Gorrin

**Stephanie B. Mory**

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July 3, 2008 3:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We should be looking for sustainable and green sources of energy to slow and than stop global warming. Ethanol is not that energy source. It does not combat global warming and it also raises food prices. Farmers are now raising corn for ethanol production instead of food which is hurting people when they buy food. Let's find other bio-fuel sources that don't affect the atmosphere and the price of food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stephanie B. Mory

## **Katherine Gould-Martin**

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July 3, 2008 3:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is an issue that has not received enough attention. Biofuels can be an important part of the mix, but they needn't use food crops and they needn't be as polluting as gasoline. Only with lifecycle analysis can the real heroes of the biofuels be identified.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Katherine Gould-Martin

**Laurel Burik**

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July 3, 2008 3:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We have alternative technology - stop suppressing it!

?Outside-the-Box? Technologies, Their Critical Role Concerning Environmental Trends,  
and the Unnecessary Energy Crisis

Briefing Papers Prepared For:

The U.S. Senate Environment and Public Works Committee held on Oct. 18, 2000

<http://epw.senate.gov/107th/loder.htm>

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laurel Burik

**Marc Lapin**

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July 3, 2008 3:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). The source of the ethanol is of key importance to that fuels environmental impacts. As you may know, ethanol produced from corn grain is just about the worst way to make ethanol, from an energetic and carbon-footprint perspective.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Marc Lapin

**Daniel Quinn**

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July 3, 2008 3:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**THANK YOU FOR REVIEWING THESE IMPORTANT STANDARDS. FUELS MUST BE AN IMPORTANT PART OF THE MIX.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Daniel Quinn

## Misha Cohen

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July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Ethanol is not a viable solution

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of any kind of ethanol for fuel and so called "Flex Fuel" vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. First of all, there is evidence in a recent Stanford University study that Ethanol is as bad or worse than gasoline in terms of pollution.

Second of all, there is not much evidence that Ethanol is better than gasoline in terms of CO2 pollution. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Information we provide the public (and in fact farmers, gas station owners, and other people investing in Ethanol) information on this, it should be honest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Misha Cohen

**Peggy Malnati**

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July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I have leased/owned 2 Ford Explorer Sport-Trac flex-fuel vehicles over the past 3 years. I was convinced to buy the second vehicle when the first vehicle's lease ran out precisely because it could run on ethanol. I have been running E-85 fuel whenever it was available. Now I am learning that ethanol - far from being the greener alternative - may not only contribute to MORE greenhouse gases, but (thanks to diversion of corn and soy from human and animal feed) is also responsible for pushing up food prices around the world and leading to starvation and food riots.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, apparently are not based on sound science but rather are more examples of corporate GREENWASHING. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Peggy Malnati

## Quilla Miralia

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July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address biofuels

Dear Chairman Kovacic,

The "Green Guides" should address biofuel's, specifically ethanol, total impact on the environment. These fuels may not be as environmentally friendly as their makers market them as being.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Quilla Miralia

## Graeme Blake

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July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. One must also take into account the fact that every acre used for corn or another crop used to produce biofuels is one that cannot be used for food production. It seems as if everyone is hunting for a simple answer as to how to supply our energy needs; unfortunately there is none. We must use multiple approaches to ensure that we have the energy we need. In this quest, conservation should play a major part.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Graeme Blake

## **Edward Vertigo**

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July 3, 2008 3:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

(On a side note, the rising cost of corn could have a disasterous effect on food prices, causing a negative chain reaction throughout the country.)

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Edward Vertigo

**Nicole Jordan**

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July 3, 2008 3:27 PM

Chairman William Kovacic

Subject: URGENT: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing as a voting U.S. citizen who is concerned about our country's -- and the world's -- environment. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nicole Jordan

**Martha Kirby**

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July 3, 2008 3:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There has been an explosion of environmental advertising of ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

The American public needs to know that corn ethanol production could increase global warming pollution over today's gasoline, after issues like fertilizer use, energy for processing, and land use are taken into account.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Martha Kirby

**Nicole Montesano**

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July 3, 2008 3:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Diverting corn from food to fuel is also contributing to food shortages around the world, a horrifying consequence that absolutely must be ended.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nicole Montesano

## Stewart Anderson

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July 3, 2008 3:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is a pivotal moment in our history. Given our greed-based economic system, it can be expected that companies will manipulate the pro-green sentiment to generate profit. Please resist this pressure, and help us move forward in a scientifically-sound manner, for our children's sake.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Stewart Anderson

**Sarah Adamson**

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July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

They know that many other plants can be used to produce ethanol that take much less fertilizers and don't take usable food out of the world market, Why are these not being stongly urged as a much smarter environmental source??

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Sarah Adamson

## **James Chirillo**

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July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides SHOULD ADDRESS ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
James Chirillo

**Tom Shinault**

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July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

May I please have a moment of your time?? As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Tom Shinault

**Amy Horwitz**

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July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides: include ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Amy Horwitz

**Erin Harris**

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July 3, 2008 3:22 PM

Chairman William Kovacic

Subject: Green Guides should address deceptive ethanol advertising

Dear Chairman Kovacic,

Advertisements touting ethanol as a green alternative to gasoline have exploded recently - for instance, General Motors' "Live Green, Go Yellow" campaign. Sadly, these are NOT based on sound science. When fertilizer use, energy for processing and land use are taken into account, current corn ethanol actually increases global warming pollution, compared to today's gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Erin Harris

**Jessica Richter**

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July 3, 2008 3:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It does not help the environment, industry, or the economy--not to mention future generations--to step out of the frying pan and into the fire. There is a chance to use ethanol to reduce global warming and dependence on foreign oil. Whatever we do in this country needs to be based on sound science--not special interests.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Jessica Richter

## **Bob Schilling**

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July 3, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I urge you to correct these misrepresentations. We need real solutions, not placations. Allowing companies to disregard the actual production costs of an alternative fuel serves to confuse real solutions with sales hype.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Bob Schilling

## **Beatriz Ferguson**

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July 3, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

My husband and I are very concerned that alas corn-based ethanol is very far from being the environmentally wise alternative car fuel its proponents claim it to be.

Therefore we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) and to make adjustments, based on the best available science, to the the Commission's "Green Guides".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Beatriz Ferguson

**Susan Babbitt**

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July 3, 2008 3:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Susan Babbitt

**Karen Krogh**

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July 3, 2008 3:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please do not allow the marketing and advertising of ethanol as an environmentally sound energy source.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Karen Krogh

**Chris Casper**

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July 3, 2008 3:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Americans who believe this is a solution must know that in truth it is NOT and is causing more harm than good. We need an honest conversation about this!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Chris Casper

## **David Landskov**

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July 3, 2008 3:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production increases the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
David Landskov

## **Michael Klingman**

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July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We can not afford to exchange one form of wasteful and short-sighted energy policy with another, no matter how politically expedient it might be in the short term.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Michael Klingman

**Laurel Friedmann**

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July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

While New Jersey is not a prime target for ethanol consumption, the state is an essential part of the transportation pipeline for fuel products on the East Coast. The people of New Jersey are historically actively involved in issues regarding the environment and try to make informed decisions. Your concern and attention to this glut of misinformation is greatly appreciated.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Laurel Friedmann

**Fred Harris**

---

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why don't we convert to sugar cane for ethanol, like Brazil. Is it because the corn lobbyists are preventing it?

Keep corn production for a food source, and pay farmers to grow sugar cane, instead of paying them NOT to grow crops!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Fred Harris

## **Robert Kabchef**

---

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. With the way things are going, I see farmers being the next "Big Oil" - getting rich from inflated prices and subsidies and whining about how they're having a tough time of it!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Kabchef

## **Perry Thomas**

---

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol honestly and completely

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Perry Thomas

**Mary Arlin**

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July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Moreover, there is some evidence that the pollution from ethanol is greater than from gasoline.

Finally, what is more important: food or fuel? By insisting on corn-based ethanol, corn destined for food is being diverted to fuel; land set aside for conservation is being removed so farmers can grow more corn for fuel; we are driving up the price of food and increasing the level of poverty in this country and abroad.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mary Arlin

**Joel Welty**

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July 3, 2008 3:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We must use some intelligence when shifting from fossil fuels to green fuels. Our choices must truly effect a scientific knowledge of the whole process we adopt.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Joel Welty

**Gail Stewart**

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July 3, 2008 3:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'm aware there are other sources of ethanol that have fewer drawbacks than corn ethanol. Our huge dependence on corn/soybean monoculture is dangerous, and I would appreciate your attention to the claims being made for this green giant who at this point is not all that jolly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Gail Stewart

## **Nancy Kassim Farran**

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July 3, 2008 3:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Need to have alternatives in general is the answer. Other bio-fuels not just corn such as switch grass need to be looked at more closely. WE NEED TRUTH not MARKETING.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Nancy Kassim Farran

**Eric Zuesse**

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July 3, 2008 3:11 PM

Chairman William Kovacic

Subject: Please Oppose Ethanol

Dear Chairman Kovacic,

Please strongly oppose ethanol subsidies.

When fertilizer use, water use, energy consumption, and land use, are taken into account, corn ethanol production increases global warming pollution far more than does gasoline.

Please resist the extremely dangerous and deceptive ethanol lobby.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Eric Zuesse

**Mallika Henry**

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July 3, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Enthusiastic but unscientific environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Mallika Henry

## Judith Moffett

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July 3, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I first learned about the drawbacks of ethanol by watching, of all things, "The West Wing." The writers had done their research, and they used the candidates' stated views on ethanol at the Iowa Caucuses and an effective plot driver. The Democratic candidate knew it took about as much gas to produce an equivalent quantity of ethanol, and that ethanol was no solution to the energy crisis, but he caved and told the Iowa farmers what they wanted to hear. The Republican candidate couldn't bring himself to do that, and got drummed right out of the running as a result. That was a great show for exploring complex issues through dramatic situations, sugar-coating the pill and teaching people things they needed to learn.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I urge you to learn the same lesson I learned from Jimmy Smits and Alan Alda.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Judith Moffett

**Lynda Hendrell**

---

July 3, 2008 3:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Ethanol is NOT the answer, and it should NOT be deceptively marketed as such.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Lynda Hendrell

## **Dayton Adams**

---

July 3, 2008 3:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can do better, and I urge you to take action to give us more accurate advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Dayton Adams

**Patti Wright**

---

July 3, 2008 3:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline. And there is also a connection to the food shortage in the world today. Farmers should be growing and harvesting corn to feed people -- not cars and our addiction to them.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Patti Wright

**Robert Phillips**

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July 17, 2008 12:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,  
Robert Phillips

Additional commenters who submitted an exact copy of the letter on page 1338:

, Dorisse  
Aamot, Christopher  
Aanes, Audrey  
Aaron, Frank  
Aaron, Mark  
Abajian, M.D., Jerald  
Abate, Andrew  
abba, francis  
Abbett, Terri  
Abbott, Calvin  
Abbott, Caroline  
Abbott, Joshua  
Abbott, Lawrence  
Abbott, Wendi  
Abel, David  
Abel, John  
Abel, Louis  
Abel, Marjorie  
Abel, Ruth  
Abeles, Deborah  
abernathy, shannon  
Abraham, Sneha  
Abrahamson, Carl  
Abramczyk, Eva  
Abramowitz, Barbara  
Abrams, Elizabeth  
ABRAMS, MICHAEL P  
abramsky, carol  
Accettola, Jenn  
Acerro, Theresa  
Acevedo, Conrado  
Acevedo, Marcelo  
Acevedo, N.K.  
Acfalle, Michael  
Achberger, Karen R.  
Ackerman, Laura  
Ackerman, Rachelle  
Ackler, Sandra  
Ackley, April  
Acosta, Josilda  
Acosta, Roxanne  
Acuzzo, Richard  
Adame, Mark  
Adams, Brett

Adams, Cynthia  
Adams, Dolores  
Adams, J. Stephen  
Adams, Jacob  
Adams, Joan  
Adams, John  
Adams, Kelly  
adams, lorraine  
Adams, Samandi  
Adams, Spencer  
Adams, Susan  
Adams, Traci  
Adamson, Diane  
Adams-Welch, Koren  
adasmki, kathleen v  
Adato, Albert  
Adcock, James  
Addis, Kelly  
Addison, M.  
Addison, Sue  
Adelona, Ebun  
Ader, Jim  
Adjutant, Robert  
Adkins, Julia  
adkison, steven  
Adkisson, Holly  
Adkisson, Tom  
Adler, C  
Adler, Ken  
Adler, Michael  
Adomaitis, Colleen  
Adrade, Robert  
Adrian, Lee  
Adshead, Ph.D., Francis  
Aeschliman, Daniel  
Afentoulis, Michael  
Afflack, Terrence  
Agen, Nancy  
Ager, William  
Agey, Don  
Agnew, Jason  
Agranoff, Ann  
Agren, Elizabeth  
Aguero, Mario  
Aha, John & Donna  
Aha, Julie

Ahlborg, Marcia  
Ahmad, Regina-Celeste  
Ahring, Tracey  
Ahumada, Leo  
Aikey, Dianne  
Ainsley, Brian  
Ainsworth, Terri  
Airoldi, Michael  
Aitken, Gloria  
Akeley, Roger  
Akerib, Manasseh  
akhavan, marjan  
Akins, Joyce  
Alagammai, Andrea  
Alaggio, Patrick  
Alama, Pauline  
Alban, Veda and Richar  
Albano, Peter  
Albee, Lori  
Albers, Bob  
Albers, Caren & Robert  
Albert, Shan  
Alberti, Ken  
Albertson, Glen  
Albertson, Maurice  
Albertus, Jeanne  
Alberty, Ron  
Albin, Anne  
Albin, Woodrow  
Albott, Cristina  
Albrecht, Ann  
Albrecht, Lonnie  
Albrecht, Paul  
Albritton, Adriana  
Albro, Douglas  
Alden, Diane  
Alderfer, JoAnne  
Aldrich, Brad  
Aldrich, William  
Alejandro, Patricia  
Alessi, John  
Alex, Sheela  
Alexander, Amy  
Alexander, Eleanor  
Alexander, Elizabeth  
Alexander, Inge

Alexander, J.  
Alexander, Jennifer  
Alexander, Kathy  
Alexander, Maitland  
Alexander, Margo  
Alexander, Mary  
Alexander, Nancy  
Alexander, Neil  
Alexander, Paul & Lynn  
Alexander, Tiffany  
Alexander, Ph.D., Mary  
Alexander-Brown, Karen  
Alexandre, Charlotte  
Alexis, November  
alexopoulos, Jane  
Alfano, Mario  
Alford, John  
Alger, Charles  
Algiers, Karen  
Alianiello, Gina  
Alire, Wilifred  
Alish-TaSen, Stephen  
alkins, william  
Allaire, Neil  
Allan, Sam  
Allard, Gary  
allbright, sharon  
Allen, Benjamin  
allen, c. e.  
Allen, Carolyn  
Allen, Frances  
Allen, Gerry  
allen, katherine  
Allen, Kimberly  
Allen, Linda  
Allen, Mindy  
Allen, Richard  
Allen, SO  
Allen, Steven  
Allen, Sundra R  
Allen, Timothy  
Allen, Vinit  
Allen-Tawes, Linda  
Allgaier, Virginia  
alliman, angelique  
Allison, Vivian

Allmen, Erica  
Allocco, Marcia  
Allor, Billie  
Allphin, Nylen  
Allred, Frances  
Allrud, Sydney  
Almand, Sandra  
Almberg, Leslie  
Alon, Jan-Paul  
Alpern, Esther Lee  
Alpers, Robert  
Alpert, Daniel  
Alpert, Steven  
Al-Sabban, Shadia  
Al-Shamma, Nabeel  
alston, ann  
Altman, Allen  
ALTSCHUL, STEPHAN  
Altschuler, Evi  
Altshuld, Steve  
Alvarez, Linda  
Alves, Raina  
Alwin, Abigail  
Amanullah, Angela  
Amato, Julie  
Amaya, Janelle  
Amberge, Sarah  
Ambrose, Adam  
Ambrose, Perry  
Ambroziak, Marlene  
Amdahl, Erv  
Amel, Dean  
Amend, andrea  
Amend, Richard  
Ames, Diane  
Ames, Paul  
Ames, Paul  
Amidei, Sheila  
Amiran, Minda  
Ammarell, Gene  
Amodio, Richard  
Amos, India  
Amos, Ron  
Amoss, Margaret  
Amrhein, Paul  
Amsden, Liz

Amsler, Rolf  
Ananda, Marget  
Anania, Dale  
Ancel, Joseph  
Anches, Eric  
Anda, Eva  
Andberg, Katrina  
Anderholm, Jon  
Andersen, Denise  
Andersen, Dennis  
Andersen, Emily  
Andersen, Peter & Sarah  
Anderson, Amy  
Anderson, Bette  
Anderson, Carole  
Anderson, Chad  
Anderson, Charles D.  
Anderson, Clifford  
Anderson, Constance  
Anderson, David  
Anderson, Diane  
Anderson, Eileen  
Anderson, Elizabeth  
Anderson, Erica  
Anderson, Eva Renee  
Anderson, GInger  
ANDERSON, HELEN  
Anderson, Jenn  
Anderson, Jennifer  
Anderson, Jerid  
Anderson, John H.  
Anderson, Johnathon  
Anderson, Karen  
Anderson, Karen  
Anderson, Karin  
Anderson, Katherine  
Anderson, Linda  
Anderson, Lynn  
anderson, m  
Anderson, Marc  
Anderson, Marcia  
anderson, marilyn  
Anderson, Mark  
anderson, mary  
Anderson, Michael  
Anderson, Morgan

Anderson, Patricia  
Anderson, Rhonda  
Anderson, Robert  
Anderson, Ruth  
Anderson, Shel  
Anderson, Steven  
Anderson-Orr, Randy  
Anderssen, Saliane  
Ando, Kaz  
Andrade, Chris  
Andrade, Dean  
Andrade, Paul  
Andreassi, George  
Andresen, Sherry  
Andrews, Frank G.  
Andrews, James  
Andrews, Josh  
Andrews, Michael  
andrews, mikael  
Andrews, Nathalie  
Andrews, Robert  
Andrews, Wayne  
Angel, Brian  
Angelo, Carlo  
Angelo, James  
Angelone, Jennifer  
Angelone, Michael  
Angelus, Joshua  
angermeier, kate  
Angermeier, Louise  
Angotti, Kathleen  
anixter, shelley  
Anne, S.  
Anonymous  
Ansell, Martin  
Anshutz, Loretta  
Antal, Marie C  
Anthony, Elizabeth  
Anthony, Leonor  
Anthony, Paul  
Anthony, Robert  
Anthony-Benavides, Erica  
Anuci, John  
Anyzek, Bernadette  
Apicella, Scott  
Apkarian, Jennifer

Appell, Helen  
Appell, Stephen  
Applegate, Susan  
Aqua, Bobbi  
Aquinas, Malcolm  
Arago, Marybeth  
Aram, Susaan  
Aranita, Rosita  
Arauz, Jorge  
Arbour, Stephen  
Archambault, Caitlin  
Archambault, Randy  
Archbold, Michael  
Archer, E. James  
Archev, Sheri  
Arcure, Anthony  
Arden, Brigitta  
Ardrey, Barbara  
Arellanes, Kelly  
Arend, Skylar  
Arendes, Carine  
Arguedas, Andrew  
Ariowitsch, Monica  
Arismendy, Armando  
Arist, Phyllis  
Arlen, Barbara  
Armentrout, Jill  
Armer, Joan/Paul  
Armin, Andrea  
Armistead, Katie  
Armitage, Kevin  
Armstead, Betty  
armstrong, alice  
Armstrong, Desmond  
Armstrong, Marilee  
Armstrong, Patricia  
Armstrong, Sylvie  
Armstrong, Thomas  
Armstrong, Thomas  
Armstrong, William  
Arneman, Gail  
Arneson, Peter  
Arnold, Clarence  
Arnold, Diane  
Arnold, Frank  
Arnold, Frank

Arnold, Howard  
Arnold, Kathie  
Arnold, Seda  
Arnoldi, Sharon  
Aron, lore  
Arp-Adams, Heidi  
Arrigale, Lawrence M.  
Arrindell, Richard  
Arrington, Timothy  
Arroyo, Albert  
Arruda, Jennifer  
arslanian, christine  
Artin, Thomas  
Artis, Mark  
arvia, janet  
Asaro, Heather  
Asbee, Donald  
Asbury, Craig Lee  
Aschettino, Michael  
Ashe, Jonathan  
Ashe, Ken  
Ashelford, Elsa  
Ashley, Hope  
Ashley, Justina  
ashley, lori  
ashman, charles  
Ashton, Elyse  
Aslam, Nayeem  
Asmus, Brenda  
Asmus, Sigrid  
Asselin, David  
assil, david  
Atcherson, Olivia  
atchick, asher  
Aten, Cynthia  
Ater, Jonathan and Deanne  
Athanas, Nancy  
Athanassiou, Alexandra  
Athens, Kristy  
Atkins, Adrienne  
Atkins, Laura  
Atkinson, Bruce  
atkinson, cheryl  
Atkinson, Robert  
Atkinson, S  
Atkinson, Virginia

Atkison, William  
Atterholt, Judy  
Atwood, April  
Atwood, Beverly  
atwood, kym  
Aubrey, Bertrand  
Auch, Ted  
AuCoin, Susan  
Audet, Louis  
Audette, Gracious  
Auerbach, Sheldon  
Auerbach. M.D., James A.  
auger, adrien  
august, priscilla  
Auld, Lauren  
Aulenbacher, Dennis  
Aurand, Deneen  
Auslander, Adam  
Ausman, Candi  
Austin, Connie  
Austin, Gregory  
Austin, Linda  
Austin-Small, Lindsey  
AVELLA, FRANK  
Avery, Roger  
AVIANI, JOHN  
Axelbank, Jeffrey  
axford, sarah  
Axley, Roderick  
Ayala, Andrea  
Aydin, Fatima  
Ayer, Jude  
Ayers, Ann  
Ayers, Nan  
Ayres, Joseph  
azam, faisal  
Azelski, Caroline  
Azevedo, Larry  
B, Brandy  
b, w  
B, W.  
Babcock, Ruth  
Babin, Barbara  
Babinchok, Phaydra  
Babore, Jill  
Babst, Christa

Babst, Christina  
Babst, Christina  
Babyak, Nicole  
Baccus, Kathy  
Bacher, Dan  
Bachhuber, Stephen  
Bachman, Jerald  
Bachofen, Joe  
Bachrach, Miryam  
Bachta, Edward  
Bachta, Karen  
Bacinski, Peter  
Back, Floyd  
Backlund, John  
Backman, Ariel  
bacon, nicholas  
Badash, Lawrence  
Badger, Norman  
badger, terry  
Baechle, Mary  
Baehr, Barbara  
Baer, Ted  
Baert, Paul  
Baetzhald, Michael  
Bafik-Vehslage, Michelle  
bagatta, joanna  
Baggs, Bo  
Bagienski, Veronica  
Bagnall, Harriet  
Bagnall, Laird  
Bagnall, Laura  
Bagwell, Edward  
Bagwell, Hayley  
Bagwell, Mary  
Bahamon, Ramiro  
Bahler, Shannon  
Bail, Christopher  
Bail, Lisa  
Bailey, Gerald  
Bailey, Lee  
Bailey, Lisa  
Bailey, MaryE  
bailey, nick  
Bailey, Patricia  
Bailey, Sean  
Bailey, Sharon

Bailey, Shirley  
Bailey, Soraya  
Baime, Mark A.  
Bain, Clifton  
Bajaj, Sanjiv  
Bajaj, Sonali  
Baker, Arlene  
Baker, Barbara  
baker, carol  
Baker, David  
Baker, Emily Murdock  
Baker, Judy  
baker, kathleen  
Baker, Norman  
Baker, Philip  
Baker, Rachel  
Baker, Richard  
Baker, Robert  
Baker, Roberta  
Baker, Ruth  
Baker, Sara W.  
Baker, Scott  
Baker, Scott  
Baker, Sonia  
Baker, Stacey  
Baker, Stanley R.  
Baker, Tom  
Baker-Smith, Geritt and Elizabeth  
Bakken, Howard  
Balboa, Alex  
Balch, Jack  
Balcomb, Stuart  
balder, james  
balder, wendy  
Baldrige, D. Bouton  
Baldwin, Candice  
Baldwin, Deborah  
BALDWIN, Lorraine  
Baldwin, Peggy  
Baldwin, Theresa  
Bales, Bruce  
bales, sushila  
Ball, Daryl  
Ball, Erik  
Ball, H.  
Ball, J

Ball, Julien  
Ball, Monica  
Ball, Susan  
Ballance, Jackie  
Ballantyne, B.J. and Harry  
Ballard, Eileen  
Ballard, Jean  
Ballard, Margaret  
Ballata, Phyllis  
Ballator, Nada  
Ballenger, Patricia  
Balluff, Francis  
balluff, maureen  
Balmes, Kenneth  
Balog, Denise  
Balskus, Karla  
Balsley, David  
Baltazar, Martin  
Baltimore, Sol  
baltz, james  
Banales, Daniel  
Bandell, K.  
Bander, Tom  
Banfield, David  
Banik, Lisa M.  
Banks, Jerry  
Banks, Mary Jo  
Banks, Mike  
Banks, Wesley  
Banner, Gideon  
Bannigan, Tom  
Bannister, Julie  
Bannister, Susan  
Bannister, Tamara  
Banos, Stan  
Banquer, Earl  
Bantz, Steven  
BAPTIST, JEREMY  
baran, chester  
Baranowski, Janice  
Barbee, Matthew  
Barbehenn, Elizabeth  
Barber, David W.  
BARBER, JANET  
Barber, Marilyn  
Barbosa, Mathew

Barbour, Sharon  
Barboza, Juan P  
Barcilon, Danielle  
Bard, David  
Bard, Michael  
Barden, Elaine  
Bardsley, Alta  
Bare, Alan  
Barella, Frank  
Barfield, Ellen E  
Barfield, John  
Barg, James  
Barger, Bill  
Bariso, Melinda  
bark, toni  
Barkan, Ed  
Barker, B.L.  
Barker, Mary Lee  
Barker, Rebecca A.  
Barker, Robert  
Barkley, Patricia  
Barkley, Richard  
Barkwell, Brian  
barley, jessica  
Barlow, Margery  
Barlow, Sarah  
Barlow, Tim  
Barnes, Brad  
Barnes, James  
Barnes, Jill  
Barnes, Lynn  
Barnett, David  
barnett, donna  
Barnett, Erica  
Barnett, Howard  
Barnett, Julie  
Barnett, Lynn  
Barnett, Richard  
Barnett, Sandra  
Barney, Allison  
Barney, Lisa  
Barnhart, maryann  
Baron, Geraldine  
baron, Heather  
Barr, Alison  
barr, billy

Barr, Bob  
Barr, Jacquelyn  
Barr, Jesse  
Barr, Michael  
Barratt, Kenneth  
Barrett, Ange  
Barrett, April  
Barrett, Delia  
Barrett, Emily  
Barrett, Jack  
Barrett, James  
Barrett, James  
Barrett, James  
Barrett, Michael  
Barrett, Millie  
Barrington, Tim  
Barrows, Steven  
Barrs, Sarah  
Barry, Bruce  
Barry, Debra  
Barry, Dwight  
Barry, Kevin  
Barry, vincent  
Barstow, Janet  
Bartasavich, Madonna  
Bartell, Frank  
Bartels, John  
Barth, Donald  
Barthel, Carolyn C.  
Barthen, william  
Bartkewicz, Daniel  
bartlett, mary  
Bartlett, Randy  
Bartlett, Richard  
Bartlett, Robert  
Bartol, Nick  
Bartoldus, Theresa  
Bartoletti, Charles  
Barton, Angela  
Barton, Retha  
bartos, jim  
Bartoy, Kevin  
barwig, juliana  
Basaj, Barbara  
Basalla, Leslie  
Base, Julie

Baseheart, Ed  
Bashaw, Douglas  
bashen, melinda  
Baskauf, Carol  
Baskett, Jason  
Baskin, Eva  
Basnar, Lee  
Bass, Alexa  
Bass, Darlene  
bass, james  
Bass, Joyce  
Bassett, John  
Bassett, Roger  
Bassett, Susan  
Bassoff, Trina  
bastean, angela  
Bastron, Malcolm  
Batcha, Frank  
Bates, Chris  
Bates, David  
Bates, Gordon  
Bates, Michael and JoAnne  
Bates, Peter  
Bates, Robyn  
Bates, Stephanie  
Bates, Terry  
Batovsky, Natalie  
Batson, Scott  
Batson, Steven  
Battaglia, Alisa  
Battaglia, Marc  
Battaglia, Tony  
Battis III, Laurens  
Batty, David H and Betty  
Batty, Marysia  
Baty, Jonathan  
Bauchau, Mijanou  
Bauchner, Burton  
Baudouine, David  
Bauer, Barbara  
bauer, bruce  
Bauer, Karen  
Bauer, Louis  
Bauer, Louis  
bauereiss, joan  
Baum, Christina

Bauman, Bob  
Bauman, Elizabeth  
Baumgarten, Linda  
Baumslag, Mary K  
baumwoll, judy  
Baurer, Allie  
Baurer, Fred  
Bausch, Robert  
Bautista, Janet  
Baxter, Donna  
Baxter, Jeanne-Marie  
Baxter, Joslyn  
Bayless, Pamela  
Baylin, Frank  
Bayon, Mauricio  
Bayona, Leticia  
Bazan, S. Nicole  
Bazluke, John  
Bea, Gary  
Beachly, Diane  
Beagen, Marion  
Beal, Richard  
Beale, Jr., Howard K.  
Beall, Dennis  
beam, david  
Beam, Nancy  
Bean, Dave  
Bean, Irene  
Bear, Rhonda  
Beard, Laurel  
Beard, Robert  
Beard, Robert  
Beardsley, Curtis  
Beatini, Tom  
Beatrice, Steven  
Beattie, Jane  
Beatty, Diane  
Beaubien, Keeta  
Beauchamp, Jerry  
Beaulaurier, Lisa  
BEAUMONT, CATHERINE  
Beauregard, Carol  
Beazley, Roy  
beccaloni, richard  
Becher, Ellie  
Bechtel, Paul & Cathy

