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Local Business Owner Receives Sustainability Achievement Award

The Sales NetWork president, Greg Zilberfarb, dubbed “All-Star” among alternative energy industry professionals

OAK HILL, VA (October 4, 2011) — Today, Virginia local Greg Zilberfarb received national recognition at the Green Fleet Conference in Grapevine, Texas, as a recipient of the first-ever “Sustainability All-Star Award.” The criterion for this award, given by Green Fleet Magazine, was based on professional longevity, significant sustainability achievements, innovative contributions to reducing emissions and fuel consumption, and overall industry involvement.

Zilberfarb is president of the Sales NetWork, a provider of niche marketing solutions to companies, non-profits, and government agencies in a wide variety of industries. His extensive and diverse involvement with the sustainable fuel industry spans more than 20 years. Throughout his career, Zilberfarb has dedicated himself to promoting sustainable energy. He has served as the executive director of National Clean Cities Inc.; national account manager of alternative-fuel vehicles with Ford Motor Company; natural gas vehicles manager for Washington Gas; consultant for the National Biodiesel Board on OEM outreach and education; and as director of marketing for the Natural Gas Vehicle Coalition. Currently, he consults with the Propane Education & Research Council.

“I am honored to be named a Sustainability All-Star,” said Zilberfarb. “It’s an important goal we’re working toward — to improve the environment for generations to come through a reduction of conventional fuel consumption —and it’s rewarding to help find ways to decrease our country’s foreign dependence on oil while promoting alternative fuels that are economically viable.”

As a sample of his accomplishments, Zilberfarb has designed propane mower product studies, created and implemented the annual Propane Engine Fuel Summit, hosted dozens of alternative fuel road show events, produced online customer usage videos, organized countless exhibits

across the nation to educate fleet managers on their fuel choices, trained other industry players through cost-effective webinars, and spoken at hundreds of engagements to promote alternative fuels.

“We have a great team here at the Sales NetWork and we’re fortunate to work with some fantastic clients,” added Zilberfarb. “We dedicate ourselves to finding solutions to the marketing and communication needs of each individual client, no matter how unique they might be. When we help a client, that’s an award in itself.”

About the company: Founded in 1997, theSales.NetWork, Inc., (known as the Sales NetWork), specializes in niche-marketing solutions to companies, non-profits, and government agencies in a wide variety of industries. The company has extensive experience in the alternative fuels industry, specifically propane autogas. The company designs custom programs in technology deployment, education and outreach, public relations, event planning, webinars, training workshops, Internet television, and more.

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