

get tough!

**TOUGH TIMES
DON'T LAST.
TOUGH PEOPLE DO.**

LCT EASTERN CONFERENCE

October 7-8, 2009
Mohegan Sun Resort & Casino
Uncasville, CT



**Register by
Sept. 14 for
Best Rates!**

LCT EAST IS COMING IN TOUGH! ARE YOU READY?

**Look inside for a knock-out schedule
and prepare to**

KICK BUTT!

**Affiliate Speed Meet, speakers & sessions, networking parties,
show floor, and much more — all inside!**

WITH
SEMINARS BY
NLATM
National Limousine Association

LCT
eastern conference

PROMOTIONS IN
CONJUNCTION WITH
New
England
Livery
Association

**Register Today! Visit the newly redesigned www.LCTEAST.com
or call (800) 576-8788 for the latest information.**


FULL CONFERENCE SCHEDULE

WEDNESDAY, OCTOBER 7

7:00am - 8:00pm — Registration
7:00am - 9:00am — Coffee Break

7:30am - 8:45am — First Timers' Breakfast

If this is your first time attending the LCT Eastern Conference, be sure to join us for the First Timers' Breakfast. LCT East can be overwhelming, we will walk you through LCT East and give you some pointers on how to get the most from the show. Also, meet the entire staff of LCT and the leaders of the National Limousine Association and New England Livery Association.

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Session is limited to 75 attendees. Reservations are required. You must be a first time attendee of the LCT Eastern Conference to attend. Suppliers do not qualify.

9:00am - 10:00am — **Sessions Set 1:**

KICK-BUTT SALES TRAINING (Choose One)

• **Fundamental Selling Techniques for the Neophyte Sales Person**

Presented by Dale Carnegie Training

Start your sales career the right way—with this intensive introduction to prospecting, selling, closing and more! You'll come away equipped with the vital, cutting-edge skills you need to achieve your expected sales outcomes and improve your performance even in these especially challenging times.

• **Selling to Major Accounts: A Strategic Approach**

Presented by Ron Zigmont, Dale Carnegie Training

Learn how to develop a strategic selling plan that will save you time, money and hassles to identify the right account, communicate why your offer matters to them, determine what it takes to assure their long-term relationship, and move them along the pipeline quickly.

• **SHOW ME THE MONEY! The Best GROWTH Markets to Pursue NOW!**

Presented by Robert Alexander, RMA Worldwide Chauffeured Transportation;

Jim Moseley, James Limousine Service and H.A. Thompson, Rose Chauffeured Transportation

Attend this session to get the straight, up-to-the-minute scoop on today's top development opportunities from three operators whose own marketing know-how has kept their companies' name on the map for decades. You'll get one load of great ideas that you can take straight to the bank!

10:10am - 11:10am — **Sessions Set 2:**

TOOT-YOUR-OWN-HORN-LIKE-NO-OTHER! ADVERTISING STRATEGIES THAT BOOST BUSINESS (Choose One)

• **Case for Advertising in a Recession: Do Not Cut Here!**

Inexpensive Ways to Attract New Customers

Presented by Sara Eastwood-McLean, LCT Magazine and Dave Goldenberg, The Dave and Eddy Show

Advertise like crazy in dire times! Come to this workshop to find out why some of the best in the business hold to this mantra and how you can make it work for your company—without losing your shirt.

• **Pricing Strategies - COOL Limo Packages That SELL and Other Ways to Keep Rates Up and Book More Business**

Panelists: Mark Munoz, BostonCoach, Jeff Nykos, Lenos Point to Point and Jeff Rose, Altitude New York, Inc.

Listen to some of the most savvy operators around share their secrets on how to package—and repack—chauffeured transportation services all the while keeping pricing and profitability exactly where you want them.

11:20am - 12:20pm — **Sessions Set 3:**

CREATING GREAT BUZZ: CUSTOMER CARE THAT INCREASES LOYALTY (Choose One)

• **Chauffeured Customers' Care: DOZENS of Ideas to Keep in Close Touch with Your Customers (Now More than Ever!)**

Presented by Bill Faeth, Silver Oak Limousine

Back by popular demand, Nashville operator Bill Faeth will share one hot tip after another on how you can best care for—aka KEEP—your customers. Take-home value from this one is guaranteed!