Bechtel, Theresa  
Beck, Margaret  
Beck, Terrell  
Becker, Anna  
Becker, Bob  
Becker, Christopher  
Becker, Elaine  
Becker, Joyce  
Becker, Judith  
Becker, Lois S.  
Becker, Lucille  
Becker, Rochelle  
BECKER, STANLEY  
Beckhart, Gordon  
Beckman, Cherie  
Beckwith, Andrew  
Beckwith, Blane  
Bedient, Gwen  
Bedinger, Laura  
Bednarczyk, Richard  
Bedrick, Jeffrey  
beebe, phyllis  
Beeber, Carla  
Beech, Kenneth  
Beek, Jean  
Beekman, George  
Beeler, Meg  
Beeler, Sims  
Beels, Christian  
Beemer, Rob  
beep, brenda  
Beerheide, Erna  
Beers, Nancy  
Beese, Bob  
beetham, g  
Behnke, Jeffrey  
behra, martine  
Behrens, Charles  
Behrens, Christine  
Behrens, Joanna  
Behrens, Penelope  
beidler, marilyn  
Beimer, Suzanne  
Beitko, Michelle  
Bek, mark  
Beketova, Olga

Belanger, Greg  
belcastro, frank  
belcastro, sarah-marie  
Belcher, Edith  
Belcher, Ruta  
belia, megan  
belinoff, deanne  
Belk, Lori  
Belknap, Robert  
Belknap, William  
Bell, Anthony  
Bell, Donna  
Bell, James  
Bell, Jim  
Bell, Lorin  
Bell, Peter  
Bell, Reid  
Bell, Richard  
Bell, Sandy  
bell, shirley  
Bellak, Andrew  
Bellamy, W. Dexter  
Bellarmino, Sal  
Bellin, Amy  
Bellin, Fran  
Bellin, Peter  
Bellis, Krista  
Belliveau, Dan  
Bellizzi, Chris  
belloso-curiel, jorge  
belmares, ricardo  
Belmont, Elisha  
Belovich, Vincent  
belt, rob  
Belvill, Debra  
Belvin, Jacob  
belz, elizabeth  
Bemis, Leslie  
Ben-Ari, Martin  
Bender, Ed  
bender, jack  
Bender, Michael  
Bendroth, Norman  
Benedetti, Michael  
benedetto, lynda  
Benedick, Ron

Beneke, Paula  
Benesch, Walter  
Benet-Davis, P.J.  
Benfante, Frank  
Bengston, Lynn  
Benigni, Carol  
Benincasa, Terri  
benjamin, carol  
benkendorf, gudrun  
Benkula, Jan  
Bennett, Brenda  
Bennett, Bruce  
Bennett, Charlene  
Bennett, David  
Bennett, Douglas  
Bennett, Edgar  
Bennett, Edward  
Bennett, Frank  
Bennett, Jessica  
Bennett, Kristina  
Bennett, Maris  
Bennett, Mark  
Bennett, Matthew  
Bennett, Michael  
Bennett, Paul  
Bennett, Regina  
Bennigson, Barbara  
Benoit, Hugo  
Benoit, Ken  
Benschoter, John  
Benshoof, Tina  
Benson, Barbara  
Benson, Chuck  
Benson, Gayle  
Benson, Richard  
Bent, Gary  
Benthall, Brian  
Bentley, Karen  
Benton, Andrew  
Benton, Kathy  
Benton., C E  
Benward, Patricia  
Benya, Diane  
Benz, Marsha  
Bequeaith, David  
Beram, Eleanor

Berberich, Jason  
Berezansky, Nick  
Berg, Doug  
Berg, Elaine  
Berg, Kimberly  
Berg, Len  
Berg, Ricardo  
Bergamini, Rex  
Berge, Brent  
Berger, Bernard  
Berger, Nina  
berger, sandy  
Berger, Steven  
Bergeron, Jeanene  
Bergesen, Joseph  
Berggren, Nancy  
Berggren, Richard  
Berghofer, Richard  
bergins, alex  
Bergman, Jay  
Bergweiler, Chris  
Berkeley, Carol  
Berkheimer, Nicole  
Berkoski, Lara  
Berkowitz, Sidney  
Berkshire, David  
Berlant, Rebecca  
Berlingeri, Julio  
Berlinski, Michael  
Berman, Billie Anne  
Berman, Elizabeth  
Berman, Juliann  
Berman, Rebecca  
Berman, Steve  
Bermingham, Bryce  
Bernal, Virginia  
Bernard, Janice  
Bernard, Kate  
Bernardeau, C.  
Bernardo, Jennifer  
Berne, David  
berner, jerome  
Berner, Sydney  
Bernhardt, Karen  
Bernhardt, Margie  
Bernhardt, Mike

Bernstein, Arthur  
Bernstein, Gina  
Bernstein, Laura  
bernstein, marion  
Bernstein, Scott  
berreman, george  
Berrigan, Mary  
Berroteran, Jeannine  
Berry, Ann  
Berry, Joycey  
Berry, Paul  
Bertetta, Thomas  
Berti, Ron  
Bertola, Lisa  
Bertram, J.R.  
Bertrand, Marie  
Bertucci, Sarah  
Berzins, Ieva  
Beschenbossel, Victoria  
Bescript, Linda  
Bescript, Ruth  
Best, Jerry  
Best, Paul  
betterly, marianne  
Bettles, James  
Bettmann, Joanna  
Betts, Carol  
Beuchat, Carol  
Beugless, Virginia  
Beuth, Kelly  
Beverly, Brent  
Beverly, Mary  
Bevilacqua, Elaine  
Bevis, Brooke  
Beyea, Deborah  
Bezella, Andrew  
Bhakta, Chirag  
Bialy, Carol  
BIASCO, KEN  
Bibayoff, Larry  
Bibuld, Jerome  
Bichl, Fred  
Bickel, Bettina  
Bickel, Kenneth  
Bickers, Kevin  
Bickford, James

Bidigare, Nancy  
Bidleman, Carl  
Bidwell, John  
Bidwell, John  
Biegner, Gerrie  
Bielaus, Edward  
Biernacki, Loriliai  
Bieth, Jennifer  
bigelow, tacy  
Bigelow, Victoria  
Bigger, Carolyn  
Biggerstaff, Carr  
Bigley, Kim  
Bilecki, Michael  
Bill, David  
bill, marion  
Billetdeaux, Bob  
Billings, Marilyn  
Billings, Robbie  
Billingsley, Frederick  
Billington, Francis Grey Wo  
Billiris, Georgii  
Bills, Barbara  
Bilodeau, Kathy  
Bilson, Barbara  
bilyj, justin  
Bindrich, Glen  
Bir, Mark  
Birch, Beatrice  
Bircumshaw, Kristie  
Bird, Kenneth  
Bird, Susan  
Birdwell, Walter  
Birenberg, Lori  
Birnbaum, David  
Bisceglia, Rev. Stephanie  
Bischoff, Clarence  
Bischoff, Janet  
Biser, David  
Bishop, Colin  
Bishop, Cori  
Bishop, John  
Bishop, Lynn  
Bishop, Melissa  
Bishop, Scott  
Bishop, Susan

Bishop, William  
Bissell, LeClair  
Bissett, Lawrence  
Bisson, Robert  
Bissonnette, Rick  
bissonnette, rooni  
Bitler, Barbara  
Bittinger, Jill D.  
Bittner, Melissa  
Bivins, Richard  
Bixby, Robert  
bixenstine, anita  
Bixler, David  
Bixler, Simona  
Bixter, Pam  
Bizoe-Alden, Jaime  
Bjelovitic, Alma  
Black, Catherine  
Black, Chelsea  
Black, Dave  
Black, Fred  
Black, Gary  
Black, Janet  
Black, Karina  
Black, Stephen  
Black, Tanya  
Black, Teresa  
Black-Inman, Jessica  
Blackman III, William  
Blackman, Leslie  
Blackwell, Robert  
Blackwood, Jean  
Blaesing, William  
Blaesing-Thompson, Shawn  
Blain, Susan  
Blaine, Kelley  
Blair, Alexandra  
Blair, David  
Blair, Diana  
Blair, Donna  
Blair, McKenzie  
Blair, Rick  
Blaisdell, Jill  
Blaisdell, Larry  
Blaisdell, Sally  
blaise, sharlane

Blake, Ann  
blake, julee  
Blake, patricia  
Blake, Seana  
Blakely, Charity  
Blanchard, Chuck  
Blanchard, Gary  
Blanchard, Larry  
Blanchett, Nancy  
Blanchett, Rick  
Blanchford, Phoebe  
Blanco, JC  
blanco, mika  
Bland, Brian  
Blank, Rebecca  
Blank, Terry  
Blankman, Jeff  
Blantz, Jorgina  
Blatchford, Judith  
Blatchford, Lynd  
blau, madaline  
Blau, Robert L.  
Blaustein, Dorothy  
Blaustein, Philip  
Blauwet, Lori  
Blavin, Eli  
Blazek, John  
Bleck, Doreen  
Bleckinger, Dana  
Bleloch, Andrew  
Bleu, Roland  
Blevins, George  
Blier, robin  
bliss, diane nehring  
Bliss, John  
Bliss, Todd  
Bloch, Alice  
Block, Kelci  
Blom, Dick  
Blomstrom, Eric  
Blond, Ronald  
Blood, Mike  
Bloom, Charles  
Bloom, Claudia  
Bloom, Richard  
Bloomfield, Donald

Bloss, Emily  
blotcher, jay  
Blouch, John  
blount, susan  
Blower, C e  
blowers, lee  
blue, Madalin  
Blum, Jacob  
Blum, Marcia  
Blumenau, Danna  
blumenfeld, jacob  
blumenthal, adam  
Blumenthal, Dan  
Blumenthal, Jabez  
Blumenthal, Robert  
Blumstein, Edward  
Blunt, Christine  
Blurton, Robert  
Blyveis, Nathan  
Boardman, James  
Boatwright, Seina  
Bobebe, Merrill  
Bober, Melanie  
Bobko, Brian  
Bobrow, Ken  
Bobrow, Yssa  
bocchinfuso, michael  
Boch, Lawrence  
Bochantin, Leona  
Bochnak, John A.  
Bock, Catherine  
Bock, Jane  
Bock, Oliver  
Bode, Patricia  
Bodwell, Jenny  
Bodwin, Geoffrey  
Boehm, Andrea  
Boehm, Sigrid  
Boettcher, Gail  
BOGAEV, ANNE  
Bogan, Christine L  
Bogan, Robert  
Bogardus, Hurley  
Bogart, Michael  
Bogdan, Chris  
Bogen, Myron

Boggeman, Richard  
Boggia, Janet  
Boggs, Unabelle  
Bogolub, Rita  
Bohacz, Michael  
Bohatkiewicz, Brian  
Bohm, Burkhard  
Boivin, Penny  
Bojo, Jan  
Bolden, Susie  
Bolden, Thomas  
Boldt, Todd  
Bolgioni, Rich  
Bolin, Meb  
Boliver, Emily  
Boller, Robert  
Bonaparte, Lyzette  
Bonar, Mike  
Bonard, Michael  
Bonasera, Rita  
Bondoc, Jose Ricardo  
bondurant, barbara  
Bondy, Mamie  
Bonet, Jr., Mario  
Bonetti, Donna  
Boniface, Kathryn  
Bonilla-Jones, Carmen  
Bonin, Donna  
Boniske, Kate  
BONN, RUTH  
Bonne, Stephanie  
Bonnell, Angie  
bonnett, elizabeth  
Bonney, Patty  
Bonnheim, Joanna  
Bonowicz, Brett Ryan  
Bonsaint, Paul J.  
Bonta, Marcia  
Bonvouloir, A  
Book, Joan  
Bookheimer, Donna  
Boone, Anna  
Boone, Lynette  
Booth, Amy  
Booth, Elaine  
Booth, Elizabeth

Booth, Richard  
Boothroyd, Perry  
Booz, Martha  
Boraby, Ali  
Borchardt, Roy  
Borchardt, Tabitha  
Borchers, Margie  
Borck, Tom and Lori  
Borcz, Bernie  
Bordbar, Robert  
Bordelon, Jan  
Bordine, Ray  
borgono, debbie  
Bornemann, Michael  
Bornemann, Zb  
Bornstein, Allan  
Bornstein, Ann  
Borough, Gemariah  
Borowiak, Natasha  
Borowitz, Grace and Irving  
Borowitz, Sidney  
borris, helen  
Borrer, Kirsten  
Borrowman, Ellen  
Borske, Cindy  
Borst, Ruth  
Bort, Jacqueline  
Bosch, Paul  
Bose, Purnima  
Bosler, Kathryn  
Bosone, Joseph  
Bossie, Richard  
Bostic, Randy  
Bostick, Amy  
Bostick, Carol  
Bostick, Carol S.  
Bostock, Vic  
Boswell, Thomas H  
Bothum, Bob  
Botkin, David  
bottoms, holly  
Bou, Jr., A. John  
Bouchard, Bruce  
Boucher, michael  
Boucher, Tasha  
Boudreaux, Adam

Boudreaux, April  
Boughton, Thomas  
Boulan, Cassidy  
Bouley, Lisa  
Bounds, Becky  
Bourg, Michelle  
Bournazian, Jack  
Bourne, Marcia  
Bourscheidt, Hank  
Bouteille, Cyril & Ingrid  
Boves, Emily  
bowden, margaret  
Bowen, Barbara  
Bowen, Dane  
Bowen, Erik  
Bowen, Laura  
Bowen, Lynn  
Bowen, Susan  
Bower, JC  
Bowers, Gretchen  
Bowers, Jerry  
Bowers, Mark  
Bowers, Matthew  
Bowers, Maureen  
Bowers, Solveig  
Bowker, J. Kent  
Bowles, Cheryl  
Bowling, Maria  
Bowman, Candy  
Bowman, Florine  
Bowman, James  
Bowman, Jason  
Bowman, Kenneth  
Bowman, Nan Singh  
Bowman, Renae  
Bowman, Terri  
Bowron, Alice  
Bowser, Margery  
Bowser, Richard  
Bowyer, J Spotswood  
Box, T. Frank  
BOYCE, ANNE-MARIE  
Boyce, Charles  
Boyce, Eric  
Boyce, Neil  
Boyd, Carol

Boyd, Christopher  
Boyd, Irene  
Boyd, Kingsley  
Boyd, Oliver  
Boyd, Stan  
Boyington, Chuck  
Boyle, Dennis  
Boyle, Jenny  
boyle, kenneth  
Boyles, Glenn  
Boyne, Hal  
Bracke, Victor  
Bracken, Sarah  
Brackett, Debra  
Bradbee, George  
Bradbeer, Wilma  
Bradford, Deborah  
Bradford, Ken  
BRADFORD, MARY  
bradford, owen  
bradley, AL  
Bradley, Brian S.  
Bradley, Charlotte  
Bradley, Helga  
Bradley, Joan  
bradley, katherine  
Bradley, Kit  
Bradley, Louise  
Bradshaw, Mary  
Bradshaw, Sara  
Bradus, Richard  
Brady, Geraldine  
Brady, Ken  
brady, kevin  
Brady, Kyle  
Brady, Randall  
Brady, Sean  
Bragg, Dianne  
Bragg, Thomas  
braggiotti, laura  
Bragonier, Emily  
Bragonier, Penelope  
Brainard, Edward  
Braithwaite, Georgia  
Brakopp, Evelyn  
Bramble, Chad

Brame, David  
Brammer, Dorian L.  
Bramscher, Paul  
Branch, Katherine  
Branch, Kyrstin  
Branch, Peter  
Branch, Steve  
Brandariz, Anita  
brandenburg, Kurt  
Brandes, Michael  
Brandi, Diana  
Brandis, Rushton  
Brandon, Paul  
Brandt, Kate  
Brandt, Nancy  
Brannon, Jaime  
Branz, Stephen  
Brashares, June  
BRASS, SUSAN J  
Brault, Gene  
Braun, Beth  
Braun, Jena Sleboda  
Braun, Jim  
Braun, Lois  
Braunlich, Francis  
Braverman, Larry  
Brawner, Lori  
Bray, Kerri  
Brazier, John  
brazis, chris  
Breakey, Sylvia  
Breakfield, Sandra  
Brebner, Linda  
Breckenridge, Thomas  
Bredderman, Paul  
Bredig, Bernard  
Breedon, Richard  
Breen, Judith  
BREITBACH, LOUIS  
Brelin, Paul  
Brennan, Dan  
Brennan, Denise  
Brennan, Eleanor  
brennan, ellen  
Brennan, Kayla  
Brennan, kristen

Brennan, Mattew  
Brennan, Noel-Anne  
Brennan, Sherman  
Brennan, Timothy  
Brenneman, Don  
Brenner Jr., Geprge  
Brenner, George  
Brenner, Jared  
Brenner, Joe  
Brenner, Natasha & Noah  
Brenner, Thomas  
Brentjens, Vero  
Brenza, Tina  
bresson, sheri  
Brett, Barbara J.  
breuker, curtis  
Brew, Anne  
Brewer, Christina  
Brewer, Steven  
Brewster, Bryan  
Brewster, Carol  
Brewton, Molly  
Brezny, Peter  
Brick, Eileen  
bridenbaker, christine  
Bridgewater, Paul  
Brier, Suzanne  
Briggs, Annette  
Briggs, Craig  
Briggs, Jr., William C.  
Briggs, Sandra  
Brigham, Rick  
Brigham, Sara  
Bright, Arthur  
bright, lisa  
bright, ryan  
Bright, Susan  
Brightbill, Kathryn  
Brightman, Darrin  
Brighton, Ruth  
briley, cheryl  
Brill, Jerry & Judy  
Brill, Lesley  
Brillault, Nancy  
Brillhart, Clayton  
Brimm, Martha

Brink, Tom  
Brinker, Debra  
Brinker, Erica  
Brinkerhoff, Kerry  
Brisbin, Mike  
Briscoe, Mick  
Bristow, Nancy  
Britton, Diane  
Britton, Kathryn  
Britton, Melissa  
Britton, Wayne  
Broadbent, David  
Broadbent, Jerry  
brobst, chris  
Brocious, Kenneth  
Brock, Eric  
Brock, Martha  
Brockman, Clark and Kacia  
Brockway, Christi Michelle  
brockway, mary  
Brode II, Jerry  
Broder, Ronald  
Brodley, Flo  
brodman, carole  
Brodman, Erica  
brodscholl, diana  
Brody, Neil  
Brofman, Peter  
Brogden, Penny  
Brogden, William  
Brokaw, Colleen  
Bromer, Peter  
Bromer, William  
Broncucia Jr., Phil  
Bronson, Mariel  
Bronson, Michael  
Bronstein, Max  
Bronzan, Ashley  
Brooke, Louise  
Brookman, Gerald  
Brookover, Robert  
Brooks, Ava  
Brooks, Barbara  
Brooks, Barry  
Brooks, Cat  
Brooks, Deborah

Brooks, Jerrel  
Brooks, Marilyn  
Brooks, Patricia  
Brooks, Rebecca  
Brophy, John  
broscious, chuck  
Brostrom, Kenneth  
Brothers, Barbara  
Brothers, Charles  
Brotherton, Elizabeth  
brotter, mark  
Brouillette-Jobe, Sandra  
Brower, Candace  
Browman, Jean  
Brown II, Phillip  
Brown, Aaron  
Brown, Albert  
Brown, Alexa  
Brown, Alice  
Brown, Babette  
Brown, Brenda  
Brown, Deb  
Brown, Derek  
Brown, Elizabeth  
Brown, Huntting  
Brown, Jan  
Brown, Juliana  
Brown, Katrina  
Brown, Keith  
Brown, Lacey  
Brown, Lolly  
Brown, Louise B.  
Brown, Malcolm  
Brown, Marge  
brown, melissa  
Brown, Michael  
Brown, Michael  
Brown, Nancy  
Brown, Nancy  
Brown, Neil  
Brown, Nicholas  
Brown, Paul  
Brown, Phyllis  
Brown, Robert  
Brown, Robert M.  
Brown, Roderick

Brown, Rodgers  
Brown, Ron  
brown, ronald  
Brown, Rose  
Brown, Sanford  
Brown, Sara  
Brown, Scott  
Brown, Stanley  
Brown, Steve  
Brown, Steven  
Brown, Susan  
brown, t.  
Brown, Tamekia  
Brown, Teresa  
Brown, Timothy  
Brown, V. K.  
Brown, Wayne  
Brown, Wendy  
Brown, William  
Browne, Philip  
Browne, RJ  
Brownfield, Harry  
Browning, Brenda  
Brt, Jon  
Brubaker, Angela  
Bruce, Edie  
Bruce, Margaret  
Bruce, Marian  
Bruch, Carl W.  
Bruckman, Leonard  
Bruere, Justin  
Bruggeman, Kip  
Bruhn, Johann  
Bruice, Thomas W  
bruning, amy  
Brunk, David  
Bruno, Robert  
Bruno, Rose  
Brusen, Lloyd  
Brussard, Peter  
bruton, babette  
Brutsche, Russell  
Bruun, James  
Bruun, Walter  
Bruyn, James  
Bry, Don

Bryan, Brynne  
Bryan, David  
Bryan, Harriet  
Bryan, Jamie  
Bryan, Linda  
Bryant, Elizabeth  
Bryant, Jr., Carleton  
Bryant, Karen  
Bryant, Karen  
Bryant, Nora  
Bryant, pam  
Bryant, Teresa  
Bryenton, Helen  
Bryer, Philip  
Bryson, Judy  
Bubar, Richard  
Bubb, Ken and Donna  
Bubsey, Julian  
BUCCOLA, GILBERT  
buch, anthony  
Buchan, David  
BUCHANAN, JAMES  
Buchberger, Gerry  
Buchmann, Ken  
buchwald, mary  
Buck, David  
Buck, David  
Buck, Larry  
Buck, Marsha  
buckland, pam  
Buckley, Barbara  
Buckley, Kathleen  
Buckley, Kimberley  
buckman, andrea  
Buckner, F. Robert  
Buckowski, Thomas  
Buckwalter, M.D., David & Mrs. Maggie  
Budbill, Melanie  
Budd, Joan  
Buddenberg, Brad  
buddes, shannon  
Budding, Kelley  
budowski, Linda  
BUDZEN, LEN  
Budzien, Colleen  
Buechler, Paul

Buehler, Lisa  
Buell-Silsbee, Rebecca  
Buerk, Jesse  
Bufe, Charles  
Buffie, Linnea  
Buffum, Frank  
Bugel, Len  
Bugni, James  
Buiso, Margi  
Bulder, Liedeke  
Bulger, Paul  
Bullen, Susan  
Bulling, Larry  
Bullitt-Jonas, Margaret  
Bullock, Adam  
bullock, n.  
Bullotta, Cathy  
Buls, Al  
Bulygo, Brian  
Bumpas, Linda  
buncher, r  
Bundy, John F.  
Bunner, Jennifer  
Bunting, Mary  
Buntschuh, Charles  
Buonaiuto, John  
Buono, Alfred and Dorothy  
Buonopane, Carol  
Burby, Leslie  
Burch, David Paul Xavier  
Burch, Heather  
Burch, Kristin  
Burch, Mary  
Burch, NR, MSN, Sharon  
BURCHETT, KAREN  
Burciaga, Genevieve  
Burdette, Darla  
Burdge, Jr., Richard  
Burdge, Nancy  
Burdick, Laurence  
Burger, Ann Catherine  
Burgess, Ellen M.  
Burgess, Rose  
Burke, Alan J.  
Burke, Bonnie Margay  
Burke, Elizabeth

Burke, Heather  
Burke, Janice M.  
Burke, Jennifer  
Burke, Ken  
Burke, Maddie  
Burke, Nick  
burkhardt, kerry  
Burkholtz, Maryann  
Burkleo, Joe  
Burman, Ruth  
burmeister, gwen  
Burnaby, John  
Burnes, Suzanne  
Burness, Norman  
Burnett, Caryl F.  
Burnett, Gerald  
Burnett, Joel  
Burns, Anthony  
Burns, Audrey  
Burns, Catherine  
Burns, Deborah  
Burns, Jodi  
Burns, Nancy  
Burns, Sharon  
Burns-Clair, Pam  
Burnside, Sylvia  
Burnside, Tom  
Burriss, Judy  
Burriss, Laurence  
Burriss, Lonnie  
Burrows, Jennifer  
Burrows, Matthew  
Burrows, Troy  
Bursch, Larry  
Burt, Alexandra  
Burt, Thomas  
Burtner, Sarah  
Burton, Brittany  
Burton, Dr. Roger  
Burton, Pam  
Burton, Stacia  
Burton, Timothy  
Burton, Vic  
Burwell, Julia  
Burwinkel, Dan  
Busanic, Laura

Busch, Susan  
buschbaum, aviva  
Buscher, David  
Busemeyer, James  
Bush, Herbert  
Bush, John  
bush, joyce  
Bush, Nancy M.  
Bush, Tori  
Buss, Kyle  
Busse, Barbara  
Busse, Jeanette  
Bustamante, Isabel  
Bustardo, Aimon  
butcher, joan  
Butela, Becky  
Butera, Steven  
butka, william  
Butler, Amanda  
Butler, Edward  
Butler, Glenelle  
Butler, Linda  
Butler, Mary  
Butler, Merrily  
Butler, rita  
Butler, Robert  
Butler, Robin  
Butt, James  
Butterfield, Martha  
Butterfly, Nut  
buttner, charlene  
Buttner, Thomas  
Button, Edward  
button, james  
Butz, Chris  
Butza, Michael  
Buxton, Cynthia  
By, Janet  
Byalick, Lois  
Byers, Andrea  
Byers, K. Greg  
Byington, Ruth  
Byk, Anthony  
Bykowski, Sandy  
Bynum, Steve  
Byrd, Beth

Byrd, Joan  
byrd, wendy  
Byrne, Kim  
byrne, richard  
Byrne, Robert  
Byrne, Rosemary  
Byrnes, Cecelia  
Byrnes, Kathleen  
Byron, Barbara  
Byron, Robert  
C., Lisa  
Cabezas, Maritza  
Cabral, Angel  
Cadieux, Gregory  
cadman, susan  
Cadol, Sally  
Cadora, Eric  
Cadot, Andrew  
Cady, Beth  
cady, scott  
Cadzow, Daniel  
Caffrey, Frank  
caggiano, john and liz  
Caggiano, Joseph  
Cagle, Amanda  
Cagliyan, Deniz  
Cahn, Melissa W.  
Cain, Annette  
Caine, Christy  
Cairns, Karen  
cairns, maureen  
Cairo, Sonia  
calabrese, greta  
calabrese, kathy  
Calabria, Antonio  
Calash, Joanne  
Calaway, Wallis  
Calcaterra, Janet  
Calcavecchio, Stephanie  
Calder, Malcolm  
Calderin, Ivo  
Caldie, Cathy  
Caldwell, Ellen  
Caldwell, James  
Caldwell, Timothy  
Calenda, Vincent

Caletti, Robert  
Caley, Hugh  
Calhoun, Charles  
calhoun, helle  
Calhoun, Mimi  
Caliguri, Sabina  
Calivas, Dena  
Calkin, Parker  
Calkins, Jared  
Calkins, K  
Calkins, Matt  
Callaghan, Kathleen  
Callahan, John  
Callaway, Lona  
calloway, don  
Camara, Terri  
CAMBEL, SALLY  
Camenzind, Carl  
camera, robert  
Cameron, Alexander  
CAMERON, DENISE  
Cameron, Guy  
Cameron, Guy  
Cameron, Janet  
Camin, Linda  
Camiscia, Paola  
Camp, David  
Camp, Richard  
Camp, Rob  
Camp, Ryan  
Campana, Jean Ann  
Campbell, Allan  
Campbell, Barbara  
Campbell, Benita  
Campbell, Bryan  
Campbell, Carolyn  
Campbell, David  
Campbell, David  
Campbell, Dudley and Candace  
Campbell, Grant  
Campbell, Grant  
Campbell, Heather  
Campbell, Judith  
Campbell, Karissa  
Campbell, Keir  
Campbell, Kevin

Campbell, Kris  
Campbell, Larry  
campbell, liz  
Campbell, Scott  
Campbell, Stacey  
Campbell, Stacy  
Campbell, Ted  
Campbell, Thomas  
Campbell, Victoria  
campbell, william  
Campell, Sara  
Campen, Peter  
Campion, Arlene  
Campopiano, Brian  
Campos, Isaac  
Campos, Leah  
Campos, Teresa  
Canada, Karen  
Canagaratna, Manjula  
Canario, John  
Cancell, June  
cancilla, trish  
Candelori, Cindy  
canejo, theresa  
Cannatella, John  
canning, chris  
Canning, Ernest  
Cannon, Lacey  
Canny, Carlynn  
Cano, Nadine  
Cantor, David  
Cantrell, Carol  
Cantrell, Jessica  
Canzano, Ken  
Cape, Jillyanne Michelle  
Cape, John  
Capello, Marilyn  
Capers, Robert  
Capezzuto, Valerie  
Caplan, Gregory  
Caplan, Jay  
Capotosto, ann  
Cappadona, Dorothea  
Capper, Jennifer  
Cappetta, Mark  
Caputo, Richard

carberry, Ann  
Carberry, Michael  
Carbonneau, Karen  
Cardenas, Miriam  
Carder, Linda  
Cardiff, Lynn  
Cardone, Bethany  
Cardwell, Paul  
Carella, Len  
Carelli, Kathleen  
Carey, Catharine  
Carey, Cathy O'Leary  
Carey, Edward  
Carey, steve  
Carey, Susan  
Carfagno, Michelle  
Carlin, Catherine  
Carlip, Vivian  
Carlisi, Donna  
Carlisle, Tim  
Carlo, Dorothy  
Carlson, Bruce  
Carlson, Cathleen  
Carlson, Cheri  
Carlson, James  
Carlson, Ravin  
Carlson, Richard  
Carlson, Rita  
carlson, ron  
Carlstead, Kathy  
Carlton, Patricia  
Carlucci, Michael  
Carman, William  
Carnahan, S  
Carnein, Carl  
carnessali, kathleen  
Carney, Chris  
Carney, John  
carolin, shirley  
Carpenter, Betty  
Carpenter, Carolyn  
Carper, Nancy  
Carr, Barbara  
Carr, Barbara  
Carr, Brenda  
Carr, Deborah

Carr, Katherine  
Carr, Laurie  
Carr, Robert  
Carrasquillo, Amanda  
Carraway, Coralie  
Carreiro, Jamie  
Carreno, Maryant  
Carreon, Ana  
Carrick, Alison  
Carrillo, Jesus  
carrillo, sheila  
Carrillo, Stephen  
Carrington, Charles  
Carroll, Eric  
Carroll, Glen  
Carroll, Lawrence  
Carroll, Mark  
Carroll, Patrice  
Carroll, Sandra  
Carroll-Scott, Amy  
Carse, MaryAnne  
Carson, Carol  
Carson, Cliff  
Carson, Rani  
Carsten, Toni  
Carter, Amanda  
Carter, Brenda  
Carter, Charlene  
Carter, Jesse  
Carter, Julie  
Carter, Kendall  
Carter, Khanh  
Carter, L.  
Carter, Leah  
Carter, Lynne  
Carter, Natalie A.  
Carter, Rob  
Carter, S. Terry  
Carter, Steven K.  
Carteret, Betty  
Carter-Joyce, Susan  
cartwright, barry  
Cartwright, Jennifer  
Cartwright, Leigh  
Cartwright, Marion  
Carty, Alfred

Caruthers, Brooks  
Carver, Calvin  
Carver, Holly  
Cary, Alice  
Casarez, Anthony  
Cascadden, David  
Case II, W. Daniel  
Case, David  
Casey, Carol  
Casey, Gabe  
Casey, Mary  
Casey, Mary Ellen  
Caspar, Sarah  
CASS, BILL  
Cass, Kyra  
Cassada Jr, Lawrence  
Cassady, Marie  
Cassidy, Donald O.  
Castagnetto, Susan  
Casteel, Jessie  
Castelli, Sharon  
Castello, Annette  
Casten, Liane  
Castillo, Gonzalo  
Castleman, Curtis  
Castro, Beny  
Castro, Collette  
Castro, Diane  
Caswell, Charles  
Catalone, Gregory  
catanese, jeanne  
Cathcart, Melissa  
Cathro, Helen  
Caton, Peter  
Catron, Richard  
Catton, Jim  
Cauffman, David  
Caulfield, Betsy  
Cavaliere, Johanna  
Cavanaugh, Catherine  
Cavanaugh, Gerald  
Cavanaugh, Michelle  
Cavasian, Derek  
Cave, Susan  
Cavell, Kathleen  
Caves, Mary G.

Cavitt, Jan  
Caya, Stephen  
Cayford, David  
Cazier, John  
Cazier, Matthew  
Cecere, Doug  
Cecere, Jerry  
Cecil, Michael  
Cecile, Scott  
cehaich, samantha  
Cellentani, Loren  
Cerasuolo, Frank  
Cerrato, Michael A.  
Cerruti, Kathleen  
CERVANTES, Eddy  
Cervantes, Louie  
Cervantes-Gautschi, Peter  
Cesan, James  
cespedes, melinda  
Cetrone, Carol  
cevasco, john  
Chachula, Julian  
Chacon, Jesse  
Chacon, Robert  
Chadd, Susan  
Chadran, Achmad  
Chadwell, Kathy  
Chaffee, Timothy  
chagnon, norman  
chaifetz, dannah  
Chaiken, M  
Chaiklin, Joseph  
Chalker, Mikki  
Chalkley, Celena  
Challacombe, Joanna  
Chamberlain, Clint  
Chamberlain, Debrah  
Chamberlain, Jessica  
Chamberlain, Richard  
Chamberlin, Dorothy & Richard  
Chamberlin, Marlene  
Chambers, Anthony  
Chambers, John  
Chambers, Martha  
Chamma, Sarah  
Champlin, Kit

Chan, Sonja  
Chance II, Thomoas  
Chance, Betty  
Chancellor, Andrew  
Chand, James  
Chandler, Heather  
Chandler, Leonard B  
Chandler, Neil  
Chandler, Steve  
Chandley, Joan  
chandra, vartika  
Chaney, Trish  
Chang, Cindy  
Chang, Janis  
Chang, Patricia  
Chang, Vicky  
chanler, margaret  
Chantikian, Kosrof  
Chapek, S.  
chapgier, florence  
Chapin, Mary  
Chapin, Suzanne  
Chapman, Ann  
Chapman, Deborah  
Chapman, Robert F  
Chapman, Stephen  
Chapnick, Susan  
Chappell, Sally  
Chapuis, Miles  
Chaput, Rachel  
Charette Jr, Ray  
Charette, Jane  
Charity, Jeff  
Charkoudian, Stephen  
Charles, Jim  
Charles, Stanley R.  
Charlton, Hubert  
Charlton, Mary C.  
Charlton, Tracey  
Charn, Brian  
Chase, Brenda  
Chase, Carolyn  
Chase, Norene  
Chase-Saiz, Chellee  
Chastain, David  
chaudoir, kim

chauvaux, charlene  
Chavarria, Bonnie  
Chavez, Antonio  
Chavez, Don  
Chavez, Phyllis  
Cheadle, Gary  
Cheeseman, Ted  
Chefalo, Pat  
Chelmecki, Patricia  
Chen, Kani  
Chen, Peter  
Cheng, Anne  
Cheng, Shawn  
Cheo, Dorothy  
Chepuru, Melissa  
chequer, brad  
Cheramie, Chyress  
Chernoff, Patricia  
Chernushin, Mary E  
Cherubim, Noelle  
Chesney, David  
chess, deborah  
chessin, meta  
Chetta, Stacy  
Chew, Priscilla  
Cheyne, Jennifer  
chhun, phoury  
Chiang, Ben  
Chiao, Heidi  
Chiarenza, Carl  
Chiavola, Kathy  
Chibucos, Marcus  
Chickey, Michael  
Chieco, Eileen  
Chilcote, Melissa  
Childers, Barbara  
childers, gary  
childers, robert  
Childress, Janet  
Childs, Cynthia  
Chin, Paul  
Chinni, Rosemarie  
Chinworth, Debbie  
Chirco, Frances  
Chirigotis, Helen  
Chisari, Andrea

Chisholm, Jason  
Chismar, Nancy  
Chisolm, Ann  
Chisolm, Lillian  
Chittenden, David  
Chiu, Albert  
Chivoiu, Bogdan  
Chmelik, Raymond  
CHMM, Thomas Hodges,  
Choi, Helen  
Choi, Irene  
Choi, Sabrina  
Cholewa, Mitch  
Cholmar, Eve  
Chorba, Jennifer  
chorostecki, gene  
Chrest, Daniel  
Chriest, Nathaniel  
Christ, Ronald  
Christen, Carol  
Christensen, C.J.  
christensen, chris  
Christensen, Chris  
Christensen, Debora  
christensen, Jeni  
christensen, jeremy  
Christensen, Mark  
Christensen, Tom  
Christenson, Eric  
christian, mary jo  
Christian, Richard H.  
Christian, Steven  
Christiansen, David  
Christiansen, Sue  
Christianson, Alice  
Christianson, Bonita  
Christianson, sacha  
christie, bill  
Christman, Glenn  
Christmann, Gail  
Christophel, Christy  
Christopher, John  
chroeder, L:auren  
Chrostowski, Lenny  
Chrystal, John  
Chubin, Edward

Chumley, E.Gerald  
Chung, Eric  
Chung, K.  
Chuparkoff, Kathy  
Churchwell, Stephanie  
Churm, Kenneth  
Chuzi, Jonathan  
Chynoweth, Iris  
ciaccio, gio  
Ciavarella, Theresa  
Cierlitsky, Robert  
Cifelli, Robert  
Cilimburg, Kathryn  
Cimino, Charlotte  
Cioffi, Beth  
Cipher, Melanie  
Cipolla, anthony  
Cipris, Zeljko  
Ciser, Jon  
Cisneros, Alexis  
Cit, Ezra  
citron, vicki  
Ciucki, Marcella  
Civettini, Joseph  
Clair, Fred St.  
Clairmont, Jeff  
Clairmont, Tracey  
Clamage, Irwin  
clancy, ruth  
Clark, Abigail  
Clark, Amber  
Clark, Beverly  
Clark, Cate  
Clark, CC  
Clark, Cheryl  
Clark, Craig G  
Clark, Diana  
Clark, Diane M.  
Clark, Donna  
clark, donna  
Clark, Donna  
Clark, Dorothy  
CLARK, EDWARD  
Clark, Floyd  
Clark, James  
Clark, James

clark, Jan  
Clark, Janice  
Clark, Jennifer  
Clark, Joanna  
CLARK, John  
Clark, Julie  
Clark, Marguerite  
Clark, Mark Plano  
Clark, Martha  
Clark, Martina  
clark, myron  
Clark, Patty  
Clark, Phillip  
Clark, Richard  
Clark, Robert  
Clark, Stephen  
clark, susan  
clark, tom  
Clarke, Debra  
Clarke, JoAnne  
Clarke, Karen  
Clarke, Kristen  
Clarke, lillian  
Clarke, Marcia  
Clarke, Mary  
Clarridge, Jan  
Clavel, Ed  
Clawson, Dana  
Clayman, David  
Claypool, June  
Claypool, Lynda  
Clayton, Collette  
Clayton, Diane  
Clayton, Janine  
Clayton, Jon  
Clayton, Tom  
cleary, angela  
Cleath, Emily  
Clegg, M.S., Sarah  
Clemans, Richard  
Clement, catherine  
Clements, David  
Cleminson, Ron  
Clemmer, Richard  
Cleveland, Kelly  
Cleveland, Shelly

Cleven, Dennis Lee  
Clevenger, Kristine  
clews, alice  
CLIFFORD, GENE  
Clifford, Teresa  
Clift, Loren  
Clifton, Gregory  
Clifton, Kimberly  
Cline, Dorothy  
Cline, Trudy  
Clinesmith, Tory  
Clinton, Marian  
Clinton, Ruth  
Clippard, Janet  
Cloner, Matthew  
Cloonan, John  
Close, Albert R.  
Close, Steve  
Cloud, Kate  
Clymer, Mary Ann  
Clymo, Jerry  
Clymo, Jerry  
Coakley, Joe  
Coan, Richard  
Coatsworth, Josephine  
CoBabe, Terry  
Cobb, Calvin  
Cobb, Dean  
Cobb, Stanley  
Cobbs, Amy  
Coble, Abby  
Coburn, Della  
Cocco, Brian  
Cochran, Carrie  
Cochrane, Nancy  
Cockerill, Joanne  
Coco, Joseph  
Cody, Jennifer  
Coe, Judith B.  
Coe, Pam  
Coen, Paul  
Coffee, Clark  
coffey, alice  
Coffey, Larry  
Coffey, Margery  
Coffey, Patricia

Coffin, Jen  
Cohen, Abby  
Cohen, Beth  
Cohen, Brian and Rita  
cohen, bruce  
Cohen, Calvin  
Cohen, Eleanor  
Cohen, Harriet  
Cohen, Howard  
Cohen, Leslie  
Cohen, Linda  
Cohen, Marcia  
Cohen, Mark  
Cohen, Mimi  
Cohen, Myrna  
Cohen, Nancy  
Cohen, Natalie  
Cohen, Nayana  
COHEN, STANLEY  
Cohen, Theodore  
Cohn, carola  
Cohn, Dan  
cohn, mike  
Cohn, Nancy  
COLAGEO, ARGANTE  
Colangelo, Joy  
Colangelo, Marie  
Colclough, Scott H.  
Coldiron, Robert  
Cole, Bob  
Cole, Carrie  
Cole, Deirdre  
Cole, Douglas  
Cole, Jonathan  
Cole, Julia  
Cole, Kathleen  
Cole, Katrina  
Cole, Kirby  
Cole, Lisa  
Cole, Roger  
Cole, Ruth  
Coleman, Bradley  
Coleman, Cheri  
Coleman, Christine  
Coleman, Jeannine  
Coleman, Judy

Coleman, Lori  
Coleman, Renee  
Coleman, Stuart  
Colgan, Anne  
Coling, Marcia  
colletto, frank  
Colley, Ann  
Collier, Fran  
Collins, Amy  
Collins, Barbara  
Collins, Carol  
Collins, Cheryl & Gary  
Collins, Eileen  
Collins, Irene  
Collins, John  
Collins, Kathleen  
Collins, Kristi  
Collins, Lyle & Karen  
Collins, Michael  
Collins, Raymond  
Collins, Russell  
Collins, Sam  
Collins, Stefanie  
Colon, Jose  
colony, stephanie  
Colson, Robert  
Colton, Steve  
Coltrane, Mia  
colucci, sue  
Columbus, Shawn  
Colwill, Winifred  
Colyer, Jacqueline  
Combs, Amy  
Combs, Betty  
Combs, Bill  
Combs, Bruce  
Combs, Lanita  
Comeau, Bethany  
Comisar, Gerald  
Commendatore, Donna  
Commisso, Phyllis  
Commyn, Stephanie  
Compton, Lhasa  
Comstock, Jean  
comtois, mary  
Conaway, Connie

Condit, Mary  
Condon, Donna  
condon, sheila  
Condos, Rita  
Cone, Frances  
Cone, Jan  
Cone, Roger  
Cone, Sterling  
Confectioner, Vira  
Congdon, Deb  
Congdon, Walton G.  
Conger, George  
Conklin, Char  
Conklin, Twink-Lorelei  
conley, jan  
Conley, Mike  
Conley, Pamela  
Conly, Leonard  
Connell, Richard  
CONNELL, TONYA  
Conner, Eileen  
Conner, Rebecca  
Connolly, Charles  
Connolly, Mary C.  
Connolly, Sonya  
Connon, Stephanie  
Connor, Charles  
Connor, Janet  
Connor, Marianne  
Connor, Thomas  
Connors, Charles  
Conover, Ben  
Conrad, Denise  
Conrad, Melissa  
Conrad, Walt  
Conrod, Jeff  
Conroy, Cathy  
Conroy, David  
CONROY, JAMES  
Conroy, Jim  
Conroy, Thomas  
Conry, Steven  
Constance, Bianca  
Constans, Mary Ann  
Constantino-Martin, Patti  
Conti, Judy

Conway, Beverly  
Conway, Marcia  
Conway-Long, Don  
Coogan, Josie  
Coogan, Richard V.  
Cook Jr., David W. and Sara D.  
Cook, Anita  
Cook, Beth  
Cook, Geoffrey  
Cook, Holly  
Cook, James  
Cook, Jerry  
Cook, jonathan  
cook, k louise  
Cook, L. Brent  
Cook, Michael  
Cook, Patricia  
Cook, Robin  
cook, shaun  
Cook, Steven  
Cook, Suzanne  
Cooke, Alexander  
Cooke, Angus  
Cooke, Brandon  
Cooke, Parrish  
Cookman, Dick  
Cookson, Scott  
Cooley, Peggy  
Cooley, Richard E  
Coon, Robert  
Cooney, Margaret  
Coons, Darrell  
Coons, Linda  
Coons, Mitzi  
Coontz, Steve  
cooper Jr, James  
Cooper, Dennis  
Cooper, Joan  
Cooper, John  
Cooper, Marilyn  
Cooper, Michael  
Cooper, Peggy  
Cooper, Peter  
Cooper, Robert  
Cooper, Ron  
Cooper, Tina

Coopwood, Nathan  
Coorough, Donald  
Cootes, Sheila  
Copeland, Denise  
Coplou-Newfield, Gina  
Coppock, Anita  
Coppo, Carlann  
Coquerel, Debbie  
Coral, Mary  
Coram, Jessica  
Corazzol, Carla  
Corby, Sandra  
Corcoran, David  
Corcoran, JC  
Corcoran, Kate  
Corcoran, Mary  
Cordak, Jeannine  
Cordaro, Tom  
Cordeiro, Brock  
Cordero, Carmen  
Cordero, Ivette  
Cordes, Donald  
Cording, Carl  
Cordle, Emmett  
Cordova, Isabel  
Core, Mason  
Corey, Kevin  
Corio, Joseph  
Corley, Deana  
Corley, Sister Carol Anne  
Corliss, Nan  
Cormia, Robert  
Cormons, Matt  
Cornelia, Jared  
Cornell, Charles  
Corona, Marianne  
Corr, Carey  
Corr, Marie  
Corr, Maureen  
Corral, Richard  
Corre, Ronnel  
Correll, Quentin  
Corrie, Summer  
corriveau, dave  
Corrow, Allissa  
Cortimilia, Uta

Corzine, Virginia  
Cosby, David  
Cosgrove, Christine  
Cosgrove, Pamela  
Costa, Demelza  
Costa, Francisco  
costa, M.  
Costabile, Elmer  
Costello, Heidi  
Costello, Mary  
Costic, Gail  
Costich, Zora  
Cote, Katherine  
cote, robert  
Cotler, Stanley  
Cotte, Denise Be  
Cotton, Brad  
Cotton, Elizabeth  
cotton, nanci  
Cottone, James  
Cottrill, Ross  
Cotugno, Caroline  
Couch, Charles  
Couch, Emmaly  
Coudsy, Cathy  
Coulson, Dale  
Coulson, Elyse  
Coulter, Nancy  
Councilman, David  
Counterman, JESSE  
countryman, chuck  
Countryman, James  
Counts, Paul  
Courchaine, Caroline  
Courdier, Laurence  
Courneen, James  
Cournoyer, Brian  
Courtenay, David  
Courtney, Courtney  
Courtney, Jane  
courtney, jennifer  
Courtney, Rachel  
Courts, Byron  
Cousins, Andrea  
Couture, Jacques  
Covell, Sandi

Coventry, Philip  
Coveny, Richard  
Covey, Matt  
covington, christiane  
Covington, Laurel  
Covington, Royce  
Cowan, Barbara  
Cowan, David  
Cowan, Leticia  
Cowden, Larry  
Cowger, Nancy L  
Cowin, Caryn  
Cox, Chadwick  
Cox, David  
Cox, Eleanor  
cox, jerry  
Cox, Johanna  
Cox, Julie  
Cox, Lea  
Cox, Merry Lee  
Cox, P A  
Coyan, Lisa  
Coyle, Laurie  
Coyle, Nicki  
Coyne, Lelia  
Coyne, Mary  
Cozad, Michael  
CPE, Sean Sardari,  
Crabb, Tony  
Crabtree, Helen  
Crafton, Smith  
Craig, Dennis  
Craig, Eugene  
Craig, Frances  
Craig, Julianne  
Craig, Robert  
Craig, Selena  
Crain, Jovon  
craine, Shirley  
Cramer, Chrissantha  
Cramer, Kim  
Cramer, Linda  
crampton, vicky  
Crandall, Kenneth  
Crandall, Neal  
Crandlemere, R. Wayne

Crane, Donna  
Crane, Michael  
Crane, Sherry  
Cranford, Suzanne  
Cranston, Thomas  
Crapo, Stanford T.  
Crass, Scott  
Crawford, Elizabeth  
Crawford, Jerry  
Crawford, John  
Crawford, Kelly  
Crawford, Morgan  
Crawford, Richard  
crawford, richard  
Crawford, Stephen  
Crawford, Susan  
Craycraft, Rick  
Creasy, Stephen  
Creek, Matt  
Creighton, Dawn  
Crema, Stefano  
Crenshaw, Shirley  
Cresic, Kimberly  
Cresseveur, Jessica  
Cressy, Norman  
Crilly, Dan  
Crilly, Maryann  
Crishon Jr, John  
Crist, Gwen  
Crist, Mary  
Criswell, Scott  
Crittenden, Lyman  
Crocker, Charlie  
Crockett, Marjorie  
Croel-Perrien, Amy  
Croft, Bernadette  
Croisier, Patricia  
Crom, Alva  
Crom, Nancy  
Cromer, Gary  
Cronin, Donald  
Cronin, Gary  
Cronk, Kevin  
Cronk, Larry  
Crook, Dustin  
Crooks, Carol

Crosby, Daniel  
Crosby, Daphne  
Crosby, Kathyc  
Crosby, Lauren  
Crosby, Sally  
Cross, Alfred  
Cross, David  
Cross, Heather  
Cross, Peter  
crossley, billie  
Crossley, Jean  
Croteau, Mary  
Crotty, John  
Crotty, Megan  
Crow, Benita  
Crowe, Carole  
Crowe, Jeffrey  
Crowley, Adrian  
Crowley, Brian  
Crowley, Gabriella  
crowley, jane mccormick  
Crowley, Joyce  
Crowley, Lawrence  
Crowley, Tom  
Cruikshank, John  
Cruikshank, Michael  
Crum, Cathy  
Crummett, Diane  
crum-vanlandingham, j.  
Crupi, Kevin  
Cruz, Ana  
Cruz, Edward  
Cruz, Iris  
Cruz, Marian  
Cruz, Rodney  
cruz, tabitha  
CruzCowart, Cynthia  
Cryer, Michael  
Crytzer, Erica  
cserr, bob  
Cuany, Robin  
Cubbage, Charles  
cuda, john  
Cuddy, Tom  
Cueto, Francisco  
Cukrov, Vince

Culbert, Patrick  
Cullen, Christina  
Cullen, Dale  
Cullen, Sarah  
Cullipher, Annette  
Culter, James  
Culver, John  
Cumberbatch, Toby  
Cummings, Brian  
Cummings, Frederick  
Cummings, Jessica A.  
Cummins, Lisa  
Cummins, Steve  
Cundiff, Robert  
Cune, Bonnie Mc  
Cuneo, Maire  
Cunningham, Alan  
Cunningham, Belva  
Cunningham, Elaine  
Cunningham, James  
Cunningham, John  
Cunningham, Michael  
Cunnison, Sherry  
Cupani, Shirley  
Cuperus, Gerrit  
Cupp, Judy  
Curatolo, James  
Curington, Diana  
Curotto, John  
Curran, Anne  
curran, cindy  
Curran, Diane  
Curran, Jan  
Current, Jon  
Curry, Amanda  
Curry, Donna  
Curry, John  
Curtis, Barbara  
Curtis, Carol  
Curtis, Frank  
Curtis, Kelly  
Cushing, Catherine  
Cushman, Linda  
Cusick, John  
Custodio, Eleanor  
Cuthbert, Donna

Cutolo-Ring, Antonio  
Cutter, Sandra  
Cuttler, Lucille  
Cuza, Sandra  
Cyr, Alan  
Cyr, Vicki  
czaporowski, sarah  
czingula, christian  
Czoschke, Peter  
Czyz, Vincent  
D, P  
D., Brittany  
D., Jessica  
D.C., William Mariner,  
da Cunha, Jennifer Buri  
Daccardi, John  
Daddow, Carrie  
Daddy, Big  
Daetz, Douglas  
Dague, Michael  
Dahl, Elizabeth  
Dahlman, Jeanne  
Dahlquist, Abby  
Dailey, Cara  
Dailey, Rebecca  
Dakotah, Matthew  
Dalcamo, Susan  
Dale, Emily  
Dale, Felicia  
Dale, Jeannie  
Dale, Sigrid  
Dale, Susan  
Dalgaard, Jan  
Dalmau, Richard  
Dalsemer, Terry  
Dalton, Dixie Ann  
Dalton, Kirk  
Dalton, Natasha  
Dalton, Patrick  
Dalton, Tim  
Daly, Charles  
Daly, Graham  
Daly, Patrick  
Dambrowski, Lisbeth  
Dame, Laura  
DAMESEK, HARRIET

damiano, jim  
Damon, L.  
Danaher, Brandon  
dancer, tom  
D'Andrea, Karen  
Dandridge, Evelyn  
Dangel, Emily  
D'Angelo, Cris  
Dangelo, joseph  
Dangerfield, Dorothy Shays  
Daniel, Roger  
Daniels, Arthur  
Daniels, Edwin  
daniels, john  
Daniels, Joshua  
daniels, judy  
Daniels, Patricia  
Daniels, William  
Daniels, Z. T.  
DANIELSEN, NANCY  
Danielson, Sarah A.  
Danis, Lara  
Dankanyin, Dorothy  
Danna, Linnea  
Dannacher, Pamela  
D'Anneo, Allan  
Danner, Arthur  
Danner, Eric  
DANNER, RANDY  
Danner, Sarah  
dann-fenwick, lawrence  
D'Annunzio, Patrick  
danowski, kristine  
Danson, Casey  
D'Antonio, Lisa  
Danzig, Peter  
Danzinger, Ryan  
Danzon, Patricia  
Daoust, Norman  
Daraio, Dorothy  
Daraio, Joseph  
Darby, Stella H  
D'Arcy, Isabelle  
Dare, Cheryl  
Darken, Kari  
Darling, Jason

Darnell, James  
Darrar, Jim  
Darrow, Janet  
Darst, Caroline  
Darweesh, Suzanne  
Das, Anita  
Dasgupta, Sandip  
Dassel, Bruce  
Dastrup, Melinda  
Datesman, Ronald  
Dattner, Eric  
Daub, Lynne  
Daugherty, Kristin  
Daughetee, Ed  
Dauten, Diane  
Davenport, C. E.  
Davenport, D. Dirk  
Davenport, Robert L.  
Daves, Claylon  
David, Gregory  
davidson, dianna lee  
Davidson, Rodney  
Davies, Alexey  
Davies, Dorothy  
Davies, James  
Davies, Nancy  
Davies, Paul  
Davis, Becky  
Davis, Carmen  
Davis, Carole  
Davis, Colleen  
Davis, Corliss  
Davis, Darlene  
Davis, Dave  
Davis, Dennis  
davis, dina  
Davis, Dirk  
Davis, Donna  
Davis, Erika  
Davis, Glen  
Davis, Ian  
davis, j  
Davis, James  
Davis, James D.  
Davis, Janet Beach  
Davis, Joe

Davis, John  
Davis, Karen  
Davis, Kathy  
davis, kim  
davis, maggie  
Davis, Margherita  
Davis, Margot  
Davis, Pamela  
Davis, Patti  
Davis, Reynalda  
Davis, Robert  
Davis, Robert  
Davis, Roger  
Davis, Rose  
Davis, Tamara  
Davis, Troy  
davis, vera  
Davis, William  
Davis, Zane  
Davison, Amber  
Davison, Jo  
Davison, JoAnn  
Davison, Lisa  
Davis-Stephens, Linda  
D'Avolio, John  
Dawes, Jan  
Dawson, Ellie  
Dawson, Kathryn  
Dawson, Peggy  
Dawson, Rebecca J.  
Day, Althea  
Day, Catherine  
DAY, CHARLES  
Day, Connie  
Day, Edly  
Day, Jean  
Dayton, Michael  
Dayton, RuthAnne  
De Benedittis, Dr.Suzanne  
De Bonis, Daniel  
de Clet, Pedro-Martin  
De Forest, Sheila  
De Jasu, Barry  
de jesus, monique  
de Jonge, Joseph  
De La Cruz, Yvette

De la Fuente, MaElena  
De La Garza, Nancy  
de la Torre, Alejandro  
De Lara, Claudia  
De Lara, Olga  
de Muynck, Marjorie  
de Planque, john  
de Quesada,Sr., Luis  
De Rea, Philip  
de Vengoechea, Helena  
de Vicq, Renee  
De Vries Jr, George  
deacon, nick  
Deal, Jeffrey  
Deal, John  
Deal, Phyllis  
Dean, Andrea  
Dean, John  
Dean, June  
Dean, Nancy  
Dean, Rayline  
Dean, Sue E.  
DeAngelo, Vic  
DeAnnuntis, Giacomo  
dearborn, lexie  
Dearman, Jeff  
Deasy, Jeff  
DeBacker, Michele  
Debe, Demetri  
DeBellis, Michael  
DeBernardi, Brenda  
DeBing, Therese  
Debrecht, Rose  
Debrecht, Sister Mary David  
DeBrincat, Alicia  
Debruton, Noel  
Decelles, Charles  
Deck, Robert  
Decker, Randy  
Decker, Stephen  
DeCoursey, Thomas  
Deeds, C3121  
Deering, Michelle  
Deex, Oliver  
Defonseca, Maurice  
deforrest, michaeletta

DeGallier, Glenn  
DeGEORGE, RON  
Degnan, John  
DeGrace, Val  
DeHaan, Virginia  
deHerrera, Alicia  
dehinde, dc  
Dehmel, Suzanne  
Dehmer, Pamela  
Dehnbostel, Gemma  
Deierling, Rachel  
Deitch, John  
Dekking, Bill  
del Cid, Vic Huerta  
del Rosario, Theresa  
Del Sesto, David  
Delahoyde, Stan  
DeLand, John  
Delaney, Bob  
Delaney, Nicole  
Delany, marie  
Delatorre, Angelina  
DeLeys, Robert  
Delgado, Joseph  
Delgado, Terrence  
D'Elia, Angela  
Delinck, Marianna  
DeLiso, Michael  
Delissio, Lisa  
Delker, Jennifer  
Dell, Elizabeth  
DellaFera, MaryAnne  
Dellande, Elaine  
DellaPenna, Mike  
Deller, Jeanne  
Dell'Italia, Patrick  
Dellorco, Marc  
DelMasto, Constance  
DeLollis, Ann  
Delorenzo, Samuel  
DeLoye, Michael  
delozier, dan  
Delperdang, Jon  
delPino, Rosemary  
DelRe, Bill  
Delrosso, Michael

DELUCA, Barbara  
DeMaertelaere, Philip  
Demain-Craig, Donna  
DeMarinis, Dennis  
DeMartinis, Shirley  
Dembska, Anna  
DeMers, Anne  
Demidoff, Karin  
Demorest, Carolyn  
Dempsey, Janet  
Dempze, Kristine  
Denard, Kelli  
denby, sarah  
Dencler, Dianne  
Denevan, Mary  
DeNieu, Roberta  
DeNiro, Julia  
DeNisco III, George  
Denley, Walter and Susan  
denman, robin  
Denner, Erica  
Denney, Phyliss  
Dennie, Krystin  
Denning, Elizabeth  
Denning, Richard  
Dennison, Carol Ann  
Dennison, Larry  
Dennison, Sandy  
Denslow, Estelle  
dent, william  
Dentel, Susan  
Denton, Michael  
DePaola, Andrea  
DePaolo, Chris  
depietro, robin  
Deprez, Cathryn  
DePrimo, Robert  
Deptula, Cristina  
Depuy, Patricia  
Derbort, Wendy  
Deri, Wayne  
derks, emily  
Dernoga, Matthew  
deRoos, Roger  
Derout, Erica  
DeRoy, Al

Derrick, Benjames  
Derringer, M.  
Derrington, Janver  
Dervin, Bonnie  
Dervin, John  
Derzon, Jim  
deSabra, Jack  
DeSantis, John  
Desautel, Thomas  
Deschenne, Dionne  
Descourouez, Anita  
DeSieno, Robert  
Deslandes, Lillian  
Desmond, Angela  
Desmond, Anne  
Desmond, Laura  
Desmond, Sheila  
desreuisseau, judy  
Detlefs, David  
DeTora, Danny  
Detrick, Mary  
DeTroy, Christine A.  
dettman, karen  
Deupree, Jenny  
Deutsch, Marshall  
Deutscher, Ludell  
Dev, gita  
Devam, Nandi  
Devaris, Dionisios  
DeVaris, June  
Devers, Thomas  
DeVillier, Patrick  
Devine, Don  
Devine, Judy  
Devine, Lauren  
DeWald, Paul  
dewey, angelica  
Dewey, Julia  
Dewey, Lia  
dewinter, RC  
DeWit, Beth  
Dewitt, Ethlynn  
dewitt, vince  
DeWitt, William  
Dey, Robert  
Deyoe, Diane

DeYoung, Donald  
DeYoung, Steven  
DeYoung-Martin, Paul  
Dhillon, Margaret  
di Marco, Andrea  
Di Santo, Denise  
Diaferio, Nancy  
Diamant, Steve  
Diamond, John  
Diamond, Paul  
Diaz, Lorenzo  
Dibble, Doris  
DiCamillo, Jessica  
DiCato, Leilani  
Dick, Barrett  
Dick, Daniel  
Dicken, Jeremy  
Dickerson, Kaylee  
Dickerson, Melvin R.  
Dickert, Gale  
Dickey, Helen  
Dickinson, Martha  
Dickman, Lisa  
Dickson, Christina  
Dickson, Eric  
Diegelman, Margaret  
Diehl, Marina  
DIERIG, JOHN  
Dierkws, Don and cathy  
Dierwa, Thomas  
Dietz, David  
Dietz, Kerry  
DiFiore, Maria  
Diggins, Eileen  
Diggle, Gloria  
dijulio, dominic  
diLallo, jo  
dildine, james  
DiLiberto, Marcia  
Diliberto, Pamela  
Dilks, Cleon D.  
Diller, George  
Dillmann, George  
Dillon, Christopher  
Dillon, Margaret  
Dillon, Sharon

Dillon, Theresa  
DiMaggio, Diana  
Dimand, Cynthia  
DiMarco, Paul  
DiMarco, Paul  
Dimas, Anna  
DiMascio, Cataldo  
DiMeo, Jennifer  
Dimick, Robert  
Dimock, Dirck  
Dimond, Eva K  
dineen, charles  
Dingley, Vanessa  
dingman, amy  
Dingman, S. Lawrence  
DiNinno, Vince  
Dinwiddie, Melissa  
Dionne, Martin  
Dionne, Vincent  
Dipert, Brian  
DiPietro, Joanne  
DiPipi, Barb  
Dirnbach, Boris  
DiRodio, Matt  
Dishman, Benjmain  
Dishman, Patricia  
Dishong, Nicole M.  
Distefano, Sandra  
Ditillo, John  
Dittman, David  
dittmer, grant  
Divincenzo, Peter  
Divine, Fran  
Diwadkar, Chaitanya  
Dixon, David  
Dixon, Jacqui  
Dixon, John S  
Dixon, Ron  
DiZefalo, Ray  
DiZeo, Carole R.  
D'Larzelere, Patricia  
Dluginski, Sheryl  
dobbins, marge  
Dobereiner, David  
dobles, max  
Dobbranchin, Denise

Dobrovolny, Delcie  
Dobrowolski, Christine  
dobryn, renata  
Dobson, Carol  
Dock, William  
Doctor, Nathan  
Dodd, Curtis  
Dodd, Timothy  
Dodson, James  
Dodson, Russell  
Doepker, Richard  
Doering, Kathleen  
Doesserich, Diane  
Dohn, Stacey  
Doi, Judy  
Doktor, David  
Dolan, Danielle  
Dolid, Rosamond  
Dolin, ellen  
Doll, Carl  
Doll, Chotard  
Doll, J  
doll, philip  
Dollar, Ellen  
Dollard, Michael  
Dolnick, Cody  
Dolobowsky, A.  
Dolotta, David  
Dolsen, Dana  
Dolson, D  
Domanski, Christopher  
Dominguez, Debbie  
Dominian, Julie  
Domizi, David  
Dommermuth, Peter  
Domovich, Kim  
domurath, Frank  
Donaghy, Timothy  
Donahoe, Rona  
Donahue, Meredith  
Donaldson, John R  
Donaldson, Mark  
Donaldson, Stephanie  
Donart, Alex  
Donart, Arthur  
donate, marie

Donato, Mark  
Donelson, Bruce  
Dones, Raymon  
Donie-Seligson, Deborah  
Doniger, Jerry  
Donley, Ray  
Donlin, John  
donnell, amber  
Donnelly, Jean  
Donnelly, Patricia  
Donnelly, Russell  
Donnelly, Stephen  
Donner, Suzanne  
Donofrio, Deborah  
donofrio, karen  
Donofrio, Suzanne  
Donofrio, Vince  
Donohoe, Susan  
Donohue, Joan  
Donohue, Mike  
Donovan, Elaine  
Donovan, Jeff  
Donovan, Sarah  
Donsbach, Carl  
Donsky, Rachel  
Doolan, Margie  
Doolittle, Jeffrey  
Dooney, Meghan  
Dorame, Barbara  
Doran, Shalom  
Dorer, Jeffery  
Dorer, Michael  
Dorgan, Kathleen  
Dorn, David  
dornblaser, bright  
Dorsett, Felicity  
Dorsey, Daniel  
Dorshorst, Robert  
dorst, robert  
Dostal, Elizabeth  
Dothey, Chantal  
Doty, Deanne  
Doubleday, Nancy  
Doucette, Lauren  
Dougherty, Christopher  
Dougherty, Ruby

Douglas, A  
Douglas, Carolyn  
Douglas, Dianne  
Douglas, Dianne  
Douglas, Edward  
Douglas, John  
Douglas, J-P  
Douglas, Lew  
Douglass, Andronetta  
Douglass, Kirk  
Douthwaite, Tisha  
Doutre, Emily  
Dove, Michelle  
Dover, Elizabeth  
Dow, David and Catherine  
Dowling, Lenore  
Dowling, Pamela  
Dowling, Rex  
Down, David  
Downey, Ann  
downing, eric  
Downing, John  
Downing, Mary Theresa  
Downing, Steve  
Downs, Deanna  
Downs, Debbie  
Downs, Raymond  
Downs, Robert  
Downs, Seth  
Doxey, Jennifer  
Doyle, Clara  
Doyle, Jeremy  
Doyle, Robert  
Doyle, Valentine  
Dozier, Katie  
Drabek, Donna  
Drace, Charles  
Drache, Kay  
Dragland, Davy  
Drain, Mary Alice  
Drake, Frances S.  
drake, kerry  
Drake, Robert  
Drake, Robert  
Draney, Karl  
Draper, Marc

Draper, Susan  
Draper-Praetz, Robyn  
Dray, Joe  
dray, walter  
Drechsler, Ann  
Drechsler, Anna  
Dreese, Patrick  
Drembus, Joel  
Drescher, Linda  
Dresser, Connie  
Dresser, Sylvia  
Drewes, Peter  
Drewry, Darren  
Drews, Jane  
Dreyfuss, Martin  
Dreyfuss, Meri  
dribin, lois  
Dries, Mary  
Dries, Paul  
Drill, Rocky  
Drilling, Kenneth  
Dripps, Todd  
Driscoll, Shon  
driss, Irene  
Drubin, Harvey  
Drucker, Beverly  
Drucker, Steve  
Druen, Perri  
Druke, Carmen  
Drwinga, Helen  
Drysdale, Robert  
du Rivage, robert  
Duarte, Shelli  
Dubinsky, Jeffrey  
Dubin-Thaler, Ben  
Dublin, Selma  
Dubno, Danielle  
DuBois, Jim  
DuBois, Joyce  
duBrin, Jane  
Duby, Dawn  
Duckert, Ken  
Duda, Tim  
Dudash, Joyce  
Dudley, Ward  
Dudney, Betty

Dudney, Marc  
duell, gary  
Duemmling, Laurie  
Duemmling, Laurie  
Duesterhaus, Margo  
Duff, William  
Duffey, Michael  
Duffield, Gretchen H.  
Duffy, Bruce  
Duffy, Molly  
Duffy, Suzanne  
Dufresne, JC  
Dugall, Tom  
Dugaw, Anne  
Duggan, Betty Ann  
duJardin, Tomas  
Duke, Kathy  
Dulacki, Kristen  
Dulas, Scott  
Duller, Daniel  
Dumas, Eugene  
Dunakin, Robert  
Dunand, David  
Duncan, Donna  
Duncan, Jeffrey  
Duncan, Maggie  
Duncan, Mike  
Duncan, Norine  
Duncan, Renee  
Dunch, Victoria  
Dunfield, Nathan  
Dunham, Helen F  
Dunkle, D. M.  
Dunkleberger, David  
Dunlap, Eugen  
Dunlap, J T  
Dunlap, Joanne  
Dunlap, Lawrence  
Dunlevy, Margaret  
Dunn, Glenn M.  
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Dunne, Edward  
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Eckstrand, Tatyana  
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Gauthier, Donald  
Gautier, Barbara  
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Gebhardt, John  
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Gegner, Jack  
Gehman, Beth  
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Geller, Michael  
Gelonek, William  
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Gennari, Helen  
Genthner, Sara  
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Genty, Christophe  
Gentz, Marvin  
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Gerstung, April  
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Gibson, R John  
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Gicking, Richard  
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Gietl, Holly  
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Gifol, Sharon  
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Gilardi, Gary  
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Gilbert, Jaine  
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Gilbert, Lora Nell  
Gilbert, Tavia  
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Gillespie, Taylor  
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Godmilow, Jill  
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Gray, Gail

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Green, Sandra  
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Greenberg, naomi  
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Gregory, William  
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Gricevich, Anne

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Griffin, Bruce  
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Griggs, Arthur W.  
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Grillon, Jacquie  
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Grinnell, Robin  
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Griswold, Rita  
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Gromoll, Norda  
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Gross, Vivian  
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Grover, Karen  
Grover, Ravi

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Guerra, Maria  
Guerra, Michael  
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Gullotta, Tana  
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Gunther, Peter  
Gunther, Thomas  
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Gurarie, David

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Gurevich, Vsevolod  
Gurfein, Elisha  
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Guros, John  
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Gustafson, Karla  
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Guthrie, Elizabeth  
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Gutman, Carl  
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Guyton, Don  
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Hahn, Terry  
Hahn, Todd  
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Hall, Richard  
Hall, Robert  
Hall, Stephen  
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Hamburger, Michael  
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Hancock, Steve  
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Handwerker, Steven  
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Haney, Sid  
Haney, William  
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Haring, Ruud  
Harker, Kris  
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Harkness, Roger  
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Heitmann, Richard  
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Henderson, John  
Henderson, Julie  
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Hendrey, George  
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Hendrickson, Eric  
Hendrickson, Victoria  
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Henesity, Jim  
Henggeler, William  
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Henke, Jill & Jim  
Henkle, Jeffrey  
Henley, James  
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Hennesman, Chip  
Hennessey, Dakota  
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Henry, Edward  
Henry, Joel  
henry, kit  
Henry, Lyle  
henry, robert  
Henry, Sara  
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Henson, Justin  
Henson, Lana  
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Hepworth, Matthew  
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Herbst, Alison

Herbstrith, Tim  
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Herman, Lee  
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Herndon, Royce  
Heron, Joan  
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Herrin, Dianne  
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Herrli, Lynne  
Herrlinger, Tim  
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Herting, Hope  
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Hervatin, Shirley  
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Hess, Leonard  
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Heyer, David  
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Hiatt, Joseph  
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Hicks, Jim  
Hicks, Lacey  
hicks, matt  
Hicks, Molly  
Hicks, Richard  
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Hicks, Sue  
Hicks, William  
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Higgins, Joann  
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Hill, Bruce  
Hill, Charles  
Hill, Eloise  
Hill, Gary  
Hill, Harold  
Hill, Holly  
Hill, Kathy  
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Hiller, Joyce V.  
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hillman, lynn  
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Hinds, Kathryn  
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Hines, Whitney  
Hinrichs, William  
Hinterland, Kinjia  
Hinton, Morgan  
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Hinze, Willie  
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Hirsch-Farrow, Lauren  
Hirschi, John

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Howard, Marni  
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Hunt, Edward  
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Hunt, Heidi  
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Hunter, Elizabeth  
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Hunter, Rick  
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Hutchinson, William  
Hutchison, Kristi  
Hutson, Dolores  
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Jensen, Arnleiv  
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Jensen, Susan  
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Johnson, Chrissie  
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johnson, sandi  
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johnson, sharon  
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Judson, Arnold  
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Kampas, Scott  
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Kaplan, Thomas  
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Kelly, Ruth  
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Lewis, Andrew

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Lewis, Carol  
Lewis, Carole  
Lewis, Daniel  
Lewis, Harold  
Lewis, Ildiko  
Lewis, Jane  
Lewis, Jason  
Lewis, Ken  
Lewis, Linda  
Lewis, Mac  
Lewis, Mary  
lewis, maxine  
lewis, o  
Lewis, PJ  
Lewis, Raymond  
Lewis, Sherry  
Lewy, Julien  
Ley, Janis  
leys, meadow  
Leyse, Mark  
L'Heureux, Judith  
Li, Jianzhong  
Libbares, Georgia  
Libby, Dominic  
Lieberman, Robert  
Libutti, Amanda  
Licalsi, Allison  
LiCastri, Antonina  
Licence, June  
Lich, Stephen  
Lichtenberg, Allan  
Liddell, Florence  
Liddil, Bruce  
Liddle, Bill  
Liddle, Bill  
Lide, Mary Anne  
Lidle, Amy  
Lidsky, Arnold  
Lieber, Richard  
Lieberman, Arthur  
Lieberstein, Gloria  
Liebman, Darren  
Liebowitz, Barbara  
Lies, Deidra  
Ligammari, marcie

Light, Gretchen  
Lightburn, Nadine  
Lightcap, Priscilla  
Lighthiser, Gloria  
likavec, ken  
Liles, Ben  
Lilienthal, Nancy  
Lillas, Stuart  
Lilleleht, Lembit  
Lilley, Nicole  
Lillow, Linda  
Lima, Christopher  
Limberg, Leslie  
Limon, Michele  
Lin, Wunan  
Linarez, Karen  
Lincoln, Deborah  
LINcoln, Paul  
Lincoln, Tatum  
Lind, Karen  
Lind, Margaret  
Lindberg, Sandra  
Lindblom, Dave  
Lindeberg, Lars  
Linden, Joanne  
Linder, Josh  
Linder, Randy  
Lindholm, Julie  
Lindow, Janet  
Lindquist, Kathryn  
Lindsay, Jessie  
Lindsay, Lisa  
Lindsey, Barbara  
Lindstrom, Lynn  
Lindstrom, Peter  
Lindtrom, Randall  
Liner, Norma  
Liner, Patrick  
Lines, Larry  
link, terry  
Linker, Judith  
Links, William  
Linn, Eva  
Linsker, Eric  
Linsmier, Robin  
Linton, Cynthia

Linton, Joan  
Linton, John  
Lippert, Regina DeFalco  
Lippert, Timothy  
Lippitt, Patricia  
Lippke, Hagen  
Lips, Daniel  
Lipsenthal, Ruby  
Lipshutz, Marion  
Lipton, Richard  
Lisa, Julie  
Lischalk, Beki  
Lischka, Tamara  
Lischner, Harold  
LISCIO, ANTHONY  
Lish, Christopher  
Lisle, Phyllis  
Liss, Marilyn B.  
Lista, Cassandra B.  
Litchfield, Nancy  
Litel, Alex  
Litt, Judith K.  
Little, Anne  
Little, Jeanne  
Little, John  
Little, Katie  
Little, Lynn  
Littrell, Claudia  
Littrell, Michael  
Littrell, Sean  
Liu, Austin  
Liu, Sandy  
liu-elizabeth, emily  
Livai, Jason  
Livermore, Bill  
Livermore, Lori  
Livermore, Mike  
Livingston, Amy  
Livingston, Joe  
Livingston, Sara  
Livoit, Joanmarie  
LiVolsi, Elizabeth  
Llewellyn, Christine  
Llewellyn, Mike  
lloyd, e.  
Lloyd, John

Lloyd, Randall  
Loacker, James  
Loafman, Brooke  
Lobel, Colleen  
Locascio, Julie  
Lochiatto, Anthony  
Lochner, Jan  
Locke, Alex  
Locke, Jessica R.  
Locker, Georgia  
Locker, Jack  
Lockman, David  
Lockman, Elizabeth  
Lockwood, Sandy  
Lodato, bob  
Loechel, Jim  
Loehr, margaret  
Loewen, k.  
Logan, Jana  
Logan, Jean  
Logan, Scott  
logan, t  
logsdon, jimi  
Logue, Terrence  
Lohr, Jamie  
Lohr, Krista  
Lohuis, Delmont  
Lombard, Michel  
Lombard, Mike  
Lombard, Richard  
Lombardi, J  
Lombardi, Robert  
Londos, Skip  
Long, Bonnie  
Long, Bonnie  
Long, Carol  
Long, Craig  
Long, Deborah  
Long, Diane  
Long, Herbert  
Long, Jeanne  
Long, Jeffrey  
Long, Kelly  
Long, Kit  
Long, Leland  
Long, Lisa

Long, Steven  
Longacre, Dona  
Longboat, Mary  
Lonsdale, Carol  
Lonsfjord, Shawn  
Loomis, Robert  
Loper, Tristan  
Loper, Tristan  
Lopez, Christa  
Lopez, Juan  
Lopez, Katherine  
Lopez-Martinez, Hector Juan  
Lopez-Mobilia, Rafael  
Lorand, John  
lorang, joe  
Loranger, Richard  
Lorback, Eric  
Lord, Judith  
Lord, Sandra  
Lore, Mac  
Loreman, Diana  
Lorentzen, Lee  
Lorentzen, Robin  
Lorenz, Penny  
Lorin, Martha  
Loros, Joy  
Losch, Jessie  
Lotfi, Jamshid  
Lotito, Jeanne  
Lott, Carl  
Lotz, Frank  
lotz, ruth  
Loudenback, David  
Louderback, Janice  
Loughran, Mark  
loughry, clark  
Louis, Richard  
Lourie, Ann  
Lovatt, James  
Love, Christine  
Love, Katy  
Love, Nan Sea  
Love, Naomi  
Love, Vera  
Lovejoy, Deborah  
Lovejoy, Nancy S.

Lovelace, Steve  
Loveland, Teri  
Loveless, Michael  
Lovell, Alyssa  
Low, Richard  
Lowe, Bevyn  
Lowe, Carol  
Lowe, Diane  
Lowe, Josephine  
Lowe, Marie  
Lowe, Patsy  
Lowell, Richard  
Lowenthal, James  
Lowery, Joanne  
Lowrance, Lawson Henry  
Lowrance, Sanna  
Lowry, Mel  
Lowther, Larry  
Lozano, Donna  
Lozano, Luis  
Lubicz-Nawrocki, Chris  
Lubin, Jan  
Lucas, Anne  
Lucas, Brooke  
Lucas, Guy  
Luciano, Mark  
lucich, john  
Ludy, Carmen  
Luecke, Bruce  
Lugo, Elena  
Lujan, Judy  
Lujan, Ruben R  
Lujan, Tom  
Luka, Kristina  
Lukco, Barbara  
Luke, Eric  
Luke, Linda  
Luke, Megan  
Luke, Robert  
Luke, Russell  
Lukin, Mark  
Lumetta, Shannon  
Lumm, Christy  
Lumpkin, Kirk  
Lunario, Judith  
Lund, Denise

Lund, Karolin  
lundberg, Judith  
Lunde, Ron  
Lundell, Peter  
Lundemo, Luke  
Lundgren, Theodore  
Lundine, William  
Lundquist, Charles  
Lunsford, Matthew  
Luongo, Joanne  
Lupton, Kent  
Lusignan, Charles  
Lustig, Hermine  
Lustig, Karen  
Lute, Denise  
Lutes, Dolli  
Luther, Harry  
Luther, Norman  
Luthye, Curt  
Lutz, Gretchen  
Lutze, Jo Ann  
Lux, Heidi  
Lux-Thompson, Laura  
Ly, Victor  
Lyle, Jennifer  
Lyle, Sammantha  
Lyman, Frederic  
Lyman, Henry  
Lynch, Catherine  
Lynch, Christopher  
Lynch, David  
Lynch, David  
Lynch, Josh  
Lynch, Linda  
Lynch, Maureen  
Lynch, Monte  
Lynn, Andy  
Lynn, Georgia  
Lynn, Sandra  
Lynskey, Elisa  
Lyon, Kelly  
Lyon, Mary  
Lyon, Richard  
Lyons, Ginny  
Lyons, James  
Lyons, Robert

lyons, steve  
Lyons, Terese  
Lytle, Denise  
lytsell, suzanne  
M, Crystal  
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maass, monica  
Maassarani, Tarek  
Maberry, Jeff  
Mabunga, Bridget  
Mac Bean, William  
Mac Cormick, Margarida  
MacAlpine, Deirdre  
Macartney, Bill  
Macaux, Bob  
MacCallum, Crawford  
Maccri, Jane  
Macdonald, Barbara  
Macdonald, BC  
MacDonald, John  
Macdonald, Kevin  
MacDonald, Lindsey  
MacDonald, Mike  
MacDonald, Phyllis  
Macdonald, Susan  
MacDougall, John  
Mace, Mark  
macFarlane, elizabeth  
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Machtinger, Lawrence  
Macias, Martin  
MacInnes, MPH, Barbara  
Macintosh, Laurie  
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Mack, Judy  
Mackanic, Janice  
MacKenzie, Douglass  
MacKeon, Scott  
Mackerer, Kathleen  
Mackey, Angie  
Mackey, Valeda  
Mackin, Anni  
Mackin, T. R.  
MacKinlay, Lisa Beth  
Macklin, Cheryl  
MacLaggan, Andrew

MacLaren, Ashley  
MacLellan, Eleanor  
MacMynowski, Douglas  
Macnemi, Seamus  
Macone, Peter  
MacPhail, Albert  
MacPhail, Kristyn  
MacPherson, David  
MacQuarrie, Ronald  
MacSweeney, Joan  
MacTavish, Jodie  
MacVicar, Joan  
Macy, Arianne  
Madden, David  
Maddox, Joy  
Madnick, Neal  
Mador, Charles  
Madsen, Libbe  
Madsen, Reta  
Maestro, Ed  
Magallon, Katie  
Magana, Melanie  
Magee, Cindy  
Mager, Marlowe  
Magers, Pamela  
Mages, Dan  
maggied, michael  
maghakian, carol  
Magid, Joseph  
Magie, Lynne  
Magill, Frank  
Maginnis, Steven  
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Magnuson, Paul  
Magoon, Kathryn  
Magruder, Jillian  
maguire, jay  
Maguire, Joel  
Maguire, Maria  
Magzis, Laura  
MaHannah, Sean  
Maharaj, Anandini  
mahdavi, roozbeh  
mahendra, prasad  
maher, chrissy  
Maher, Clare

Mahlau, Cynthia  
Mahnke, Lise  
Mahoney, Robert S  
Mahoney, Susan  
Mahrt, Jack  
MAIDA, GREGORY  
Mailander, Matt  
Mainelli, Margaret  
Maisonave, Jennifer  
Majdan, John  
Makaruk, Ron  
Makkani, Qasim  
Makowski, Brian  
Malamud, Jean  
Malcolmson, Leslie  
Malecha, BJ  
Maletsky, Susan  
Malik, Jennifer  
Malis-Andersen, Suzanne  
Malkus, Steven  
Mallard, Ann  
Mallen, Margie  
Mallet, Jason  
mallett, chad  
Mallett, Kay  
Malley, Karen  
Mallinson, David  
Mallner, Rev. Marlana  
Mallory, Margaret G.  
Mallory, Patricia  
Malloy, Athena  
Malloy, Ben  
Malmuth, Sonja  
Malone, jim  
Malone, John  
Malone, John  
Malone, Michael  
Maloney, Barry  
Maloney, Emily  
Maloney, James  
Maloney, Keith  
Maloney, Matthew  
Maltezos, Stavros  
malti, nathalie  
Maltz, Elliot  
Mamiye, Jack

Mancini, Janice  
Mandell, Peter  
mandera, corrine  
Mandeville, Gina Gaines  
Manes, Michael  
Manes, Thomas  
MANGINO, MICHAEL  
Mangum, Sarah  
Manire, Aaron  
Manis, Lisa  
Mank, Lourn  
Mankowski, Craig  
mann, billie  
Manning, John  
Manning, Susan  
Mannix, Erin  
Manno, Sarah  
Mansfield, Paulette  
mantell, jerry  
Manuel, Dakota  
Manuele, Josephine  
Manwell, Steven  
Maples, Lex  
Marancik, J  
marbury, j  
March, Dana  
March, Sally  
Marchese, John  
Marchman, Frederick  
Marcial, Mary Alice  
Marciano, Oren Marciano  
Marcus, David  
Marcus, Frieda  
Marcus, Jack David  
Marcus, Naomi  
marcus, stanley  
Mardon, Lynn  
Mardones, Nano  
Marek, Julie  
Maresca, Josh  
Marevis, Ann  
Margolin, Neal  
Margolis, Ben  
Margolis, Greg  
Margolis, Zan  
Marich, Janice

Marin, Claribel  
Marin, Gail  
Marin, Ginger  
Marin, J  
MARINCIC, WILLIAM  
Marine, Duke  
Marino, John  
marino, maureen  
Marino, Patricia  
Maris, Andrea  
Markel, Stephen  
Markesteyn, Marie  
Markey, Nicole  
Markley, Shannon  
Marko, Lynne  
Marko, Zenon  
Markovic, Robert  
Markowitz, Joanne  
Markowitz, Jonathan  
Markowitz, Stephen  
Markowitz, Susan  
Marks, Andreyia  
Marks, Daivd  
Marks, Peter  
marks, theresa  
Markus, Mary  
Marlinghaus, Emilie  
Marohn, Kris  
Maron, Lyza  
Marquez, Ilda  
Marra, Tony  
Marrero, Lorraine  
Marrero, Richard  
Marrs, Cynthia  
Marsden, Brian  
Marsden, Janet  
Marsh, Genevieve Jessop  
Marsh, Joann  
Marsh, Sarah  
Marshall, David  
Marshall, Jack Preston  
Marshall, June  
Marshall, Leslie  
Marshall, Margaret  
Marshall, Mary-Ann  
Marshall, Natalie

marshall, norma  
Marshall, paxton  
Marshall, Robert  
Marshfield, Laurel  
Marsot, Afaf  
Martakos, Karen  
Martell, Jon  
Martens, Bill  
Martens, Jeannie  
Martillo, Ruth E.  
Martin, Alan  
Martin, anne Smith  
Martin, Ben  
Martin, Beth  
Martin, Beth  
Martin, Brad  
Martin, Bradford  
Martin, Brenda  
Martin, Carmel  
martin, carol  
Martin, Charlotte  
martin, chris  
Martin, Christopher  
Martin, Dawn Ask  
Martin, Deborah  
Martin, Dorothy  
Martin, Gina  
Martin, Hollis  
martin, jacquie  
Martin, James  
Martin, Justin  
Martin, Kenneth  
Martin, Lindsey  
Martin, Lori  
martin, melodie  
MARTIN, Michele  
Martin, Molly  
Martin, Monte  
Martin, Patrick  
Martin, Perry  
Martin, Robert  
Martin, Sally  
Martin, Teresa  
Martin, Tim  
Martin, Trisha  
Martineau, George

Martinez, D J  
Martinez, Judith  
martinez, kathy  
Martinez, Manny  
Martinez, Martha  
Martinez, Maureen  
Martini, Laszlo  
Martin-Neff, Gabrielle  
martin-silber, nancy  
Martinson, Alex  
Martula, Richard  
Marty, Elsa  
Martz, Edwin J.  
Martz, Russell  
Marucci, Dale  
Marx, Scott  
Marxuach, Antonio  
Maryott, Nancy  
marzano, jordan  
Masck, Beth  
Maselli, June  
Maskall, Marty  
Maslanek, Michael  
Masley, Mike  
Mason, Bob  
Mason, Cleopas  
Mason, David  
Mason, Harold  
Mason, Harry  
Mason, Jackie  
Mason, Katy  
Mason, Ronald and Joyce  
Mason, Theresa  
Mason, Thomas & Elizabeth  
Mason, Woody  
Massery, Patti  
Massey, Alan  
Massey, Eileen  
Massey, Gail  
Massey, Gatlin  
massey, jim  
Massie, Ann  
Massman, John  
Mastandrea, Valerie  
Masten, Jessica  
Masters, Barbara

Masters, Shelly  
Masters, Timothy  
Masterson, Rik  
Mastin-Kamps, Janice  
Mata, Karen  
matar, adam  
Matchett, Rebecca  
materna, gayle  
Mates, Anne  
Matey, Edward  
MATHANEY, DELBERT  
Matheny, Jenna  
Matheny, Teri  
Matherly, David  
Mathews, Carole  
Mathews, Christine  
Mathews, John  
Mathews, Sara  
Mathieson, Paula  
Mathieu, Loretta  
Mathis, Max  
Mathisen, Jessie  
Matisse, Lorelei  
Matlack, Ph.D., Louis R.  
Matlin, Thelma  
Matlock, Dale  
MATSUDA, D  
Matsuura, Susan  
Mattan, Steven  
Matthaei, Marcella  
Matthes, Barb  
Matthes, Brandon  
Matthews, Andrea  
Matthews, Claudia  
matthews, david  
Matthews, David  
Matthews, Douglas  
Matthews, Janice  
Matthews, Jean  
Matthews, Kelly  
Matthews, Lloyl  
matthews, rebecca  
Matthiesen, Sara  
Mattics, Greg  
Mattiello, Tricia  
Mattinen, John

Mattingly, Georgia  
Mattison, Caleb  
Mattison, David  
Mattison, Priscilla  
Mattos, Kenneth  
Mattson, Sean  
Mattson, Timothy  
Mattson, Virginia  
Matula, Edward  
Matuskey, David  
Matz, Aurora  
Matz, Tamara  
Mau, Melissa  
Mauer, Michael  
Mauloff, Dolores  
Maupin, Elizabeth  
Mauren, Mark  
Maurin, Margaret S.  
Mauvais, Steven  
Max, Mercury  
Maxfield, Lonnie  
Maxwell, Craig  
Maxwell, John  
Maxwell, Stan  
Maxwell, Veronica  
May, Alvin  
May, Debra  
May, Julie  
Mayeda, Mark  
Mayer, Claire  
MAYER, KEN  
Mayer, Pamela  
Mayer, Victor  
Mayerat, Robin  
Mayfield, Mollie  
Mayfield, Phil  
Mayfield-Chapin, Shannon  
Mayhew, Paul  
Maynard, Shirley  
Mayo, Todd  
Mayor, Jennifer  
Mayrand, Shirley  
Mayreno, Ann Celeste  
Mays, James  
Maysen, Kathryn  
Mazanderan, R. E.

Mazon, Richard  
mazrimas-ott, christy  
Mazure, David  
Mazure, Kris  
Mazurek, Stephen  
Mazza, Gerald  
Mazza, Melissa  
Mazzetti, Kathleen  
Mazzotta, Antony  
Mazzotta, Marisa  
McAbeer, Karen  
McAdams, Mark  
McAdoo, Hosea  
McAdoo, Julie  
McAfee, Robert  
McAfee, Stephanie  
McAleer, Janice  
McAllister, Bud  
McAllister, Jean  
McAndrew, James  
McAndrew, James  
McAree, Mira  
MCarthur, Steve  
McAteer, John  
McAuliffe, Frank  
MCAULIFFE, TIMOTHY  
McBride, Greg  
McBride, Margaret  
McBride, Timothy  
McCabe, Eileen  
McCahill, Jay  
mccain, aliki  
McCain, Patricia  
McCall, Charles  
McCall, William  
McCallum, Elizabeth  
McCammon, James  
McCammon, Terry  
McCaney, Tom  
McCann, colleen  
McCarter, Maureen  
McCarthy, Charles  
McCarthy, Eleanor  
McCarthy, Elizabeth  
McCarthy, Heidi  
McCarthy, Julie

McCarthy, Keith  
McCarthy, Mary Beth  
McCarthy, Pamela  
McCarthy, Paul  
Mccarthy, Sean  
McCarthy, Sharon  
McCarty, Michael  
McCaslin, Candace  
McChensey, Missy  
McClain, June  
McClain, Stacy  
McClaskey, Genevieve  
McClatchey Jr., Walter  
McClelland, John  
McClelland, Steve  
McClintock, B.A.  
McClure, Dinene  
Mcclure, Gary  
McClure, Linda  
McCollum, Jean  
McCollum, Jerry  
McCombs, David  
McCombs, Richard  
McConaghie, Kathy  
McConnell, Robert  
mconnell, susan  
McConoughey, Tamra  
McCook, Patsy  
McCool, Melissa  
McCord, David  
McCormick, Douglas  
McCormick, Gary  
McCormick, Pamela  
McCormick, Patricia  
McCoy, Ed  
McCoy, Kim  
McCracken, Elizabeth  
McCracken, Janet  
McCrary, Jay  
McCrate, Elaine  
McCray III, Dale  
McCreless, Erin  
McCroden, Marsha  
Mccrory, Chad  
McCue, Connie  
McCullam, Jane

McCullough, Timothy  
McCully, Kodie  
McCully, Miriam  
Mccurdy, Dassi  
McDaniel, Amber  
McDaniel, Candice  
mcdaniel, lisa  
McDaniel, Marsha  
McDaniel, Tom and Anita  
McDermott, Charles  
mcdermott, jeff  
McDevitt, James  
McDevitt, Jimmy  
McDevitt, Kathy  
McDonald, Christina  
Mcdonald, Emily  
McDonald, James  
mcdonald, margaret  
McDonald, Patricia  
McDonald, Robert  
Mcdonald, Susan  
McDonald, Tammy  
McDonald, Thomas  
McDonnell, Damian  
McDonnell, Jen  
McDonnell, Mark  
McDonnell, Rosemary  
McDonough, Jessica  
McDonough, Meagan  
McDonough, Shannon  
McDougal, Suzanna  
mcdowell, michael  
McDowell, Ruth  
McDuffie, Holly  
Mceachern, Peter  
McElhinney, Susan  
McElravey, Toby  
McElroy, Frank  
McElroy, Lucy  
McEntee, Valerie  
McFadyen, Victoria  
McFarland, Rosellen  
McFerran, Michele  
McGann, Mary  
McGee, Anne  
McGee, Don

McGee, Jacob  
McGee, Jessie  
McGee, Michael  
McGee, Nancy  
McGeehan, Carol  
McGhee, Alan  
McGill, Ann  
McGill, Ann C.  
McGill, Daniel  
McGill, Linda  
McGill, Ron  
McGill, Ronald  
McGinn, Chris  
McGladdery, Martin and Sharon  
McGlinchey, William  
McGlinsky, Alfred  
McGill, Beverly  
McGlocklin, David  
McGlone, Colleen  
McGorman, Kirsten  
mcgovern, LB  
McGovern, Thomas  
mcgowan, ben  
mcgowan, Dave  
McGowan, Thomas  
McGrath, Lincoln  
McGrath, Shelly  
McGrath, Sue  
McGraw, Andrew  
McGraw, Bruce  
McGregor, RobRoy  
McGucken, Richard  
McGuckin, Michelle  
MCGUIRE, JENNIFER  
Mcguire, Kevin  
McGuire, Michael  
McGurie, Catherine  
McHenry, Michael  
McHone, Veona  
McHugh, Jamie  
McHugh, Mary  
McHugh-Mullane, Brighid  
McIlhenny, Molly  
McIlvaine, Tacia  
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McIntosh, Jim

mcintosh, john  
McIntosh, Kim  
McIntosh, Sharon  
McIntosh, William  
McIntyre, Eleanor  
McIntyre, Roger P.  
McKagan, Sarah  
McKay, Claire  
mckay, kathryn  
McKean, John  
McKean, Rosemary  
McKearney, Karen  
McKee, Brian  
McKee, Earlene  
McKee, Kaitlyn  
McKee, Laura  
McKee, Michell  
McKeever, Kevin  
McKeith, Shirley  
McKeiver, Sharon  
McKenna, Charles  
McKenna, Dale  
McKenna, Patricia  
McKenna, Stephanie  
Mckenzie, Tara  
mckerley, craig  
McKersie, Alan  
McKinney, Jack  
McKinney, Laura  
McKinney, Marilyn  
McKinnon, Randall  
McKnight, Anne  
McKnight, Patrick  
mcknight, vanessa  
McKown, Julie  
McLarry, Mary  
McLarty, Sara  
McLaughlin, Charlene  
McLaughlin, D. M.  
McLaughlin, Janet  
Mclaughlin, Jo Ann  
McLaughlin, Melissa  
McLaughlin, Norman  
McLean Jr, Charles M  
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McLean, Elizabeth

McLean, Rebecca  
McLellan, Donald  
McLellan, Michael  
McLelland, Jonathan  
McLendon, Barbara  
McLennan, Miles  
McMahan, Barbara  
McMahan, James  
McMahon, Annie  
McMahon, Gail  
mcmahan, earl  
McManus, Michael  
McMaster, Dick  
McMillan, Nancy  
McMillan, Randy  
McMillan, Susan  
McMorrow, Brian  
McMorrow, Brian  
McMullan, A. Dale  
McMullen, Ann  
McMullen, Mrs. Jack  
mcmurphy, DONNA  
McNair, Dory  
McNamara, Andrew  
McNaron, David  
McNary, Doris  
McNeill, Douglas  
McNenny, Geraldine  
McNess, Rachel  
McNew, Deborah  
McNutt, Richard  
McPheeters, Donald  
McQuade, Kathleen  
McVan, Kevin  
McVaugh, Skyler  
McVay, William  
McVoy, Erin  
McWherter, Fran  
McWhorter, Karin  
Meacham, Anna  
Mead, Howard  
Mead, John  
Mead, Kathleen  
Mead, Marjorie  
Meade, Liz  
Meakes, Charity

Measamer, Chris  
Mechtley, Adam  
Medina, Davina  
MEDLEY, DEAN  
Medlin, Teresa  
Medlin, Tony  
Medlyn, Stephanie  
Mednick, Felicia  
Medwid, Stephanie  
Medzihradsky, Oliver  
Meehan, Lynn  
Meek, James  
Meeker, Helen  
Meeks, Spencer  
Meeks, Wayne  
Meena, Michelle  
Meenan, Anne  
mefford, paul s.  
Mehrazar, Michael  
Meier, D.  
Meier, Scott  
Meinhardt, Michelle  
Meinig, Chris  
Meinke, Robert  
Meintzer, Robert  
Meisner, Lora  
Meisse, Edward  
Mejides, Andres  
melancon, michelle  
Meldrum, James  
Melendez, Lucy  
mellas, cindy  
Mellein, Mary  
mellen, nancy  
Mello, Elizabeth  
Mellor, George  
Melloy, David  
Melman, Leslie  
Melnicoff, Mark  
Melone, L.  
Melone, Lisa  
Melvin, David  
Menard, Rose Marie  
Mencher, Joan  
Mencik, Jitka  
Menconi, Elissa

Mendelsohn, Ellen  
Mendieta, Vince  
Mendoza, Adrian  
Mendoza, Helen  
Menechella, Tony  
Menefee, Jacquelyn  
Menish, Ramona  
Menkes, Barbara  
Menkes, Larry  
Menneke, Megan  
Menon, Premachandran  
Menon, Suku  
Mensik, Mary  
Menyuk, Paula  
Menz, Helen  
Merbouh, Mageda  
Merced, Tina  
mercer, elizabeth  
Merchant, Sandra  
Mercier, George  
Merckx, Guy  
mercurio, arlene  
Meredith, Elizabeth  
merker, fran  
Merle, Lisa  
merrick, bev  
Merrill, Elizabeth  
Merrill, Susan  
Merritt, Mandy  
Merson, Keith  
Merville, Kim  
Merz, Michael  
Meshbane, Alice  
Mesko, Maxine  
Mesler, Corey  
mesner, larry  
Messenger, William  
Messercola, Tracey  
messick, jerry  
Messih, Matt  
Messing, Marian  
Mestman, Beth  
Metelits, Belle  
Metheny, Nicholas  
Mettam, Diane  
Metz, Barbara

Metzger, Brian  
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Meyer, Bernie  
Meyer, Carissa  
Meyer, Carolyn  
Meyer, Carolyn  
Meyer, Carrie  
Meyer, Christopher  
Meyer, Colonel  
Meyer, Derek  
Meyer, Jenni  
Meyer, Kurtis  
Meyer, Marilyn  
Meyer, Ross  
Meyer, Ruth  
meyer, sari  
Meyer, Teresa M.  
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Meyers, Jennifer Claunch  
Meyers, K  
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Miceli, Patricia  
Michael, Suzanne  
MICHAEL, Ulrich  
Michaels, Edward  
Michaels, Harlene  
Michaels, Robin  
Michailov-Lee, Christopher  
Michals, Jessica  
Michalsky, Lee  
Michel, Alwin  
Michel, Jordan  
Michel, Mary Ann  
Michel, Paul  
Michel, Tonya  
Michels, Josh  
Michelsen, Daniel  
Michelsen, Mary-Kay  
michelson, golda  
Michelson-Thiery, Malvin  
Michie, Emmett  
Mick, Marilyn  
Micke, Dennis  
Middeler, Sarah  
Middleberg, Barry  
middlebrook, melissa

Middlebrooks, Ethan  
Middleton, Annie  
Middleton, David  
Middleton, Stephanie  
Miedlar, Mark  
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Mierisch, George  
Miester, Laurie  
Mieyal, Timothy  
Mika, Gaia  
Mika, Louis  
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Mikell, David  
Mikell, Lela  
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Mikulski, Walter  
Milburn, Rob  
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Miles, Jeanne  
Miles, Pamela  
Miles, Shayla  
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miller, Beverly  
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Miller, Catherine  
Miller, Connie  
Miller, D. Rex  
Miller, Dave  
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miller, david  
Miller, Debby  
Miller, Dianne  
Miller, Don  
Miller, Ed  
miller, francine  
Miller, Gertrude  
Miller, Gifford  
Miller, Gregory  
Miller, Griff  
Miller, Hermineh  
Miller, Irv

Miller, Jacqueline  
Miller, James  
miller, jerry  
Miller, Jessica  
Miller, Jim  
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Miller, John  
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Miller, Jr., Harold  
Miller, Jr., Michael  
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Miller, Kirby G  
Miller, Lynn  
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Miller, Marlyn  
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miller, morton  
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Miller, Suzanne  
Miller, Thomas  
Miller, Tim  
miller, uma  
Miller, Victoria  
Miller, William

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Millett, Harold (Hal)  
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Millhollen, Gary  
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Milligan, Lee  
Milligan, Suzi  
Milliken, Jane  
Milliman, John  
Millin, Betty  
Millin, Frank  
Milliot-Guinn, Shawna Marie  
Mills, Krystal  
Mills, Louise  
Mills, Marianne  
mills, rosemary  
Millsap, Diana  
Millstein, Ben  
millstone, burris  
millward, rick  
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milne, martha  
Milne, Theresa  
Milne, William  
Milon, Joseph  
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Mindrum, Jeanine  
Mine, Sarah  
Miner, David  
Miner, Jacob  
mingledorff, neil  
Minion, Tammy  
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Minklei, Paula  
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Mirabello, Matthew  
Mirabile, Joseph  
Miralia, Lynn

Mirsky, Hank  
Mirza, M Zubair  
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Mitchell, Charles S  
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Mitchell, Heather  
Mitchell, Jazmin  
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Mitchell, Kristy  
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Moles, D. Isabella  
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Mollenkamp, Mary Ann  
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Montgomery, Jason  
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Montgomery, William  
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Moody, Jennifer  
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Moon, Carolyn  
moon, giles  
Mooney, Joan  
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Moore, Barry  
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Moore, Carole  
Moore, Claudia  
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Moore, Dianne  
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moore, greg  
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Morgan, Paul  
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Morrow, Randy  
morrow, terissa  
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Mueller, Joshua  
Mueller, Katherine  
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Mueller, Robert  
Muellman, Dina  
Mueser, Barbara  
Mueth, Jenny  
Muetz, Percy  
mufson, susan alice  
Mugerauer, Judy  
Mugrace, Jennie  
muhammad, ryan  
Muir, Beth  
Muir, Kenneth  
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Mulkern, Linda  
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Mullen, Joe  
Mullen, Michelle  
Muller, Christine  
Muller, Henry  
Muller, Kris

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Muller, Viana  
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Mullin, William  
Mullins, Brian  
Mullins, Diane  
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Mullins, Kevin  
Mullins, Michael  
Mullray, Joseph  
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Muralidharan, Sashi  
Muratore, Joseph F  
Muratori, Elena  
Murbach, Kelli  
Murchison, Robert  
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Murdock, Lauren  
Murillo, Vicki  
Muroki, Valerie  
Murphy, Arlys  
Murphy, Bonnie  
Murphy, Collin  
Murphy, Dean  
Murphy, Denise  
Murphy, Diane  
Murphy, Doris  
murphy, dylan  
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Murphy, Linda  
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Murphy, Michael  
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Murphy-Young, Paige  
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Murray, Carla  
Murray, Cicely  
Murray, Dray  
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Murray, Linda and Denny  
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Murray, Timothy  
Murti, Vasu  
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Musolino, Angela  
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Myers, Bret  
Myers, Carol  
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Myers, Ed  
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Myers, R.H.  
Myers, Scott  
myers, stanford  
myers, sylvia  
Myette, Mary K.  
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Nadeau, Robin

Nadelman, LMSW, Fred  
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Nadler, Elizabeth  
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Naftaly, Stanley  
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Nagle, John F.  
Nagle, Rob  
Naill, Timothy  
Nakahara, Joyce  
Nakata, Jim  
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Nall, Terry  
Nam, S.  
Namba, Kim  
nanseth, karen  
Nantel, Vivianne  
Napier, Brian  
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Narode, Josh  
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Narveson, Robert  
Nash, Barbara  
Nash, Jeffrey  
Nash, Jonathan  
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nasif, maria  
Nass, Thomas  
nasus, ahmed  
Natiello, Thomas  
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Naugle, Christina  
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neal, la schele

Neal, Lorena  
Neal, Ronald  
Neale, Joanne  
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Neat, Jenny  
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Necco, Ron  
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Neill, Richard  
neilson, john  
Neiman, Joseph  
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nelson, april  
nelson, carol  
Nelson, Charles  
Nelson, Cynthia  
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Nelson, Ed. D., Marie  
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Nelson, Paul  
Nelson, Roger

Nelson, Stephen  
Nemati, Sara  
Nemeth, Heather  
Neral, David  
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neri, Judith  
neri, umberto  
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Nesbitt, Edward  
Nessim, Shlomo  
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neto, sarah boucas  
Netusil, Paul  
Neuben, Rose  
Neufer, Carol  
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Neumann, Claire  
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Neva, Richard  
Nevel, Stacie  
Neville Jr., Willis  
Nevin, Reb  
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Newberg, Stephen and Robin  
newbold, debbie  
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Newman, Donna

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Newton, Karyn  
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Nichols, Patricia  
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Nicol, John  
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Nicolaidis, Judith  
Nicolle, Sean  
Nicolow, Jim  
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Nielsen, Louis  
Nielson, Colleen  
Nieman, Cathy  
Nieman, Eileen

Niemi-Farhoody, Nassrine  
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Niermann, Michaela  
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Noah, Sandra  
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Noble, Maureen  
Noble, roy  
nocella, paul  
Noe, Lynn  
Noe, Phillip  
noel, john  
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norman, jake  
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Nowak, Lisa  
Nowak, Mariette

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Nuce, Helen  
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Nunes, Lara  
Nunez, Albert  
Nunez, Carlos  
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Nunez, Rayleen  
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O;Herne, Morgaine  
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Obelcz, Joseph  
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Oberbillig, Molly  
Oberheide, Margery  
Obermeyer, Julie  
Oberoi, Sudhir  
Obremski, John  
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O'Brien, Meghan  
OBrien, Michael  
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O'Connell, Rose Mary  
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Okada, Asahi  
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okolowicz, sofia  
okroi, robert  
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ollove, steve  
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Olson, Kurt  
Olson, Larry  
Olson, Mary  
Olson, Nicholas  
Olson, Pamela  
Olson, Richard  
Olson, Ron  
Olson, Sara  
Olson, Steve  
olsson, sally  
Olszanicky, Jason  
Olver, Martha  
Olvey, Janelle  
O'Malley, Polly  
Oman, Barbara  
Oman, Susan  
Omans, Debra Sue  
Omans, Jeff  
omlie, edie  
Ondry, Carl  
Oneal, Jeanne  
O'Neil, Charles  
ONeil, John  
O'Neill, Brian

O'Neill, Bridget  
O'Neill, Carol  
o'neill, dave  
O'neill, Janis  
O'Neill, Laurie  
Onewing, Michael  
Ong, Jasmine  
Onge, Yvette St.  
Ongerth, Steve  
Opel, Markus  
Operhall, MPH, Rebecca  
ophar, Julius  
Opie, Laura  
Oppenheimer, Philip  
Optimist, Eternal  
Orant, Janet  
Oravec, Lora  
Oravetz, Nancy  
Orbison, Mary  
Orchard, Karen  
Orcholski, Gerald  
O'Reilly, Dylan  
Orenstein, Barbara  
Orfitelli, Maggie  
Oric, Rhet  
Orlando, Christine  
Orlando, Robert  
Orlandoni, Aleta  
Orleck, Eowyn  
Orlow, Mark  
Orndorff, Kata  
Oropeza, Carlos  
O'Rourke, Shawn  
Orr, Patty  
Orr, Valerie  
ORRICK, GREG  
Ortega, Edward  
Orth, Anne  
Ortiz, C  
Ortiz, Carol  
Ortiz, Joseph  
Ortiz, Luis  
Ortiz, Phillip  
Osaki, Susan  
Osborn, Dorothy  
Osborn, Jeff

Osborne, Hannah  
Osborne, Joe  
Osborne, Neal  
OSF, Bea Leising,  
OSF, Sheral Marshall,  
Osgood, Diann  
O'Shaughnessey, James  
O'Shea, Kristen  
Osiek, Heather  
Osisek, Damian  
Osman, Kathleen  
Osowski, Mary Ellen  
Ospina, Christina  
O'Steen, Dorothea  
Ostoich, Julie  
Ostroff, Natalie  
O'Sullivan, Joseph  
O'Sullivan, Katherine  
Oswald, Arlene  
oszko, brian  
Otahal, Chris  
O'Terry, Danielle  
Otsuka, Ikuko  
Ott, Carl  
Ott, Jean  
Otten, Kathy  
Otten, Thomas  
Ottenberg, Irwin  
Otting, Jennifer  
Otto, Kristin  
Ouderkirk, Patti  
Ouellette, Jeffrey  
Ouellette, Marcia  
Ouren, Richard  
Ours, Ann  
Overacker, Kelly  
Overall, Marie  
Overbye, Thomas  
Overdevest, Justin  
Overstreet, James  
overstreet, rosemarie  
Overton, Ned  
Ovodenko, Boris  
Owen, Benjamin  
Owen, Ken  
Owen, Linda

Owen, Olivia  
owen, patricia  
Owen, Ruth  
Owen, Susan  
Owens, Jonathan  
Owens, Sharon  
Owsinek, Jules  
Oxyer, Jim  
Oyer, Rebecca  
Ozawa, William  
Ozer, Alan  
ozkan, dogan  
P.E., William Nugent,  
Paape, PhD, Joyce  
Pace, Christina  
Pace, Greg  
Pacey-Field, Susan  
Pacheco, Andres  
Pacheco, Thomas  
Pacheco-Theard, Lauren  
Pacholski, .Mike  
pacifica, g.  
Pacifico, Chris  
Packard, Rachel  
Paddy, Lynn  
Padilla, Jo  
pados, patricia  
Padula, Mario  
Pagan, John  
Page, Elisha  
Page, Lois  
Page, Martin  
Page, Peggy  
Page, Scott  
Pagel-Meiners, Karin  
Paige, Karyl  
Pailes`, Richard  
paillet, steve  
Painter, Nancy  
Pais, Julia  
Pakaki, Jordan  
Pakaln, Laura  
Pakradooni, Jennie  
Paladino, Salvatore  
Palaia, Tom  
Palenchar, John

palermo, carolyn  
Palin, John  
Palkovic, Matthew  
Palm, Marta  
PALM, R  
palmaro, chris  
Palmeira, Heather  
Palmer, Anne  
Palmer, Destiny  
Palmer, Francis  
Palmer, Glenn  
Palmer, Henry  
palmer, howard  
PALMER, JEREMY  
Palmer, John  
palmer, mark  
Palmer, Paul  
Palmore, E. B.  
pAMI, pAMI  
pamperin, joanne  
pan, pinky jain  
Pاناتier, Patricia  
Pancner, Robert  
Pandian, Murugan  
Pandiscio, Marion  
Pandolfi, Philip  
Panek, Jill  
Panelli, A  
Pangburn, James  
pangrle, donna  
Pangrle, Glen  
Paniagua, Rosiris  
Pann, Cheri  
Panter, Rich  
Pantle, Wendy  
panza, donna  
Paolini, Viviane  
papandrea, jamie  
PAPANDREA, JOHN  
Papandrea, Mr and Mrs James  
Papazian, Maria  
Papazian, Victoria M.  
Papesch, Peter  
Papian, William  
Papp, Katherine  
Pappas, Carole A.

Pappas, F. J.  
Pappas, Nancy  
Papscon, Alan  
Paradise, Jack  
Parcell, Teresa  
Parcells, Julie  
Parekh, Jai  
Parenti, Noel  
Paris, Melina  
Paris, Sasha  
Parisi, Anthony  
Park, Jeannie  
Park, Margaret  
parke, hayley  
PARKE, MELINDA  
Parker III, Gordon  
Parker, Augustin  
Parker, Cindy  
Parker, Dave  
Parker, Douglas  
Parker, Eric  
Parker, Erika  
Parker, Francine  
Parker, J. T.  
Parker, Joshua  
Parker, Ken  
Parker, Larry  
Parker, Maggi  
Parker, Margaret  
Parker, Rose  
Parker, Ruth  
parker, teresa  
Parkhurst, Chip  
Parkinson, Mandy  
Parkinson, Robert  
Parks, Noreen  
Parnell, Rachel  
Parowski, Carol  
Parr, Donna  
Parrillo, Denise  
Parrino, Juan  
Parrish, Jennie  
Parrish, Jo  
Parrish-Fender, Julie  
Parshall, Laurel  
Parshall, Sharon

Parsley, Patricia  
Parsneau, Michelle  
Parson, Jennifer  
Parsons, Anna  
Parsons, Diana  
Partridge, Lee  
Pascone, Romeo  
Pasek, Patricia  
Pashley, Fred  
Pasichnyk, Richard  
Pasquesi, Anthony  
Passante, Diana  
Passarge, Elke  
Patch, Frances&Sumner  
Patchak, Richard  
Pate, Andrew  
pate, nathan  
Patel, Jay  
Patel, Sunil  
patnoude, jason  
Paton, D'Ann  
Patriacca, michael  
Patrick, Christopher  
Patrick, Doug  
Patsis, Elizabeth  
Patten, irene  
Patterson, Catherine  
Patterson, Dean  
Patterson, Elizabeth  
Patterson, George  
Patterson, Kathy  
Patterson, Kevin  
Patterson, Miles  
Patterson, Steven  
Pattie, Sue  
Patton, Carol  
Patton, Jia  
Patton, Penn  
Patumanoan, Nancy  
Paul, Barbara  
Paul, Hedy  
Paul, Manoj  
Paul, Rashida  
Paul-Bonham, Scott  
Paulk, Kelly  
Paul-Pickle, Kelly

Paulson, Marlana  
Paulus, Candice  
Paur, Leonard  
Pause, Aaron  
Pave, Frank  
Paviour, Ernest  
Pavlic, Anne  
Pavlick, Ellen  
Pavlick, Kathy  
Pawelek, John  
Pawli, Anne  
Pawlikowski, Natalie  
Pawlowski, Georgia  
Paxson, Robert  
Payne, Andrew  
Payne, Blake  
Payne, Gerrye  
Payne, Heather  
Payne, James  
Payne, Joel  
Payne, Richard  
PE, Mark Cosgriff,  
PE, Robert Siebert  
Peabody, Bethany  
Peachey, Joanne  
Peacock, Lauri  
Pearce, Joshua  
Pearce, Sandi  
Pearsall, Laurie  
pearson, judith  
Pearson, Nancy  
Pearson, Peggy  
pearson, samantha  
Pearson, scott  
Pearson, Sidney  
Pearson, Walter  
Pease, Jeanette  
Peaslee, L.  
Peattie, Caroline  
Peavy, Jerry  
Peck, Brian  
Peck, Darrell  
Peck, Graham  
Peck, Laura  
Peck, Michael  
Peck, Nancy

Peck, Naomi  
Peck, Valerie  
Peckman, Kristin  
PECKNER, LLOYD  
Pecson, Jon  
Pecuch-Herrero, Marta  
Pedersen, Erik  
Pedersen, Hanne  
Pedersen, JoAnn  
Pedraza-Tucker, Liette  
Peeples, Ruth  
Peeters, John  
Pegues, Michael  
Pehme, Kalev  
Pei, Delfina  
Peirce, Roger  
Peirce, Sumner  
Pelakh, Susan  
Pelch, Rosalie  
Pelham, Christopher  
Pelizzari, Roger  
Pellaton, Gretchen  
Peltz, Christopher  
Peluso, Dr. Anthony R.  
Pence, Lisa  
Pence, Virginia  
Pendergast, Betsy  
Pendergrass, Darryl  
Pendry, Bobby  
Penegar, Dave  
Peneton, David  
Penn, George  
Penn, Julia  
Pennell, Kathryn  
Penner, Marsha  
Penniman, Vivian  
Pennisi, Andrea  
Pennypacker, Angela  
peno, bernadette  
Penrod, Dolores  
penunuri, daniel  
Pepersack, Laureen  
Pepitone, michelle  
Peppard, Jeanne  
pepper, ginger  
Pepper, Nancy

Peralta, LLauren  
Peralta, Sharon  
Perdue, Peggy  
Pereira, Jose  
Pereira, Leslie  
Peres, Todd  
perez, felipe  
perez, holly  
Perez, Kathryn  
Perez, Laura  
Perez, Luiz  
Perez, Martha  
Perez, Melissa  
Perez, Susel  
Perez-Cabezas, Pedro  
Perez-Fuentetaja, Alicia  
Peri, Janis-Rozena  
Perkins, Carroll  
perkins, christopher  
Perkins, Deborah  
Perkins, Guy  
Perkins, Joel  
Perkins, Nicole  
Perkins, Randi  
Perkins, Susanna  
Perkins, Tom  
perlegis, matthew  
Perlmutter, Jerry  
Perna, John  
Pernice, Sebastian  
perotti, jason  
Perras, Richard  
perrett, steve  
Perrigo, Leslie  
perron, denise  
perron, rick a.  
Perry, Alysia  
Perry, Anthony  
Perry, Ben  
Perry, Doane  
perry, eileen  
Perry, Jeann  
perry, marie  
Perry, S.  
Perry, Sharen  
Pershan, Lee

persichetty, rita  
Person, Phil  
Persons, Mark  
Pertel, M.Patricia  
Pesce, Sandra  
Peschka, Talia  
Pesko, Chris  
Pestel, Niki  
peter, dean  
Peter, Jonathan  
peter, rob  
Peters, Anita  
peters, elaine  
Peters, Joanne  
Peters, Susan  
Petersen, Gloria  
Petersen, Jeff  
Petersen, Jessica  
Petersen, John  
Petersen, Marian B.  
Petersen, Nora  
Petersen, Sherry  
peterson, april  
peterson, carol  
Peterson, E. Blake  
Peterson, Ellen  
Peterson, Joel  
Peterson, John  
Peterson, John & Madeleine  
peterson, jon  
Peterson, Jordan  
Peterson, Kent  
Peterson, Kimberly  
Peterson, Kirstin  
Peterson, Linda  
Peterson, Linda  
Peterson, Linder  
Peterson, Mary  
Peterson, Michael  
Peterson, Paul  
Peterson, Sandra  
Peterson, Shannon Troy  
Peterson, Terrance  
Peterson, Terry  
Peterson, Thom  
Peterson, Ward

Peto, Guy  
Peto, Shari  
petracelli, cindy  
Petrak, Thanice  
Pettrakis, Chris  
Petrella, Rebecca  
Petroelje, Dave  
petrulias, linda  
Petrus, Veronica  
Petry, Glenn  
Pettengill, Mary  
Pettigrew, Walter  
Pettyjohn, Jo  
Pezet, Rev.Antoinette  
Pfeifer, Marjorie  
Pfeiffer, Peter  
Pfeiffer-Traum, Deborah  
Pfister, Bob  
Pfitzner, Gail  
Pfitzner, James  
Pfohl, Anthony  
Pham, John  
Phaneuf, Kurt  
phelps, harriette  
Pherigo, Stephen  
Phibbs, Judith  
philbrick, Kayla  
Philibosian, Belle  
Philipp, Kris  
philips, wj  
Phillips, Barbara  
Phillips, Benjamin  
Phillips, Bonnie  
Phillips, Chip  
Phillips, Damon  
Phillips, Emily Lee  
Phillips, Hannah  
Phillips, Jane  
phillips, jeff  
Phillips, Laura  
phillips, martyn  
Phillips, Patricia  
Phillips, Perry  
Phillips, Reese  
Phillips, Stephen

Phillips, Walter  
Philon, Laura  
Phinney, Ruth  
Phipps, Martha  
Phipps, William  
Phoenix, Kelly  
Phoenix, Susan  
Piacentini, Vero  
Piana, Katherine Reed  
Piazza, Felice  
Picardi, Mary  
Picardi, Michael  
Picchetti, Gloria  
Picciuca, sebastiano  
Pickering, Michael  
Pickett, Carla  
Pielaszczyk, Donna  
Pielaszczyk, John  
Pienciak, Sue  
Pieper, Dolores  
pieper, karen  
Pier, Mollie  
Pierce, Alan  
Pierce, Becky  
Pierce, Caroline  
Pierce, Deborah  
Pierce, Jacqueline  
pierce, james  
Pierce, Jim  
Pierce, Kim  
pierce, patrick  
Pierce, Shanti  
piercy, jennifer  
Pieroni, Bruce  
Pierpoint, Andrea  
Pierron, Mary Lou  
Pierson, Suzanne  
Pietri, William  
Pietsch, Gerald  
Pifher, Julie  
Piggott, Harold  
Pighee, Arron  
Pigman, Patricia  
Pignataro, Evelyn  
Pihl, Eric  
Pilat, Patricia

Pine, Paula  
Pine, PhD, Richard I.  
Pine, Rosel  
Pineau, Christopher  
Pinel, Nicolas  
Pinkerton, Anne  
PinkPetals International  
Pino, Manuel F.  
Pinsker, aaron  
Pint, Rebecca  
Pipkin, Karen  
Pippen, Patti  
Pippin, Karma  
Pirch, Charlotte  
Piret, Wendy  
Pirolo, Frank  
Pirrie, Robert  
Pirtle, James  
Pisanic, Lisa  
Pisano, Lisa  
Pitkin, Marjorie  
Pitman, Stuart  
Pitre, Dwayne  
Pitt, Leonard  
Pittenger, Robert  
Pitts, Daniel  
Pitts, Kelsey  
Piwonka-Corle, Timothy  
Pixley, Elizabeth  
Pizzo Jr., Peter  
Plaisted, Fran  
Planchard, Matthew  
Plant, Hugh  
Plant, Leah  
Plantenga, Diane  
Platizky, Franklin  
Platt, Dwight  
Platt, Jason  
platt, jr., john  
Platz, Richmond  
Pleasants, Phyllis  
Pledger, John  
Pleiss, Trudie  
Pleskovitch, Ed  
Pletcher, Debora  
Plienis, Joel

Plourde, Adam  
Plourde, Carole  
Plumlee, Val  
Plummer, Rowena  
Plummmer, Eric  
Plunkett, Robert  
Plywaski, Walter  
Poanessa, Peter  
Pocius, F. Jay  
podesta, vivian  
Podgorska, Joanna  
Podietz, David  
Podolsky, Ellen  
Poehlmann, Harold  
Poggetti, Linda  
Poggi, Pat  
Pohorsky, joann  
Poist, Ellen  
Pokorny, Russell  
Polakiewicz, Roberto  
Polanco, rossi  
Polczynski, Eric  
Polens, Jared  
Polesky, Alice  
Polewarczyk, Michael  
polick, melissa  
Poltzer, Andrew  
Polivka, Peter  
Poljak, Roberto  
Polk, JD  
Polk, Jeff  
Pollack, Glenn  
Pollaine, Stephen  
Pollard, Isaac  
Pollard, Katherine  
Pollard, Ted  
Pollauf, William  
Pollitt, Bob  
Pollock, Celest  
Pollock, Cheryl  
Pollom, Emily  
Polo, John  
pomerantz, fred  
Pomeroy, Leigh  
Pon, S  
Ponce, Paula

Ponce, T.  
Pond, Mildred  
Ponte, Rui  
Pope, Brian  
Pope, Geoffrey  
Pope, Katherine  
pope, mary  
Pope, Morgan  
pope, sarah  
Pope, William  
Popoff, Kathy  
popp, john  
Poppe, Robin  
Poppe, Sue  
Popper, Regina  
Porowski, Anne  
Porter, Brent  
Porter, Elizabeth  
Porter, Jim  
Porter, NM  
Porter, Sandra  
Porter, Sandra  
PORTER, WILLIAM  
porto, amy  
posnak, jamief  
Posod, Melissa  
Pospyhalla, Shelley  
Posselt, Hans  
Post, Ken  
Post, Nathalie  
Post, Sara  
Potamites, John  
Potash, Louis  
Potchynok, Lynna  
Poteat, Jutta  
Potrzeba, Robert  
Pott, Beverly  
Potter, Laura & alvin Andersson  
Potter, Nancy  
potterfield, kathleen  
Potts, Gail  
potts, shelley  
Pouchet, Denise  
Pouchet, Jack  
Poulos, Andrew  
Poulson, Thomas

pouncey, william  
Pound, Michael  
Powell, Bryan  
Powell, Cindi  
Powell, Linda  
Powell, Steven  
Powell, Tracy  
powers, fawn  
Powers, Joan  
Poxon, Judith  
Prata, Bob  
pratt, david  
Prechel, Harland  
Prekop, Jeff  
Prellwitz, Carl  
Preney, Lisa  
Presgraves, Andrew  
Presley, Carl  
Preston, Ken  
Preston, Susan  
Pretlow, Thomas  
Preuss, G.  
Prevas, Frances  
Pribnow, David  
Price, Anna  
Price, Don  
Price, Kent  
Price, Lynne  
Price, Michael  
Price, Rev. Lynnette  
Price, Rhenda  
Price, Rob  
Price, Sue  
Priebe, Joseph  
Priest, Dave & Sue  
Priest, Neal  
Prigge, Diane  
Primm, Skylar  
Prince, Michael  
Prince, Steve  
Prine, Deanna  
Pring, Kristopher  
Prins, Jonathan  
Prinzivalli, Philip  
Prior, Meghan  
Pritchard, Erik

Pritchard, John  
Pritchard, Mary  
Pritchard, William  
Probola, Eric  
Probst, John  
Prochoda, MD, Michael  
Procter, Rebecca  
Proeger, Terry  
Profet, Karen  
Propst-Worthley, Sarah  
Prosperie, Johnnie  
Prostko, Linda  
Protheroe, Willam  
Provencher, Lauri  
Provenza, Regina  
Pruett, Oakey  
Pruitt, Kimberly  
prull, shehan  
Pruski, Marek  
Pruter, Margaret  
Prystal, David  
Przybyla, Jennifer  
Puca, Laurie  
Puchta, George  
Puelle, Geryll E.  
Puett, Barbara  
Puetz, Dan  
Puishys, William  
Pulcini, Liz  
Pullen, Patricia  
Pulliam, Gayle  
Pumfrey, William  
Purcell, Cynthia  
Purchase, DeeAnne  
Purdy, Pat  
Purinton, Christina  
Purkaystha, Mohsena  
purkiss, tom  
Purple, Richard  
purviance, paula  
Puscheck, Robert  
Puscheck, Susan  
Pusey, Anne  
Putnam, ANNE  
Pyle, Amanda  
Pyle, Andre

Pyner, Marjorie  
Pynn, Roger  
Qu, Jen  
Quaintance, Richard  
Qualls, Tammy  
Quartararo, Denise  
Queen, Jennifer  
Quellas, Matthew  
Quick, Jill  
Quigg, Catherine  
Quijada, Helianis  
Quijada, Victoria  
Quilantan, Jayson  
Quill, Marilyn  
Quillen, York  
Quincey, Jayda  
Quinn, Ava  
Quinn, James  
Quinn, Kenneth  
Quinn, Luther  
Quinn, Mary  
Quinn, Michael  
Quinn, Tim  
Quinnell, Kenneth  
Quintal, Deidre  
Quintana, Maclovia  
Raab, W. Arthur  
Rabe, Jason  
Rabin, Monroe  
Rabinowitz, Cynthia  
Raby, Joyce  
Race, Margery  
Racela, Jason  
Rad, Kaveh  
Radcliffe, Lizbeth  
Radebaugh, john  
Rader, Doug  
Rader, Karen  
Rader, Keith  
Radford, James  
Radke, Irene  
radko, danuta  
Radosevich-Coia, Patricia  
Radwin, Emily  
Rael-Luhman, Carla L.  
Raffety, Michael

Rago, Jeff  
Rago, Mary Lynne  
Ragona, Anthony  
Ragsdale, Ron  
rahm, yoshaany  
rain, keirsten  
rainbow, billy  
Raines, & Mrs.  
Raines, Connie  
Raines, Zakiya  
Rainho, Maria  
Ralabate, Teresa  
raley, debby  
ralston, mark  
Ram, Marie  
Ramble, Kirk  
Ramey, Renee  
Ramirez, David  
Ramirez, Kate  
Ramirez, Maribell  
Ramirez, Max  
Ramirez, Meg  
Ramirez, Vicki Schaefer  
Ramirez-Brunner, Sebastian  
Ramon, Alberto  
Ramos, Annette  
Ramos, Joann  
Ramos, Joanna  
Ramos, Miguel  
Ramphal, Marjorie  
Ramsey, Kevin  
Ramsey, Patrick  
Ramsey, sylvia  
Ramsey, Todd  
Ranaudo, Ray  
Randall, Ann  
Randall, Blair  
Randall, Michael  
randle, john  
Rando, Sandra  
Randolph, Charles  
Randolph, John  
Ranford, Alan  
Rangel, Curtis  
Rankin, Harriet  
Rankin, Timothy

Rankins, Melinda  
Ransom, Jill  
Rao, Sonam  
Raper, Connie  
Raplinger, John  
Rapp, Lanette  
Rappa, Diane  
rappuhn, richard  
Rapragher, Margo  
Rashall, Rosa  
Rasheed, Abdur-Rahim  
Rashkis, Suzie  
Rashti, Stacey  
Rasmuson, Jennifer  
Rasmussen, Barbara  
Rasmussen, Barbara  
Rasmussen, Richard  
Rastani, Richard  
Ratcliff, Philip  
Ratcliff, Philip  
Rathbun, Carolyn  
Ratner, Jonathan  
Rattner, Ron  
Rauch, Betty Ann  
Rauch, Matt  
Rausch, Mary  
Rauscher, Janet  
RAVENSTEIN, KATE  
Ravet, Suzanne  
Rawlinson, Richard  
Rawsky, Bill  
Ray, Chris  
Ray, Kristy  
Ray, Paul  
Ray, Richard  
Ray, Thomas  
Ray, Thomas  
Raymond, Carol  
Raymond, Charles  
Raymond, Debra  
Raymond, Robert  
Razo, William  
Rea, Corde  
Rea, Jim  
Read, Gina  
Read, Laura

Read-Brown, Ken  
Reader, Stephanie  
Reading, Roger  
Ready, Nellie  
Reamer, Sue  
Reardon, Ed  
Reardon, Matthew  
Reaves, John Henry  
Reavill, Robb  
Rebane, Margaret Anga  
Rebman, Ellen  
Rechtman, Nancy  
Recko-Morrison, Liz  
Rector, Robert  
Redalje, Donald  
Redding, Sherley  
Redfern, Tim  
REDISH, MARYELLEN V.  
Redman, Dia  
redmond, lissa  
Redoutey, Colleen  
Redoutey, Mary  
Redpath, Gerard  
Redwood, Leah  
Reed JR., James  
Reed, Andrew  
Reed, Billie  
Reed, Bruce  
Reed, Casey  
Reed, Charles  
Reed, Cheryl  
Reed, Dana  
Reed, Daniel  
Reed, Kristin  
Reed, Lindsay  
Reed, Liz  
Reed, Marissa  
Reed, Mark  
Reed, Mary  
Reed, Peter  
Reed, Robert M., Carol G.  
Reed, Spenser  
Reef, jack  
REEL, JOSEPH  
Reep, Renny  
Reese, Douglas

Reese, Gary  
reesman, martyne  
Reeves, Linda  
reeves, sandra  
Reeves-Brown, David  
Refregier, Lea-Ann  
Regal, Ailee  
Regan, Joanie  
Regan, Monica  
Regen, David  
Rego-Ross, Saun  
Rehn, Debra  
Reich, Helen  
Reich, Ro  
Reichel, Rhonda  
Reichert, Gregory  
Reichert, Robyn  
Reichheld, Tom  
Reichlin, Agnes  
Reichsman, Ann  
Reid, Daniel  
Reid, David  
Reid, Edward  
Reid, James  
Reid, James C.  
Reid, Janet  
Reid, John  
Reid, John E.  
Reid, Rebecca  
Reidenbach, Gregory  
Reidy, Tom  
Reif, Frederick  
Reilley, Kate  
reilly, brian  
Reilly, James  
Reilly, John  
Reilly, Mark  
Reilly, Neill  
Reilly, Patrick  
Reilly, Wilfred  
Reinberg, Don  
reiner, alysia  
Reiner, Frank  
Reinhardt, Paul  
Reininger, James  
reisch, jesse

Reiser, Frank  
Reising, Nathan  
Reisman, Emil  
Reiss, Brenda  
reiss, robert  
Reissen, gail  
Reitz, Krista  
Rekdal, Sheila  
Relles, Steve  
Rembert, James  
Remsen, Petra  
Renaudin, Karen  
Rencher, Ron  
Rendlen, Theodora  
Rendon, Louis  
Rendu, Yannick  
Renfro, Robert  
Rengers, Edward  
REnken, Sheryl  
Renner, Robert  
Renshaw, Jackson  
Renshaw, Robert  
Renton, Barbara  
Renton, Nigel  
Reock, Jeanne  
Reppe, Peter  
Reseck, Karl  
Rest, Laurel P.  
RESTA, riccardo  
Retz, Dan  
Reutimann, Wesley  
REVESZ, MR.&MRS. BRUCE  
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rey, christina castle  
Reycraft, Astarte  
Reyes, Blaine  
reyna, jose  
Reynolds, Brian  
Reynolds, Bryon  
Reynolds, Cindy  
Reynolds, Dolores  
Reynolds, James H  
Reynolds, Jeannine  
Reynolds, Jeff  
Reynolds, Jonelle  
Reynolds, Julie

Reynolds, Laura  
Reynolds, Melinda  
Reynolds, Nancy  
Reynolds, Peter  
Reynolds, Ronda  
reynoso, jacquelyn  
Rhea, Joyce  
Rheder, Richard  
Rhine, Heather  
Rhine, Pam  
Rhoades, Charles  
Rhoads, Kirk  
Rhoads, Lisa  
Rhoda, Patricia  
Rhodes, Carson  
Rhyand, Robin  
Rhyne, Elisabeth  
Rhys, Victoria  
Rials, Jennifer  
Riblett, Susan  
Ribolow, Hedda  
Ricardo-Bulis, Esther  
Ricci, Scott D.  
Ricciardi, Anthony  
Ricciardi, William  
Rice, Beverly  
rice, dan  
Rice, Daryl  
Rice, June  
Rich, J.  
Rich, Lynn  
Rich, Nathan  
Rich, Sharon  
Richard, Christen  
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Richard, David  
Richard, Pamela  
Richard, William  
Richards, Georgia  
RICHARDS, JAY  
Richards, John D  
Richards, Lawren  
Richards, Liz  
richards, martha  
Richards, Melinda  
Richards, Mini

Richards, Robert  
Richards, Shaun  
richardson, bethany  
Richardson, Eugene  
Richardson, George S.  
Richardson, James  
Richardson, Kathryn  
Richardson, Michael  
Richardson, Roberta  
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Richer, Michael  
Richeson, Victorea  
Richie, Elizabeth  
Richman, Bruce  
Richmond, Gerald  
richmond, Lonna  
Richmond, Pamela  
Richtsmeier, Duane  
Rickard, Aric  
rickelman, william  
rickenbach, deborah  
Ricketts, Michael P  
ricketts, rodger  
Ricks, Meagan  
rickun, robert  
Riddle, Carolyn  
Ridel, Fred  
Ridenour, William  
Rider, Barbara  
Ridgard, Robert  
Ridgeway, Jessica  
Ridgeway, William  
Ridgley, Patricia  
Ridley, Patricia  
rIDLON, jAMES  
Riecke, Hermann  
Rieger, Sherry  
Riehart, Dale  
Rierner, Eunice  
Riesser,, PhD, Gregor  
Rife-Brufloodt, Michelle  
Riff, Christopher  
Rigan, Torrey  
Rigatti, Karen  
RIGGAR, KAREN  
Riggs, John

Righellis & Healy, Nancy \* Ian

Riley, Barbara

Riley, Callie

Riley, Darby

Riley, Kelly

Riley, Kevin

Riley, Ray

Riley-Jones, Kelly

rilling, shane

Rimbos, Peter

Rimes, Carrie

Rinaldi, Michael

Rinas, Juanita

Rincon, Claudia

Rindy-Cox, Deana

Rinear, Paul

Rinehart, Joyce

Ring, John

ringler, dan

Riojas, Judith

Riordan, Arden

Rios, David

Rip, Nichole

ripalda, oscar

Ripp, Rudolph

Ripple, Martha Jane

Ripple, Melissa

risacher, ivona

riser, jill

riskus, mary ann

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rissman, bernice

Rist, Carol

Ristenpart, Diana

Risvold, Cindy

Rita, Peggy

Ritchey, Jr., Albert

Ritchie, Clare

Rittchen, Gregory

Rittenhouse, Calvin

Ritter, Angela

Ritter, Mitchell

Ritter, Robin

River, Sage

Rivera, Eileen

Rivera, Javier

Rivera, Yarelis  
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Rivera-Herrera, Luis Jorge  
Rivera-Patchak, Kimberly  
Rivers, Jennifer  
Rivers, Ronna  
Rivers, William  
rivet, nicole  
Rizzo, Frank  
Rizzo, John  
Rizzo, Marie  
Rizzuti, Greta  
RN, Maryjoan Tully  
Roach, Bill  
Roach, Edward  
Roach, Julie  
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Roark, Warren  
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Robb, Aaeron  
Robb, Thomas B  
Robbins, Daniel  
Robbins, Dennis  
Robbins, Emily  
Robbins, Gary  
Robbins, Kathleen  
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Robbins, Robert  
Robeau, Joseph  
Robens, William  
roberge, manon  
Roberson, Micha  
Roberson, Tamela  
Roberson, William  
Robert, Amanda  
Roberts, Allan  
roberts, archana  
Roberts, Daryl  
Roberts, Emily  
Roberts, Godfree  
Roberts, Gretchen  
Roberts, Harold  
Roberts, Hugh  
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Roberts, jeannie  
Roberts, Jennifer S.

Roberts, Joshua  
Roberts, Kathleen  
Roberts, Larimore  
roberts, les  
Roberts, Mariann  
Roberts, Pamela  
Roberts, Patricia  
Roberts, Sarah  
Roberts, Tammy  
Roberts, Ted  
Roberts-Moneir, Nancy  
Robertson, Douglas L.  
Robertson, Gary  
Robertson, Jack  
Robertson, Jennifer  
Robertson, John  
Robertson, Kathleen  
Robertson, Kent  
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Robertson, Michael  
Robertson, Mitchell  
ROBERTSON, REBECCA  
Robertson, Richard  
Robertson, Scott  
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Robillard, Nichole  
Robin, Wilfred  
Robinet, McLouis  
Robinet, DC, MSTCM, CMT, Margaret Christine  
Robins, Berklee  
Robins, Jack  
Robins, Rick  
Robins, Scott  
Robinson, Cathy  
Robinson, clarence  
Robinson, Elliot  
Robinson, Emyre B.  
Robinson, Jacqueline  
robinson, james  
Robinson, Jane  
Robinson, Janet  
Robinson, Janise  
Robinson, Liza  
Robinson, Maya  
Robinson, N. Y.  
Robinson, Paxton

Robinson, Richard and Carolyn  
Robinson, Russ  
Robinson, Tammy  
Robinson, Travis  
Robintree, Robin  
robison, olive  
Robnett, Christie  
Rocchio, Barbara  
Roche, Peter  
Rocheleau, Jessica  
Rochelle, Paula  
Rochlin, Robert  
Rock, Marcia  
Rocke, Janice  
Rockefeller, Laurel  
Rockhold, Marc  
Rockmill, Beth  
Rocks, Brent  
Rockwell, Tracy  
Roda, Anne  
Roddy, Jane  
Roddy, Robert  
Roded, Odeya  
Rodgers, Bobbi  
Rodgers, David  
Rodgers, Donald  
Rodgers, Julie  
rodgers, peter  
Rodgers, Rita  
Rodin, Nick  
Rodine, Jean  
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Rodine, Robert  
Rodman, Dan  
Rodman, Shirley  
Rodrigue, Jim  
Rodriguez, David  
Rodriguez, Ernesto  
rodriguez, joseph  
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Rodriguez, Stephanie  
Rodriguez, Traci  
Rodriguez, William  
Rodriguez, Yaritza

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Roe, Christina  
Roe, Pamela  
Roebuck, Rebecca  
Roemer, Megan  
Roenneburg, Drew  
Roessler, Juergen  
Roessner-Herman, Michaela  
Roevekamp, John  
rogahn, andrew  
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Rogan, Robert  
Rogan, Sue  
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Rogers, Dennis  
Rogers, Elizabeth  
Rogers, Janice  
Rogers, Karen  
Rogers, Mary  
Rogers, Steve  
Rogers, Suzanne  
Rogozin, George  
Rohan, william  
Rohde, Mary  
Rohr, Joyce  
Rol, Pieter  
Rolf, Carol  
Rollins, Gail  
Rollins, Rebecca  
Rollman, Reyne  
Rolls, William  
Roman, ROBERT  
Romanchuk, Katie  
Romanko, Richard  
Romanowicz, Patricia  
romen, karen  
Romeo, Theresa  
Romer, Jeff  
Romero, Malissa  
romero, monica  
Romero, Robert  
Romesburg, Denise  
Romportl, David  
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Ronner, Peter  
Ronzheimer, Carl

Rooney, Helen  
Rooney, Sandra  
Roop, Christian  
Root, albert  
Root, Betty  
Root, David  
Root, Kyle  
Root, Rosemaria  
Roper, Sumner  
Ropes, Lev  
Rorick, Stanley  
Rosado, Stephanie  
Rosch, Ondina  
Roscher, Charlotte  
Rosciam, Eve  
Rose, Cynthia  
Rose, Don  
Rose, John  
Rose, Kathryn  
Rose, Ken  
Rose, Larry  
Rose, Pat  
Rosen, Deane  
Rosen, Deanna  
Rosen, Judith  
Rosenau, Vicki  
Rosenbaum, M.D., Steven  
Rosenberg, Robert  
Rosenberger, Paul  
rosenblatt, suzanne  
Rosenblum, Bruce  
Rosenblum, Stephen  
Rosenfeld, Cheryl  
Rosenfeld, Harry  
Rosenfeld, Lynn  
Rosenstein, Robert  
Rosenthal, April  
Rosenthal, Howard  
Rosenthal, stuart  
Rosenwinkel, Earl  
Rosetti, Leana  
Rosin, Stacey  
Roske, Adam  
Ross, Ann  
Ross, Donald  
Ross, John

Ross, Marie  
Ross, Michael  
Ross, Michelle  
Ross, Patricia  
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Rossi, David  
Rossing, Barbara  
Rossman, Douglas  
Ross-Quick, Randi  
Rosten, David  
Roth, Barbara  
Roth, David  
Roth, Howard  
Roth, Jerome  
ROTH, JOSEPHINE  
Roth, Stephen  
Rothchild, Eric  
rothchild, lana  
Rothe, Christine  
Rothman, Emily  
Rothstein, Richard  
rouhana, alexander  
Round, Mike  
Rounds, Kristen  
Roush, Marti  
Rousseau, Gary  
Rousseau, juliana  
Rousseau, Karline  
Roux, Connie  
Rowan, Cathy  
Rowe, Carol  
Rowe, Egan  
Rowe, Richard  
Rowe, Robert  
Rowe, Spencer  
Rowe-Neumann, Meredith  
Rowland, Carol  
Rowland, Donna  
Rowland, Leslie  
Roy PE, Pranab Dutta  
Roy, D.A.  
Roy, Joe  
roy, kim  
Roy, Regina  
Roy, Rob

Royall, Tricia  
Royce, Kristy  
Rozga, Michele  
rozner, jay  
Rozsics, Mick  
Rubell, Kay  
Ruberg, Lionel  
Rubin, Aron  
Rubin, David  
Rubin, Enid  
Rubin, Joshua  
Rubin, Leonard  
Rubino, Karen  
Rubino, Matthew  
Rublev, E.J.  
Ruch, Frederick  
Ruckdeschel, Jenny  
Rucker, Christi  
Rucker, Ralph  
Rude, Kathleen  
Rudee, Alex  
Rudin, Linda  
Rudnick, Gary  
Rudolph, Ana  
Ruedisueli, Antoinette  
Ruelle, Julie  
Ruff, Julia  
Ruffolo, Chris  
Rugg, Caren  
Ruggiero, Matthew  
Ruhe, Shamsi  
Rule, Juliann  
Rulifson, Robert  
Rumery jr., John  
Rumsey, Bob  
Runfola, Joan  
Runnalls, Jacob  
Runnels, Jack  
Runnoe, Roger  
Ruppel, Kathy  
Ruppert, Danny  
Ruscitto, Richard  
Rusconi, Judy  
Rush, Aimee  
Rush, Charlene  
rush, mark

rush, richard  
Rushing, Janine  
Rushing, Nancy  
Rusk, Robert  
ruskin, Barbara  
Russ, Jacklyn A.  
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RUSSAK, FERN  
RUSSEK, BARBARA  
Russell, Andrew  
Russell, Barbara  
Russell, Brian  
Russell, Claire  
Russell, Joanna  
Russell, Maureen  
Russell, Nikki  
Russell, Ronald  
Russell, Sean  
Russell-Willett, Barbara  
Russick, Sharon  
Russo, Gloria  
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Russon, Ryan  
Rutenberg, Daniel  
Ruther, Martin  
Rutkowski, Angeli  
Rutkowski, Joseph  
Rutkowski, Robert  
Ryan, Bryn  
Ryan, Diane  
Ryan, Lydia  
ryan, paul  
Ryan, Rebecca  
Ryan, Sarah  
Ryan, Therese  
Ryba, Dominique  
rydel, steven  
Ryder, George  
Ryder, Scot  
Rystrom, Barbara  
Rzonca, Bonnie  
S., Kathy  
Saad, Camille  
Saaris, Gary  
Sabadie, Francisca  
Sabaini, Haven

Sabalka, Lucas  
Saballett, Alfonso  
Sabar, Stephanie  
SABATINI, FRANK  
Sabeh, Rana  
sabelhaus, vivian  
Sabom, Marcus  
saccato, joann  
Sacco, Allison  
Sachs, Alyssa  
Sachs, bernadette  
Sachs, Donald  
Sackman III, Joseph  
Sackman, Mike and Lynn and Family  
Sacksteder, Mary  
Sadauskas, Jan  
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Sadowski, Joan  
Saechao, Lai  
Saeger, Ron  
Safer, DANIEL  
Safford, Alison  
Safford, George  
Safos, Chris  
Safran, Claire  
Safrit, Gail  
Saftner, Bernard  
Sage, Daniel  
Sage, George  
Sage, Joan  
Sage, ML  
Sagers, David  
Sahasrabudhe, Ishrat  
Sahoo, Dipak  
Saikevych, Irene  
sailer, randy  
sailor, nancie  
Saint Amand, Vicki  
Saint-Amour, Jeanne  
Saint-Clair, Carol  
Saito, Donald  
Sajdak, Lynn  
Sak, Myrna  
Saladi, Shyam  
Salamon, Linda  
Salamon, MARK

salas, jan  
Salazar, Joe  
Salcius, A  
Salcius, Peter  
Sale, Jonathan  
Salehi, Beverly  
Salemi, Lisa  
Salerno, Maria  
Salgado, Pedro  
Salgado, Pedro  
Salinas, Victoria  
Salisbury, Ralph  
Sallberg, Penelope  
Sallee, Barbara  
Salley, Sophie Ann  
Salome, Jen  
Salomon, Abe  
Salpeter, Edwin  
Salters, Richard  
Saltzman, Barry  
Saltzman, Damon  
salvaggio, anthony  
Salvail, Napoleon  
Salvat, Melanie  
Salvato, Rosalie  
Salver, Sophia  
Salzano, Kathy  
Salzer, Anne  
Samek, Daniel  
sammis, susan  
Samonds, Mark  
Sampson II, Rodney  
Sams, Roger  
Samuels, Stan  
Samuelsen, Manford  
Samz, Marietta  
Sanan, David  
Sanborn, Donald  
Sanborn, Hugh  
Sanburn, Vanessa  
sanchez, ana maria  
Sanchez, Margaux  
sanchez, natalie  
Sanchez, Ralph  
Sanchez, Sr., Daniel J.  
Sanchez, Tom

Sandberg, Sherri  
Sanders, Amanda  
Sanders, Joshua  
Sanders, Karen  
sanders, LINDA  
Sanders, Richard  
Sanders, Sandy  
Sanders, Sharon  
Sanderson, Christopher  
Sandham, Lori  
Sandhu, Urmila Joi  
Sandlin, Allison  
Sandman, Dan  
sandoli, frank g  
Sandoval, Ani  
Sandoval, Roberto  
Sandritter, Ann  
Sands, Lisa  
Sandstrom, Mark  
Sandstrom, Peter  
Sandvik, Christine  
Sanfilippo, Val  
Sanford, Julie  
Sanford, Sara  
Sanguinetti, Lisa  
SANJANA, JAMES  
Sannikov, Roman  
santana, kathryn  
santangelo, anthony  
Santaniello, Lindsey  
Santavicca, Domenic  
Santen, OP, Anne Marie  
Santiago, Parker  
santillan, claudia  
Santini, JG  
Santonas, Gina  
Santone, Deborah  
Santora, Marc  
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Santos, David  
Santowski, Celia  
Santus, Steve  
Saphier, Nancy  
Sapir, Ofer  
Sapparapu, Chandana

Sappier, Gloria  
Sargent, Todd  
Sargis, viji  
Sarikas, Stephen  
Sarin, Charles  
Sariol, Teresa  
Sarno, Wendy  
Sarovec, William E.  
Sartori, Pamela  
Sasa, Yuka  
Saslow, Randi  
Sasonoff, Alixine  
Sasse, Julian  
sasso, Donna  
Sasso, Doreen  
Sasxer, Robyn  
Satriano, anthony  
Satter, John  
satter, linda  
Satterwhite, John A  
Sauer, Roger  
Sauer, Stephanie  
Saulino, Biefke Vos  
Saunders, Britton  
Saunders, Patti  
Saur, Terri  
Sausser, Chris  
Sautter, David  
Savage, Gerald  
Savage, Vandy  
Savage-Maxwell, Terry  
Saveri, Elizabeth  
Sawall Jr., Erwin F.  
Sawdon, Rosemarie  
Sawicky, Michael  
Sawyer, Barbara  
Sawyer, Ken  
Sawyer, Rebecca  
Sawyer, RN, BS, Christine Sawyer  
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Sayer, Samantha  
Sayers, Rick  
Saykaly, Frances  
saylan, charles  
Saylan, Marcelyn

Sayles, Tanja  
Saylor, Jack  
SAYLOR, M.A.  
Sayre, Carolyn  
Sayre, Michele  
Saywell, Martha  
Scaff, Beverly  
Scalf, Joni  
Scallon, Robert  
Scalzi, Francis  
scalzo, eugene  
Scanlon, Kelley  
Scarborough, Nancy  
Scardapane, Robert  
Scarr, Carolyn  
Scarritt, Linda  
Scavezze, Barbara  
Schaad, James  
Schaaf, Adelaide D.  
schaaf, david  
Schaal, Kenneth  
Schablik, Barbara  
Schacht, Timothy  
Schadegg, Donald  
schafter, brian  
schaechter, john  
Schaef, Robin  
Schaefer, Advo  
Schaefer, Catherine  
Schaefer, Mai  
Schaefer, Stacey  
Schaeffer, Karen  
Schafer, Helen  
Schafer, Shermie  
Schaff, Nancy  
Schaffer, Lana  
Schaffer, Mark  
Schaffner, Philip  
Schall, Donna R.  
Schamel, Jeanne  
Scharf, Joel  
Scharff, James  
Schas, William  
Schatz, Bernie  
Schatz, Carol  
Schatz, Steve

Schatz, Vivian  
Schaub, Thomas  
Schaumberg, Jean  
Schavone, Tracey  
Scheelen, Robert and Dolores  
Scheels, John  
schehl, ed  
scheiber, sanders  
Scheid, Ann  
Scheidler, Joe & Lee  
Scheinberg, Ron  
Scheips, Charles  
schell, jon  
Scheller, Lynn  
Schendel, Barbara  
Schendlinger, Lisa  
Schenk, Elaine  
Scherff, Barrett  
scherick, carol  
Schermer, Elizabeth  
Schermer, Ellen  
Schermer, Linda  
Schesny-Ruotolo, Michelle  
Scheubert, Donna  
Schick, John  
Schick, Katherine  
Schickler, Paul  
Schieber, John  
Schieffer, Jenna  
Schier, R. William  
Schiesser, Cathryn  
Schiesser, Jody  
Schiffer, Mark  
Schiffmann, Genevieve  
Schilken, Regis  
Schille, Charles  
Schiller, Herman  
Schimmelpfennig, Gail  
Schissler, Gina  
schleimer, ,adeline  
Schleimer, Sylvia  
Schlenger, Alan  
Schlesinger, Susan  
schliesman, Roxi  
Schlittler, Kim  
Schloss, Elliot

Schloss, Richard  
Schlueter, Laurance  
Schmalzer, Paul  
Schmeisser, Frank  
Schmid, Hermann  
Schmidhauser, John  
Schmidt, David  
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Schmidt, Gary  
Schmidt, Joel  
Schmidt, laura  
Schmidt, Peter  
Schmidt, Sarah  
schmidt, susan  
Schmidt, Wiliam  
schmiedlin, mark  
Schmill, Debbie  
Schmith, Andrew  
Schmitt II, Walter  
Schmitt, James  
Schmitt, Joan  
Schmitt, Richard  
schmitt, william  
Schmittauer, John  
Schmitz, Gladys  
Schnabel, Chelsea  
Schnabel, Erik  
Schnall, Marvin  
Schnars, Martha  
Schnebel, Sherry  
Schneeberger, S.F.  
Schneer, Andrea  
schneible, mike  
Schneider, Aloysius  
Schneider, Andrew  
Schneider, Dan  
Schneider, David  
Schneider, George  
Schneider, Gerri  
Schneider, Greg  
Schneider, Jeremy  
Schneider, Kim  
Schneider, Mark  
schneider, mary  
Schneider, Michelle  
SCHNEIDER, rory

Schneider, Vickie  
Schnellenberger, Robyn  
Schneller, Paul  
schner, susan  
Schnicke, Ursula  
Schoedler, Randolph  
Schoellkopf, Sarah  
Schoenherr, Tom  
Schoenwandt, B  
Schoenweiss, Paul  
Schoggen, Maxine  
Schoggen, Phil  
Scholl, Jeff  
Scholten, Daniel  
SCHOLZ, ERNEST  
Schoonover, L.  
Schorre, Dewey  
Schott, Chad  
Schott, Denise  
Schott, Fred  
Schowalter, David  
Schrack, Diane  
Schrader, Barry  
Schrager, Stacey  
Schramke, Carol  
Schramm, Beatrix  
Schramm, Peggy  
Schrappen, Ginny  
Schreck, Ron  
SCHREIBER, BARBI  
Schreiber, Joseph  
Schreiber, Lori  
Schreiner, Darcy  
schreurs, sue  
Schreyack, Klaus  
schrieber, jan  
schrieber, joyce  
Schriever, Susan  
Schriner, Macie  
Schrock, Renee  
Schroeder, Curtis  
Schroeder, Natalie  
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Schulman, audrey

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Schulof, Bob  
Schult, Abby  
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Schultheis, Meghann  
Schultz, Dorothy  
schultz, Jeffery  
Schultz, Joan  
Schultz, Judith  
Schultz, Lindon  
Schultz, Wm  
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Schulz, Ed  
Schulze, Phillip  
Schulze, Rolf  
Schulze, Ted  
Schumacher, Amy  
Schumacher, Miles  
Schumacher, Rachel  
Schumann, Sheilah  
Schupp, Karen  
Schurger, Jason  
Schurr, Arthur  
schuschu, carole  
Schuster, Jane  
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schut, dini  
Schutt, Mike  
Schutte, Ron  
Schutz, Arlene  
Schutz, Dorene  
Schwab, Gregory  
Schwalb, Raymond  
Schwartz, Charon  
Schwartz, Donald  
Schwartz, Donna  
Schwartz, Jamila  
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Schwartz, Jeff  
Schwartz, Judith D.  
Schwartz, Michael  
Schwartz, Sally  
Schwartz, Victor  
Schwartz, Zoe  
Schwartzwald, Frances

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Schwarz, Bill  
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Schwarz, Jorg-Michael  
schwarzbach, alvin l.  
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Schwedock, Estelle  
Schwedock, Herbert  
Schwegman, Vanessa  
Schweich, Barbara  
Schweifler, Allyson  
Schweitzer, Steve  
Schweizer, J  
Schwell, Cynthia  
Schwerdtle, John  
Schwering, Catherine  
Schwieterman, Marilyn  
Schwingle, Stacey  
Schwoerer, Katie  
Scott, Aaron  
scott, carol  
scott, Dominic  
Scott, Dorinda  
scott, gary  
Scott, Gayle  
Scott, George  
scott, graham  
Scott, James  
scott, jil  
Scott, Lawrence  
Scott, Michael  
Scott, Mike  
Scott, Paul  
scott, sidney ramsden  
Scott, Steve  
Scott, Susan Hanway  
Scott, Susanne  
scott, william  
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Scrima, Lawrence  
Scrimiger, Chris  
Scritchfield, Roberta  
scruggs, ts  
Scuder, Amanda  
scully, h v

Seals, Donny  
Sealy, Ramsey  
Sear, Tracy  
Searain, Brenan  
Searles, Dave  
Sears, Janet  
Sears, Julie  
Seaverson, Linda  
Sebastian, Scott  
Sebesta, Doyle  
Sebesta, Duane  
Seckendorf, Michael  
Seckman, Sharon  
Seclow, Rita  
Secondo, Elaine  
Secor, Karen  
Secord, Ross  
Sedmak, NoraLee  
sedon, douglas  
Sedwick, Mary  
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Seedenburg, Terry  
Seeley, Christina  
Seeley, Linda  
Seeley, Robert  
Seelman, Elizabeth  
Segal, Evalyn  
Segal, Jeffrey  
Segall, Benjamin  
Segall-Anable, Linda  
Seger, Michael  
Sego, Christopher  
seibert, john  
SEIDEL, JOHN  
Seidell, Cathy  
Seidler, Arnold  
Seifert, Fritzie  
Seigler, Donald  
Seitelman, Irwin  
Seitelman, Jeffrey  
Seitz, Susan  
Sekhon, Kanwaldeep  
Selander, Spencer  
Selbin, Susan  
Selcer, Donald  
Self, Brian

Self, Jim  
Self, Mary  
Selig, Margie  
Seligman, Bill  
Seligman, Thomas  
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Sellers, Karen  
Sells, Greg  
Selner, Sue  
Selph, Curtis  
Selquist, Donna  
Selsley, Antoinette  
Selsmeyer, Gail  
seltzer, meg  
Seltzer, Robert  
Selvage, Kim  
Semler, Dan  
Semtner, Karl  
Senay, Robert  
Senner, Gary  
Sennett, Robert  
Sennhauser, Robert  
Sens, Brenda  
Sentesy, Mark  
sepahmansour, karen  
sequeira, chris  
Sequichie-Kerchee, Debbie  
Serbousek, Steven  
Serdynski, Kimberly  
Serotta, Dorothy  
Serpico, Joe  
Serrano, Jennifer  
Serrato, Luanne  
Sertyn, Lisa  
Service, Kinsey  
Servis, jeanne  
Sessler, Andrew  
Sesto, Vilma M.  
Setaro, Renee  
Seth, Anji  
Settles, Marianna  
Seute, Darren  
Severin, Leigh  
Severson, Lisa  
severson, theresa

Sevier, Donald  
Sevitsky, Gary  
Sewald, Michelle  
Seward, Jane  
Sewell, Gloriana  
Sewick, Karen  
Sexton, Mike  
Sexton, Shannon  
Seyfried Jr, William M  
Seymour, Donna  
seymour, rosie  
shadbera, dennis  
Shadbolt, sharon  
Shadel, William  
Shadrick, Roxann  
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Shaeffer, George  
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Shafer, William  
Shaffer, Coral  
Shaffer, MaryAnn  
Shaffer-Gottschalk, David  
shagena, maria  
Shah, Subash  
Shahara, Evette  
Shainline, Michael  
Shallman, Elsy  
Shamah, Isaac  
Shamamian, Michael  
Shamblin, Susan L D  
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Shamy, Salwa  
Shanabarger, Paul D.  
Shanafelt, Maurice  
Shanahan, W. Ryan  
Shankar, Navin  
Shankel, Georgia  
Shanker, Gopal  
Shanley, Melissa  
Shannon, Cynthia  
Shannon, Frank  
Shannon, Jeremy  
Shannon, Katie  
Shannon, Robert  
Shapira, Rina  
Shapiro, Eve

Shapiro, Madeline  
Shapiro, Matthew  
shapiro, virginia  
Shapland, James  
Sharer, David  
sharer, Mary Sue  
SHARKA, RODNEY  
Sharkey, Leo  
Sharkey, Rebecca  
Sharkey, Virginia  
Sharma, Shobha  
Sharman, Lane  
sharon, judith  
sharp, lisa  
Sharp, Ronald  
Sharp, Ryan  
Sharpe, Noelle  
Sharpe, T.  
Shartar, Thyle  
Shaskin, Pat  
Shattuck, Everett  
Shaughnessy, Diane  
Shave, Jerald  
Shaw, Allison  
Shaw, Angelina  
Shaw, Ann  
Shaw, Dennis  
Shaw, Donald J.  
Shaw, Elaine  
Shaw, Jennifer  
Shay, Mike  
Shea, Steven  
sheaff, robin  
Sheahan, Maureen  
sheatzley, natalia  
Shebesta, Robert  
Shedd, Rebecca  
Sheehan, Linda  
Sheehy, Ean  
Sheets, Gabriel  
Sheets, Mary-Elise  
sheets-johnstone, maxine  
Sheetz, Jennifer  
Shefter, Barbara  
Shehadi, Charles  
sheitelman, jerome

Shelby, Allan  
Sheldon, Arthurt  
Sheldon, Jim  
Sheldon, Sam  
Shellenberger, M.  
Shelley, Ian  
Shelley, Linda  
Shelton, Amy  
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Shelton, Donnie  
Shelton, Mary  
Shematek, Judith L.  
Shemet, LaVerne D.  
Sheng, Richard  
Shenk, Jacob  
Shepard, Candace  
Shepard, Dodie  
Shepard, Larry  
Shepard, Patty  
Shepard, Philip  
Shepherd, Dallas  
Shepherd, Nikki Dublin  
Shepherd, Sally  
Sheppard, William D.  
shera, brian  
Shere, Lindsey  
Sherk, Linda  
Sherman, Elisabeth  
Sherman, Jeffrey  
Sherman, Nicholas  
Sherman, Remy  
Sherman, Robert  
Sherman, Vivian  
Sherman, William & Marianne  
Shernov, David  
sherrets, scott  
Sherrill, Sue  
sherry, fran  
Sherry, Lori  
Sherry, Vince  
Sherwood, Brian  
Sherwood, Catherine  
Sherwood, Dan  
Sherwood, Dean  
Shettel, John  
shevick, steve

Shevokas, Amanda  
Shevtsov, Yevgenya  
Shibata, Rick  
Shidler, Helen  
Shiel, Emily  
Shields, Tawnya  
Shientag-Betts, Dove  
Shifflett, Victoria  
Shigo, Loretta  
Shih, James  
shill, diane  
Shimony, Abner  
Shimooka, Charles  
Shinabarger, Theresa  
Shindle, Gary  
SHINKLE, MARK  
Shiplacoff, Josephine  
shiplacoff, julia  
Shiple, Betty  
Shiple, Edith  
Shiple, Stephanie  
shiple, steven  
Shippee, Robert  
Shippen, Mary  
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Shiro, Brian  
shishkin, rosemarie  
Shisler, Gayle  
Shivar, Marcia  
Shively, Jack  
Shockley, Laina  
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Shoemaker, Sloan  
Shoemaker, Terrance  
Shoemaker, Zachary  
Shohan, Doug  
Sholtz, Laura  
Shomer, Forest  
Shomo, Frank  
Shondell, Helen  
Shook, Emma  
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Shor, Andrew  
Shore, James  
Shore, Nora

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Shores, Janet  
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Showalter, William  
Showers, Merle  
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Shriver, Deborah  
Shubert, Richard  
Shucart, Howard  
Shuford, Carla  
Shugart, Marilyn  
Shuler, Heidi  
shuler, kristen  
Shuler, Lisiane  
Shulman, Joseph  
shulman, rose  
Shumard, Steve  
Shumate, Douglas  
Shupe, Temeca  
Shurig Jr., William  
Shuster, Marguerite  
shute, alan  
Shute, Daryl  
Shweder, Robin  
Siano, Christiaan  
Sices, David  
Sickle, Ken  
Siconolfi, Lisa  
Sidana, Anju  
Siddens, Gianna  
Sidel, Laura  
Siderski, Bill  
Sidhu, Asha  
Siebert, Cherie  
Siecke, Martin J  
Siegal, Sara  
Siegel, jeffrey  
Siegel, Rise  
Siegmann, Suzy  
Siegnier, Sandra  
Sielaff, Bruce  
Siepert, Jack  
Sierra, Daniel

Sies, Richard  
sievert, donald  
Siewert, Rae Ann  
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Sigourney, Lorna  
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Silberfarb, Elaine  
Silberman, Sara  
Silberman, Y  
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Silenzio, Vincent  
Sill, Craig  
Sillars, Rodger James  
Sills, Peter  
silva, anne  
Silva, Miguel  
silva, sandra  
Silvani, Alana  
Silveira, Priscilla  
Silver, C.E.P., Ronald H.  
Silver, Dan  
Silver, Ira  
Silver, Margaret  
Silver, Steve  
Silverio, Alexander  
silverman, ann  
Silverman, Marc  
Silverman, Ruth  
Silverman, Sherri  
Silvern, Robert  
Silvernale, Dana  
Silverstein, Barbara  
silverstein, sasha  
Simandl, Ann  
Simenson, Terry and Katie  
Simeone, Sara  
simes, debra  
Simington, Birl  
Simington, Linda

Simmers, Toni  
Simmons, Andrew  
simmons, cymone  
Simmons, David  
Simmons, Erin  
simmons, gary  
Simmons, Gary  
Simmons, Jason  
Simmons, Joseph  
Simmons, Paul  
Simmons, Sandy  
simmons, steve  
simmons, william  
Simms, Barbara  
Simms, Donna  
Simms, Lawrence & Alison  
Simon, Brenda  
simon, joan  
Simon, Martha  
Simon, Philip  
Simon, Robert  
simon, sara  
Simon, Thomas  
Simonds, chad  
Simonds, Geoff  
Simonds, Meg  
Simons, Margaret Rose  
Simonson, Carlton  
Simonson, Shawn & Denise  
Simons-Streck, Soraya  
Simotas, Daniel  
Simpson, Frances  
Simpson, Gary  
Simpson, Kim  
Simpson, Malcolm  
Simpson, Michal  
Simpson, Suzanne  
Simpson, Walter  
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Sims, Janice  
Sims, Ph.D, Harold  
Sims, Rev. Ronald L.  
Simun, Mary  
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Singer, Barbara  
Singer, Greg

Singer, John  
singer, ron  
Singh, Kayani  
Singleton, Antonia  
Singleton, Jonathon  
singleton, kate  
Siniard, Susan  
Sinjem, Michael J.  
Sinnamon, Andrew  
Sipl, Nick  
Siraco, Adria  
siracusa, susan  
Sirk, Katie  
Sirmans, Liviana Elisa  
Sirotek, Jonathan  
Siskind, David  
Sitomer, Joan  
Sitrick Jr, James  
Siu, Audra  
Sivan, Vidya  
Sivesind, Torunn  
Sjolin, Susan  
Skadden, Stuart  
Skaff, Nancy  
Skidmore, Mike  
Skidmore, Savannah  
skinner, will  
Skirvin, Laurence  
Skjersaa, Nadine  
Sklar, Martha  
Skruzacek, Chelsea  
Skoglund, Sheryl  
Skolte, Joyce  
Skrzynecki, Richard  
Skup, Deb  
Slagoski, Jeremy  
Slaman, Dave  
Slattery, Leda  
Slauson, Kevin  
Slaven, Charmaine  
Slawson, Bob  
Slawson, David  
Sleator, Richard  
Sleeper, Stephen  
Sliney, Robyn  
Sliwa, Rebecca

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Sloan, Ellen  
Sloan, m.d., matt  
Sloan, Maureen  
Sloan, Rita  
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Slone, Carey  
Sloneker, Sam  
Slotnick, Halli  
Slotterback, Sean  
Sluka, Peter  
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Small, Cheryl  
Small, Sally  
Smallman, Sassy  
Smart, Judith  
Smathers, Gary  
Smath-LeFebvre, Julia  
Smay, Betty  
Smedick, Mark  
Smedley, John  
Smedley, Sue  
Smetana, Margaret  
Smith, Ahmad  
Smith, Alex  
Smith, Alex  
Smith, Alfred  
Smith, Amber  
Smith, Angela  
Smith, Arlene  
Smith, Arlene  
Smith, Barbara  
Smith, Ben  
Smith, Bob  
Smith, Brian  
Smith, Brian  
Smith, Brian  
smith, caroline  
Smith, Catherine  
Smith, Catherine Arnoldi  
smith, christopher  
Smith, Dakota  
Smith, David  
Smith, David L.  
Smith, Dawn  
smith, deanna

Smith, Dennis  
Smith, Dia  
Smith, Ellen  
Smith, Eric  
Smith, Erin  
Smith, Ernest  
Smith, Gabriella  
Smith, Georgi  
Smith, Gordon  
Smith, Grace  
smith, greg  
Smith, Holly  
Smith, Irvin  
Smith, James  
Smith, Jay  
Smith, Jeff  
Smith, Jennifer  
Smith, Jennifer  
Smith, Jennifer  
Smith, Jerry & Susan  
Smith, Jim  
Smith, John  
Smith, John T.  
Smith, Julie  
Smith, Julie  
smith, karl  
Smith, Katie  
Smith, Kevin  
Smith, Kevin  
Smith, Lee  
Smith, Linda  
Smith, Lois  
Smith, Lori  
Smith, Machel  
Smith, Mack  
SMITH, MADELEINE  
Smith, Maria  
Smith, Mark  
Smith, Marsha  
Smith, Mary  
Smith, Mary  
Smith, Matilda  
Smith, Matthew  
Smith, Michael  
Smith, Michael  
Smith, Michele

Smith, Miranda  
Smith, Myra  
Smith, Najwa  
Smith, Nancy  
Smith, Nancy  
Smith, Pam  
smith, pat  
smith, paul  
smith, paul  
Smith, Paul  
Smith, Peter B.  
Smith, Randall  
Smith, Robert  
Smith, Roland  
smith, sagen  
Smith, Sara  
Smith, Seth  
Smith, Shannon  
Smith, Sheila  
Smith, Shirley  
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smith, stacey  
Smith, Stacey  
Smith, Stephen  
Smith, Steven  
smith, stewart  
Smith, Teresa  
Smith, Terri  
Smith, TK  
Smith, Tone  
Smith, Valerie  
Smith, Vicki  
Smith, Virgie  
Smith, Wesley  
Smith, William  
Smith-Rushton, Janet  
Smoak, Copley  
Smoke, Henry  
Smylie, Diane  
Smythe, Bryan  
Snavelly, Conrad  
Snider, Jim  
snider, molly  
Sniegocki, John  
Sniegowski, Robert  
Snively, Chris

Snodderly, Shondra  
Snook, Dick  
Snope, David  
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Snow, Patricia  
Snow, Peter  
Snow, Rosemary  
Snowberger, Vince  
Snowden, Patricia  
Snyder, Brad  
Snyder, Christine  
Snyder, Donna  
Snyder, John  
Snyder, Mark  
Snyder, Robert  
Snyder, Roxann  
Snyder, Shaun  
snyder, suzanne  
Soares, Roger  
Sobanski, Sandra  
Socarras, Marie  
Sodd, Mary  
Soderstrom, Michele  
Sodomka, Mary Lou  
Soffler, Judy W.  
Sohn, Michele  
Soifer, Arthur  
Sokol, Hilda  
sokolovits, jan  
Sokolow, Fred  
Solano, Renee  
Solarz, Susan  
Solem, Bruce  
Soler, Ondina  
Solie, Erica  
Solomon, Danielle  
Sommers, Chris  
Sondak, Karen  
Sondrup, Todd  
Sonenstein, Joann  
Songer, Betty  
Sonnenblick, Rachel  
Sonnie, David  
Sonoda, Charlotte  
Soots, Jim  
Soper, Anita

Soraghan, Conor  
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Sorensen, Elaine  
Sorensen, frances  
soria, peter  
sorin, susanna  
Sorkin, Marshall  
Soroos, Carol  
Sosa, Madeline  
Sosnowski, Juliet  
Soto, Alexis  
Soto, Gloria  
Soto, John  
Soto, Merian  
Sottilaro, Mark  
SOULE, MICHELLE  
Soulliere, Dacia  
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Southard, Mary  
Southerland, Ada  
Southwick, Cornelia  
Southworth, Leela M.  
Southworth, Philip  
Souza, Michael  
Sower, David  
Sowinski, John  
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Spacone, Marc  
Spadola, Suzanne  
Spaeth, Stacie  
Spaeth, Steven Slagle & Jane  
Spahn, Debbie  
spakowski, jeff  
Spangler, Will  
spar, jon  
Sparks, Kirk  
Sparks, Rick  
Spatz, Gregory  
Spaulding, Stephen  
Spayne, Nikolas  
spearing, joan  
Spears, James  
Spears, Jesse  
Speck, Monica  
Speck, Paul  
Speedling, Kendra

Speer, Julia  
Speicher, Denise  
Speicher, Mitchell  
Speir, Barbara  
Spence, James  
Spence, Tabitha  
Spencer, Andrea  
Spencer, Carole  
Spencer, Jennifer  
Spencer, Karen  
Spencer, Marjorie  
Spendelow, Jeff  
speregen, kathy  
Sperelakis, Nicholas  
Spevak, Edward  
Spiegelberg, Barbara  
Spielvogel, Barry  
Spillane, Joseph  
Spindel, Martin  
Spindelilus, Earendil  
Spinelli, Lucia  
Spink, Elizabeth  
Spirito, Carlo  
Spirito, Louis  
Spiro, Mark  
Spitalny, G. Mark  
Spitsbergen, Karen  
Spitzer, Amanda  
spitzer, charles  
Spokony, Irving  
Sponheim, Sarah  
Spoon, Henrik  
Spotts, Richard  
Spradlin, Karen  
Spradling, Richard  
Sprague, Jeanne  
Spring, Woodson  
Springer, Donald  
Springer, Elaine  
Springer, Jytte  
Springer, Maria  
Springer, W. Todd  
Springfield-Verna, Karen  
Spromberg, bonnie  
Sprowls, David  
Spurgeon, Jesse

Squier, Sheila  
squires, cynthia  
Squires, Emma  
srini, jaya  
Sroat, Ena  
St.John, Lynn  
Staats, Gwen  
Staats, jean  
Stabile, Michael  
Stacey, Karen  
Stack, Mary  
Stackhouse, Phyllis Anastasio  
Stackman, Marshall  
Stackman, Robert  
Stadlin, Dawn  
Staggemeier, Anne  
Stagman, Gail and Dr. Robert  
Stahl, Charlotte  
Stahl, Maria  
Stahl, Peggy  
Stahler, Ryan  
stahlman, shelley  
Stahr, Annette  
Staley, David  
staley, kim  
Stallings, Fran  
Stamp, Barbara  
Stanback, Fred  
Standley, Laurel  
Standley, Vicki  
Stanford, Amanda  
Stanford, Herman  
Stanford, James  
Stanford, Lori  
Stange, Elizabeth  
STANISH, MICHAEL  
Stankavage, JoAnn  
Stanley, Brian  
Stanley, David  
Stanley, E. Richard  
Stanley, Jerry  
Stanley, Phyllis  
Stanley, Steve  
Stanley, Terri  
Stansbery, Steven  
Stanton, Christina

stanton, mark  
staples, lynne  
Stapleton, Bernie  
Star, Benjamin  
Starbuck, Lucy  
Stark, Chester  
Stark, Diana  
Stark, Erik  
Stark, Lorraine  
Stark, Mel  
Stark, Nathan  
Starks, Sarah  
Starkweather, Catherine  
Starr, Elaine  
Starr, Julie  
Starr, Laurel  
Starr, Leah  
Starr, Penelope  
Starr, Phil  
Stasiak, Kim  
States MD, James  
Stathakopoulos, Anesti  
Statler, Susan  
Stauber, Michael  
Staubly, Andrew  
Stauffer, Brian  
Stavisky, William  
Stearns, Jason  
stearns, lesley  
stecker, neil  
Stedman, Jane  
Steele, Donna  
Steele, Elissa  
Steele, Sandra  
STEENSRUD, MARY  
Steeves, Kari  
Stefanou, John  
Steffen, Bridgette  
Steffen, Eric  
Steffen, Lynne  
Steffen, Yvonne  
Steffens, Howard  
Stegath, Keith  
Stegemann, Karen  
Stein, Debbie  
Stein, Dennis

Stein, Howard  
Stein, Marc  
stein, mary  
Stein, Richard  
stein, sandra  
Stein, Sara  
STEINBACHER, WIL  
Steinberg, Miriam  
Steindler, Patricia  
Steininger, Robert  
Steinke, Greg  
steinmann, sue  
Steinolfson, September  
Steitz, Diane  
STELLA, LEO  
Stelling, Barry  
Stelling, Pete  
Stenglein, Randy  
Stenman, John  
Stentzel, Lawrence  
Stenzel, Lois  
Stepchin, Lorraine  
Stephens, Lola  
Stephenson, Deborah  
Stephenson, Jonathan  
Stephenson, Mayme  
Stepien, Valerie  
Steranko, Marilyn  
Stern, Eugene  
Stern, Rachael  
Stern, Carl  
Stern, Elizabeth  
Sterzing, H. Keith Mephodie  
Stetler, David  
Stetler, Saor  
Steuck, Gordon  
Steuer, Arthur  
Steuer, Jon & Martha  
Steva, Megan  
Stevens, John  
Stevens, Lois  
Stevens, Mark  
Stevens, Richard  
Stevens, Sally Jean  
Stevens, Thomas  
stevens, trish

Stevenson, Bob  
Stevenson, Jan  
stevenson, peter  
Stevenson, Todd  
Steward, Jan  
Stewart, Allen  
Stewart, Carl  
Stewart, Dr. John M.  
Stewart, Edward  
Stewart, George  
Stewart, Jean  
stewart, larry  
Stewart, Leslie  
stewart, mary  
Stewart, Nancy  
Stewart, Richard  
Stewart, Richard  
Stewart, Robert  
Stewart, William  
Stibolt, Tom  
Sticht, Wanda  
Stieber, David  
Stiefel, Nancy  
Stierwald, Jonathan  
Stiles, Pamela  
Still, Karen  
Stiller, Steven  
Stilwell, Carl  
Stimpert, Jacqueline  
Stimpson, Sandra  
Stine, Bill  
stinson, becky  
stinson, eddie  
Stiteler, Reggie  
Stober, Paula  
Stock, Roy  
Stock, Terence  
Stockbridge, Hyla Hurst  
Stocker, Anne  
stocker, lisa  
stocker, michael  
Stocks, Jackie  
Stockton, Daniel  
Stoddard, Karen  
Stoddard, Ronna  
STOELZEL, JUNE

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Stoker, Dean  
Stokes, Bettina  
Stokes, Debra  
Stokes, Diana A.  
Stokes, Will  
Stoleroff, Debra  
Stoll, David  
Stolpe, Tammi  
Stoltzfus, Jonas  
Stone, Ann  
Stone, Barbara A.  
Stone, Deborah  
Stone, Elizabeth  
Stone, Ema  
Stone, Gaynell  
Stone, George  
Stone, Grace  
Stone, Harry  
Stone, James  
Stone, Jennifer  
Stone, Kelly  
Stone, Mark  
Stone, Paula  
Stone, Peter  
Stone, Ransom  
Stone, Reba  
Stone, Ronald  
Stone, Suelen  
Stone, Tom  
STONE, WILLIAM  
Stoneberg, Debra  
Stonesifer, Clarence  
Stong, Linda  
Stonier, Polly  
Stoolmiller, Mike  
Stopa, Irwin  
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Stotler, Jack  
Stottlemyer, Janet  
Stotts, Bruce  
Stout, Alan  
Stout, Angela

Stout, David  
Stoutenburg, Eric  
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Strangstad, Lynette  
Strasburg, Jack  
Strasser, E. George  
Strathmann, Nicole  
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Strauss, Paul  
Straw, Jeanne  
Strazzarino, Betsy  
STREBECK, ROBERT  
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Street, Nicole  
Streeter, Frank  
Streit, Angela  
Strength, Teresa  
Stricherz, Gregory  
Strickholm, Harry  
strickland, blaine  
Strickland, Carol  
strickland, joyce  
strickland, tracy  
Strickler, John  
Stricks, Brigid  
Strini, Thomas  
Stripling, Marilyn  
Strolle, Mark  
Strom, Rivka  
Strong, Mark  
Strong, Tim  
Strongin, Arthea  
Strother, Christina  
Strother, Gordon  
Stroud, Patrick  
Stroud-Speyers, Susan  
Stroup, Marylyn  
strowman, cye

Struble, Diane  
Struckhoff, Matthew  
Struckmeyer, Frederick  
Stuart, Arlene  
Stuart, Michael  
Stuart, Paul  
Stuart, Robert  
studebaker, william  
Studt, Patrick  
Stulberg, Sita  
Stumpf, Jean  
Stupka, Daniel  
Sturgeon, James  
Sturgeon, Stephen  
Sturges, Dale  
Sturt, Debbie  
Sturtz, Katherine  
Stutes, Earl  
Stutman, Elsa  
Stutzbach, Jill  
Styer, Bill  
Styers, Steven  
Stynes, Andrew  
Styve, Orloff  
Subaasini, Sherene  
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Suchorsky, Michael  
Sucidlo, BJ  
Suda, Laura  
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sudsataya, margery  
Sueoka, Margaret  
Suffian, Fred  
Suissa, Rachelle  
Suits, Kathy  
Sukumar, N.  
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Sullivan, Christine  
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Sullivan, James  
SULLIVAN, JAMES  
Sullivan, Kathleen E.  
Sullivan, Kelly  
Sullivan, Laura

Sullivan, Lauren  
Sullivan, Lawrence  
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Sullivan, Linda  
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Sullivan, Marie  
Sullivan, Melissa  
Sullivan, Meribeth  
Sullivan, Patrick  
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Sullivan, Robert  
Sullivan, Teresa  
Sulpar, Todd  
Summers, Bob  
Summers, Bonnie  
Summers, Mary  
Summers, Michelle  
Summers, Paula  
Summerville, John  
Sumrall, Amber  
Sunderland, Ann Marie  
Sundial, Sharon  
Sunshine, Aaron  
Sunshine, Jane  
sunnyb, Patrucua  
Suppies, Karen  
surdyk, john  
Surprenant, Gary  
Surprenant, Robert  
sussman, beryl  
Suta, Mary  
Sutcliffe, Renae  
Suter, Emanuel  
Suter, Lotta  
Sutherland, Clarine  
Sutherland, Karen  
Sutphin, Andrew  
Sutton, Brian K.  
Sutton, Constance  
Sutton, Ellyn  
Sutton, Janet  
Sutton, JoAnne  
Suzuki, Lorraine  
Sverdlove, Ronald  
Svitek, Robert  
Swackhammer, Chuck

Swafford, Polly  
Swales, Jon  
Swaim, Jerry  
Swaim, Lenore  
Swan, Joan  
Swan, Russell  
Swan, Trevor  
swanson, joe  
Swanson, John  
Swanson, Michael  
swanson-davies, linda  
Swarr, Angela  
Swartzel, Paul  
Sweeney, Dennis  
Sweeney, Dennis  
Sweeney, Heather  
Sweeney, Kevin  
Sweeney, Kevin  
Sweeney, Tammi  
Sweet, Charlee  
Sweet, Sala  
Swezey, Richard  
swardlow, michael  
Swid, Leslie  
swierkosz, joe  
Swift, Charles  
Swift, James  
Swift, Leonard  
Swiger, Edmund  
swim, karen  
Swimsaway PhD, Rev. Crow  
Swindall, Sandra  
Swinney, Harry  
Swinney, William  
Swint, Holly  
Switlik, Mary  
Switzer, Paulette M.  
Swyers, Matthew  
Swyers, Nancy  
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Sygman, Wayne  
Sykes, Chris  
Sykes, Shirley  
Sykora, Lyle  
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Sylvester, Robin

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Synkowski, EvaClaire  
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Szabo, Joseph  
Szczepankiewicz, Andrea  
szczuka, frank  
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Sze-To, Mark  
Szymanowski, Paul  
Szymanski, Deb  
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Tabb, Linda  
Tabib, Michael  
Tabor, Jeremy  
Tabor, Sally  
Tabor-Beck, Linda B.  
Tackett, Michael  
Taeckens, Michael  
Tafel, Thomas  
Taft, Sarah  
Taggart, Thomas  
Taggert, Deborah  
Tagliento, Daniel  
Tainsh, Cynthia  
tait, allison  
Taitel, Max  
Takaht, Cynthia  
Takatsch, Julie  
Takelal, Grace  
Talamo, David  
Talbert, Wilkie and Patricia  
Talbot, James  
Talbot, Loren  
talboys, cynthia  
Tallent, Anne  
Talley, James W. "Wes"  
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Tallmadge, Scot  
Talone, Richard  
Tam, Geoffrey  
Tamashiro, Joyce

Tamayo, Amarilys  
Tamm, Ryan  
Tammany, Susan  
Tamo, Eric  
Tan, Frances  
Tan, Thomas  
Tanaka, Dianne Kadah  
Taney, Madeleine  
Tangney, John  
Tanguay, Adrien  
Tanner, Heather  
TANNER, JAMES  
TANNER, JOHN  
Tao, Kazuko  
Tapia, Jorge  
Tapia, Vanessa  
Tapley, Dorinda/Dennis  
Taplinger, Arthur  
Taranowski, Heath  
Tarantino, Ethel  
Tarbell, David  
Tarbox, William  
Taschereau, Eileen  
Tasker, David  
Taslitz, Joan  
Tate, Ann  
Tate, Brant  
Tate, Teresa  
Taub, Hans  
Taussig-Lux, Brian  
tawa, brigitte  
Taylor, Alan  
Taylor, Carolyn  
Taylor, Darryl  
Taylor, Elizabeth A.  
Taylor, Heather  
Taylor, Imogen  
Taylor, J. Holley  
Taylor, James  
taylor, jay  
Taylor, Jennifer  
Taylor, John  
Taylor, Lawrence  
Taylor, Linda  
Taylor, Marc  
Taylor, Marie

Taylor, Mary  
Taylor, Mason  
taylor, nancy  
Taylor, Norman  
Taylor, Robert  
Taylor, Sarah  
Taylor, Stanford  
Taylor, Tim  
Taylor, Timothy  
Taylor, Walter  
Taylor, William  
Taylor, Zelma  
Teague, Tamara  
Teague-Cooper, Vicki  
Tebben, Sharon  
Teder, AM  
Tedeschi, Peter  
Tedesco, Terry  
Teeter, Kristin  
Teevan, John  
Tefft, Stanton  
Teich, Ann  
teichen, craig  
Teicher, Luz  
Teifke, Fred  
Teitcher, Ed  
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Teixeira, Kristina  
Tekverk, Tracy  
Telfair II, Ph.D., Ray C.  
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Temple, Peter  
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Tendler, Marlene  
Tenenbaum, Joan  
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Tenney, Joanne  
Tenscher, Alan  
Teodori, Carol  
Teplin, Lynne  
Tepper, Ella  
Terbot, Lee & Charlotte  
Terhune, Gregory  
Terra, Xo

Terranova, Anthony  
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terris, susan  
Terra, Aileen  
Terry, Barbara  
Terry, Marcia  
Terry, Rod  
Tersol, Antony  
Terwilliger, Don  
Tesch, Sarah  
TeSelle, Eugene  
Teslik, Colleen  
Tester, Melissa  
Tethys, Yara  
Tetro, Barbara  
Teudt, William  
Teunissen, Christina  
Tezla, Michael  
Thadani, Lakshmi  
Thaler, Gary  
Thames, Marc  
Tharp, Lily  
Thatcher, Diana  
Thayer, John Alden  
Thayer, Sue  
Theile, Rick  
Theiss, Alison  
Themelis, Karen  
Themelis, Pamela  
Therese, Maria  
Thibault, Doris  
Thibeault, Raymond  
Thibodeaux, David  
thiel, elise  
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Thierry, Amy  
Thinesen, Pamela  
Thixton, Sandra  
Thodos, Diane  
thomae, laura  
Thomas, Ben  
Thomas, Bill  
Thomas, Carolyn  
Thomas, Charles E  
Thomas, Charlotte  
Thomas, Christine

Thomas, Craig  
thomas, deb  
Thomas, Donna  
Thomas, Elaine  
Thomas, Erika  
Thomas, Geoffrey  
Thomas, Grantham  
Thomas, James  
Thomas, Jennifer  
Thomas, Jennifer  
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Thomas, Joan  
Thomas, Kim  
Thomas, Linda Garrish  
Thomas, Lorie  
Thomas, Pamala  
Thomas, Patti  
Thomas, Stephanie  
Thomas, Thomas  
Thomas, Tucker  
Thomas, Vic  
Thomas, WEG  
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Thompson, Arleen  
Thompson, Charley  
Thompson, Deanne  
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Thompson, J. Ellen  
Thompson, James  
Thompson, Janis  
Thompson, Jeanne  
Thompson, Jeremy  
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Thompson, Jim  
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thompson, john  
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Thompson, Sara  
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Thompson, Stacy  
Thompson, Tammy  
Thompson, Thelma D.  
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Thompson, Wayne  
Thompson, yamira  
thoms, malcolm  
THOMSEN, ZACK  
Thomson, Arran  
Thomson, Beth  
Thomson, Jennifer  
Thomson, Kenneth  
Thomson, Rob  
Thomson-Burns, Jesse  
Thorkildsen, Erik  
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Thornhill, Ron  
Thornley, Dana  
Thornton, Edward  
Thornton, Leah  
Thornton, Leonard  
Thornton, Robyn  
Thornton, Thomas  
Thornton, William  
Thorpe, Kristina  
Thrall, Elizabeth  
Thrall, Margaret  
Thrantell, Mary  
Thrash, Cathy  
throckmorton, carl  
Thu, Eric  
Thuot, Michael  
Thurgate, Nan  
Thursh, Joan

Thwing, Kirby  
Tiarks, Daniel  
Tibbetts, Caroline  
Tibbitts, Richard  
Tice, Lincoln  
Tichman, Nadya  
Tickner, Lana  
Tidwell, William  
Tiel, Barbara  
Tierney, James  
Tietje, Kim  
Tietjen, Betsy  
tietze, g  
tihista, ferd  
Tildes, Katherine  
Tillement, Lindy  
Tilles, Nurit  
Tilley III, merritt  
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Tillotson, Rev. Dr. Christina  
Tilman, Joe  
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Timko, Cheri  
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timmerman, don and roberta  
Tindale, Scott  
Tindol, Lolly  
Tinker, Carmen  
Tinkham, Janice  
Tippens, Rebecca  
Tiritilli, Gerald  
Tischhauser, John  
Tischler, Hans & Alice  
Tiura, Heidi  
Tobacman, Jessica  
Tobia, Blaise  
Tocci, Carmine  
Tocha, Susan  
Todd, Barbara  
Todd, Laurie  
Todd, Susan  
Todt, Earl  
Tokuyasu, Taku  
Tola, Lorie  
Tolbert, Tonya

Toler, Jim  
Tollner, Margaret  
Tollstrup, Catherine Allin  
Tom, Kevin  
Tomasello, Janine  
Tomaszewski, Melissa  
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Tomkinson, Candy Pope  
Tomlin, Pat  
Tomlinson, Linda  
Tomlinson, Michael  
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Tompkins, Greg  
Tompkins, Howard  
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ton, tung  
Toner, David  
toner, william  
Toney, HR  
Tonitto, Christina  
Tonoff, Lois  
Tonsberg, Barbara  
Toomey, Patrice  
Torgan, Burt  
Torrenga, Joy  
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Torres, Virginia M  
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Torrieri, Lisa  
Torrione, Peter  
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Toth, James  
Toubia, Monique  
Tourigny, Diane  
Tower, Bill  
Towfic, Samira  
Towle, Laird  
Townsend, Kristine  
Townsend, Marianna  
Townsend, Patricia  
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Townsend, Sara  
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Townsend-Small, Amy  
tozzi, jennifer  
Trachsel, Gay

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Tracy, D. A.  
Tracy, Joy  
Tracy, Kyle  
Tracy, Melvin  
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Tramutolo, David  
Tran, Victor  
Trapp, Gene  
Trason, Dennis  
Trauth, Melissa  
Trautman, Marianne  
Traver, Sarah  
Travis, Judi  
Travis, Teri  
Trawitzki, Tony  
Trayer, David  
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Treffry, Nancy  
Trehan, Indi  
Treiber, Scott  
Treleven, Dennis  
Tremain, Roy  
Tremblay, Diane  
Tremlin, Jacqueline  
Tremper, Clare  
Tremper, Irene  
Trent, John  
Trent, Timothy E.  
Trenwith, Michael  
Tretter, Kathryn  
Treuhardt, Tamara  
Tribble, Kasey  
Triller, Verna  
trillin, kathy  
Trimper, Robert  
Trinh, Diep  
Trinh, Phi  
Triplett, Christopher  
Tripoli, Vicki  
TRITTEN, JEFF  
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Tronnes, Carole

Trott, Anne  
trott, silvia  
Troulis, Michael  
Troup, John  
Trout, Owen  
troxler, philip  
Troyano, Paul  
Truax, Brian  
Truax, Wayne  
Trufan, Hal  
Trujillo, Julia  
Trujillo, Yolanda  
Trull, Thomas  
Trumbore, Conrad  
Trupin, Joel  
tryles, gael  
Trzcinski, Richard  
Tsombanis, Christopher  
Tuber, Jack  
Tucker, Andrew  
Tucker, Brenda  
Tucker, Elaine  
Tucker, Greg  
Tucker, Michael  
Tucker, Richard and Zena  
Tucker, Robb  
Tucker, Sara  
Tudisco, Steve  
Tuff, Paul  
Tulley, Nancy  
Tullius, Michael  
Tuma, Michael  
Tumarkin, Alexandra  
Tumarkin, David  
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Tumpis, Jean  
Tundermann, Annie  
Tunell, Dawson  
Tung, Aiting  
Turgeon, Jeanne  
Turgeon, Valerie  
Turiello, Brenda  
Turk, Kendra  
Turkot, Frank  
Turley, Lynne  
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Turner, Jeffrey  
Turner, Laurie  
turner, liz  
Turner, Mary  
Turner, Thomas  
Turner, William  
Turnoy, David  
Turpin, Steven  
Turrabiartes, Sarai Martinez David  
Turrigiano, Gina  
Tuton, Marc  
Tutor, Carol  
Tuvim, Michael  
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Twery, Raymond  
Twiss, Nancy  
Twitchell, Terry  
Twohig, John  
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Tyler, James  
Tyler, Ph.D., Margaret G  
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Tyree, Cheryl  
Tyree, Ronda  
Tyrrell, LISA  
Tyson, James  
Tytlar, Paula  
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UEBELE, SANDY  
Uecker, Paul  
Ugolik, Lori  
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Ullery, Richard  
Ulmer, Gene  
Ulmer, John  
Ulrey, Timothy  
Ultican, Lanna  
Umble, Ethel  
Umphries, Luther  
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Underwood, Gerald  
Underwood, Wayne  
Ungar, Elizabeth

Ungar, Israel  
Ungar, Jon  
Ungar, Leslie  
Ungarett, Lorri  
Ungaro, Savin  
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Unger, Michelle  
Unger, Thom  
unger, wendy  
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Updegraff, Dewey and Patricia  
Updegrove, William  
Upshaw, Mary  
UPTON, ELIZABETH  
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Uravich, Terri  
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Urban, Janine  
Urban, Joanne  
Urciuoli, Stephen  
Urquhart, Judy  
Urrutia, Jack  
Usher, Victoria  
Usilton, Jack  
Usinger, Gary  
Utley, William  
Utter, Steven  
Utzig Jr., Albert  
Utzman, Don and Ruth  
uwanawich, dorothy  
V, William Welburn  
Vaccaro, Terry  
Vachon, Paloma  
Vadeboncoeur, Matthew  
vail, ken  
Valdes, Kathleen  
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Valenta, Rebecca  
VALENTI, HENRY  
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Valentin, Gabriela  
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Valentine, Jennifer  
Valesano, John  
Valic, Jennifer  
Valigorsky, Shay

Valikov, Ena  
Valle, Jacqueline  
valles, ralph  
Vallor, Honor  
valsangiacomo, fulvio  
Valtri, Vivian  
Van Alyne, Devon  
van Asch van Wyck, Hubert and Susan  
Van Blargan, Joseph  
Van Damme, Deborah  
van Davis, Barbara  
van der Harten, Arthur  
van der Veen, Mary  
van der Westhuyzen, Deneys  
Van Dril, William  
Van Dyke, Marijo  
Van Engelen, Krista  
Van Erven, Ronald  
Van Etten, Charley  
Van Frost, Ward  
Van Geet, Otto  
Van Heusen, Arianna  
Van Houten, Corinne  
Van Iderstine, D.A.  
Van Kirk, James  
Van Kolken, Robert  
Van Le, Luan  
Van Leunen, Alice  
van Lingen, Claude  
Van ness, Madeline  
van Oppen, Rose  
Van Pelt, Stefanie  
Van Wert, Linden  
van, pete  
vanasse, phil  
VanBuskirk, Charles  
Vance, Darren  
Vance, Neal  
VanCleaf, Charles  
vancott, gary  
Vandenbos, Amelie  
Vanderburgh, Susan  
Vanderkolk, Donald  
Vanderkooi, Lois  
Vanderleelie, Roy  
VanderMast, Marcia

Vanderstar, Beth  
VanderWaal, Eric  
VanderWyst, Anton  
Vandiver, Diane  
Vandivere, Stephen  
vandivier, robert  
VanFossen, Nikki  
Vanhook, Jessica  
VanHorne, Jennifer  
Vanisi, Annie  
Vanlandingham, Mike  
Vanne, Solenne  
Vanstrum, Glenn  
Vanture, Nancie  
Vargas, Janis  
Vargas, Roberto Angarita  
Vargo, Corliss  
Varian, Linda  
varner, jerry  
Varner, Nancy  
Varney, Karen  
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Vartanian, Philip  
varvatsis, athanasios  
Vasek, TJ  
Vasil, Alyse  
Vaughan, Christopher  
VAUGHAN, LEE  
Vaughan, Michael  
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Vaughn, Leon  
Vaughn-Arnold, Mieke  
Vaught, Kevin  
Vaupel, Claudia Vergnani  
Vavra, Gale  
Vavrek, Ayesha  
Vazquez, Nitzia  
Veasey, Michelle  
Vecchia, Yvonne  
Vecchio, Michael  
Vedvik, Gary  
vee, ordell  
Veenstra, David  
Vega, Joseph  
Vehige, Andrew  
Veit, Laura

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veldman, anne  
velez, james  
velez, tony  
Velie, Matthew  
vellette, sandra  
Veltman, Beverly  
Vemulapalli, Rama  
venable, christie  
Venable, Ellen  
Vennes, Martha  
ventiera, john  
Ventura, Augusto  
Ventura, Susan  
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Verdieck, James  
Verdugo, Emilio  
verdugo, jacqie  
Veremko, Cara  
Verga, Carol  
Verges, Michelle  
Vergun, Pam, Rob, Miko, and Isaac  
VerMeulen, Rebecca  
Veronesi, Norman  
Verruni, Lauren  
Versenyi, Adam  
Verzosa, Trudy  
Vesperman, Gary  
Vetrini, Albert  
Vetsch, Kim  
Via, E. Jane  
Viacrucis, John  
viano, angel  
Vibert, Joan  
Vice, Daniel  
Vicek, Thomas  
Vick, Carson  
Vickerman, Danel  
Vickery, Tommy  
Victor, Laurence  
Vidal, Carlo  
vidam, donna  
Vido, Judith E.  
Viehmann, Norman  
Vieira, John  
VIERHUS, RICK

View, Kathleen  
Vieweg, Kathleen  
Viglia II, Peter  
Vignola, Radha  
Vigor, Craig  
Viken, Barbara  
Villa, Bea  
Villacorta, Kenny  
Villalta, Peter  
Villasenor, Adriana  
Villavicencio, Alan  
Villavicencio, Ricardo  
Villegas, Walter  
Villforth, Robert  
vincent, burnell  
Vincent-Cowan, Paula  
Vinciguerra, Kenneth  
Vines, Deborah  
viney, James  
vinson, james  
Vinson, Jane  
Vinson, John  
Vipond, Ariel Vipond  
Virga, Beatrice  
Visnich, William  
vitagliano, cindy  
Vitale, Ruth  
Vitulli, Debbie  
Viveiros, George  
Vives, Van  
vivian, mark  
Vivlamore, Dianne  
Vlasopolos, Anca  
Vocke, Robert  
Vocke, Sharon  
Voegele, Dawnielle  
Voeller, Estelle  
Voet, Judith  
Vogas, James  
Vogel, Michael  
Vogel, Nathan  
Vogel, Suzanne  
Vogelgesang, Dan  
Vogin, Gary  
Vohwinkel, David and Dawn  
Voight, Mary

Voigt, Jim  
Volk, Karl J.  
Volkomer, James  
Volpe, Harriet  
volpe, joe and mary  
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von Borstel, Bruce  
Von Bramer, Jim  
von Briesen, Katrina  
von Briesen, Rachel  
von Giebel, Robert  
Von Himmel, Anita  
Von Kundra, Cassa  
Von Pierce, Jo  
von Platen, Brigitte  
von Voigtlander, Philip  
vonthal, byron  
VonZastrow, Wilfred  
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Vorel, Cory  
Vorvor, chris  
Vorwald, Robert W  
Vosburgh, Mark  
Vosler, Anne  
Voss, Barbara  
Voss, Erika  
Voss, Marlana  
Votek, Deborah  
Voth Jr, Ted  
VourosCallahan, Pamela  
Voytas, Paul  
vrabec, serge  
Vranka, Janice  
Vreeland-Long, Lauren  
W, R  
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Wachspress, Ruth  
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Wade, Chris  
Wade, Lillian  
Wade, Marco  
Wade, Norma Jean  
Wadsworth, John  
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Wageman, Elysse

Wagenfeld, David  
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Wagner, Carol C.  
Wagner, Cheryl  
Wagner, Eric  
Wagner, G. Blu  
Wagner, Joanne  
wagner, judith  
Wagner, Mark  
Wagner, Michael  
Wagner, Richard  
Wagner, Richard  
Wagner, Robert  
Wagner, Robert  
Wagner, Sandra  
Wahl, Tara  
Wahman, Susan Tabor  
Wahosi, Mare  
Wakana, Mildred  
Wake, Richard  
Wakefield, James  
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Walcott, Jessica  
walczak, Colette  
Wald, Gilbert  
Wald, Phyllis  
Walden, Erin  
Walder, E Gail  
Waldman, Rodger  
Waldman, Walter  
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Waldo, Richard  
Waldof, Malinda  
waldron, chip  
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Walker, Alfonzo  
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Walker, J.

WALKER, Jason Michael  
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Walker, Louise  
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walker, Mark  
Walker, Mary N.  
Walker, Mary Sue  
Walker, Patricia  
walker, patty  
Walker, Polly  
Walker, Robert  
Walker, Ruth  
Walker, Sandra  
Walker, Sharon  
Walker, Stephanie  
walker, steve  
Walker, Susan  
Walker, Tatjana  
Walker, Todd  
Walker-Moyer, Sue  
Wall, Joy  
Wall, Tina  
Walla, Mark  
Wallace Jr., V.R.  
Wallace, Albert  
Wallace, Amy  
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Wallace, George  
Wallace, Glenn  
Wallace, Kathryn  
WALLACE, KAY  
Wallace, Louise  
Wallace, Richard  
Wallace, Steven  
Wallace, Will  
Wallace, William  
Wallace-Senft, Nathan  
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Waller, Josselyn  
Waller, Paul  
Walleston, Erika

Wallin, Willaim  
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walpole, nellie  
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Walsh, Ditra  
Walsh, Jame  
Walsh, Jane  
Walsh, Jay  
Walsh, Kathy  
Walsh, Linda  
Walsh, Marlene  
WALSH, pat  
Walsh, Ricki  
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