• **Creating The WOW Factor: Differentiate with Enhancements to Your Services That No One Else Knows About**

Presented by Jerry Moran, Director of Training, Mohegan Sun; Anthony Patrone, Sr. Vice President of Casino Marketing, Mohegan Sun, and Christopher Perry, Vice President, Hotel Sales and Marketing, Mohegan Sun

Come to this session to get another perspective on how to be “the best of the best” in service. Hear the in-house secrets from the Mohegan Sun's senior managers on how to keep customers coming back for more. Cha-ching!

12:20pm - 1:00pm — Lunch

1:00pm - 4:00pm — **Affiliate Speed Meet**

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1:00pm - 4:00pm — **Sessions Set 4:**

ASK THE EXPERTS!

Panelists: Jon Epstein, Royal Coachman Worldwide; Diane Fory, Overland Limousine Service; George Jacobs, Windy City Limousine; Trevor Franklin, MTC Limousine & Corporate Coach; Philip Jagiela, Aries Limousine Service; Michael Lindsey, Lindsey Limousine, Inc.; Stephen Qua, Company Car and Limousine; Jeff Rose, Altitude New York and Ron Stein, Exclusive Sedan Service

Arrive with your questions at-the-ready for one—or all—of these three “Ask the Experts” sessions. This will be your opportunity to learn from some of the most successful operators in the chauffeured transportation business on how they made it all work. Operations, sales, marketing, technology, management—you name it and they'll talk about it. Don't miss your chance!

1:30pm - 5:30pm

“Defensive Driving & Emergency Medical In and Around the Vehicle”

(Separate Fee Required)

Presented by Anthony Ricci, Advanced Driving & Security Inc. (ADSI)

Part I

We will discuss the drivers role and responsibilities in the transportation field. Since the mind controls the body we will start this discussion with the eyes and mind and the mental aspects of driving. We will then explore the physical side of how the body controls the vehicle as well as the laws of physics that govern movement. Each driver needs to understand the why's behind the hows of driving and how they can be more productive and safer with their vehicle. The client's safety is number one and keeping vehicles up and running makes the business model work better. Education is the tool that all drivers need to better survive the road ways.

Part II

What kind of a plan do you have in place if a client has a heart attack or just chokes on a strawberry. Are your drivers equipped to handle medical emergencies while in route? Hear how to develop a medical plan and what medical emergencies drivers should be trained to deal with while on the job.

4:15pm - 5:30pm

General Session: NLA LEGISLATIVE/REGULATORY UPDATE: WHAT YOU MUST KNOW TO PROTECT YOUR BUSINESS

Presented by Richard Kane, NLA Legislative Committee Co-Chair, Louie Perry, Cornerstone Government Affairs; Scott Solombrino, NLA Legislative Committee Co-Chair and Ron Sorci, NLA President

This is a must-attend session for all U.S. operators to hear straight talk from the NLA president, Legislative Committee co-chairs and other lobbyists on what's happening now on the legislative/regulatory front, what this means for your business and what the NLA is doing to keep your enterprise safe from that.

4:15pm - 5:30pm

General Session: WHAT'S UP CANADA? THE FIRST EVER REPORT ON THE INDUSTRY'S FASTEST GROWING GLOBAL MARKET


Presented by Tara Grewal, Griffin Transportation Services Inc. (Manitoulin); Craig McCutcheon, Rosedale Livery Ltd. (Toronto) and Andy Poulos, Montreal Limousines Worldwide (Montreal)

This not-to-be-missed session for all Canadian operators will feature the results of the first-ever nationwide survey of operators in Canada. Learn about what's going on and what's coming ahead for the Canadian chauffeured transportation industry. And plan to stick around after the panel presentation for an informal networking session that's sure to be well worth your while.

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5:30pm - 8:00pm — **Exhibit Hall Opening & Networking Reception**

Exhibit hours with flair! Kick-off the show floor at this Ford Motor Company sponsored reception. They're loosening you up to buy, so grab a drink while you shop the floor. Find out who has the best wheels and the best deals, catch up with your current vendors and see what's new for 2010.

SPONSORED BY  LIMOUSINE & LIVERY SERVICES

9:30pm - 12:30am — **Party! Wasin' Away in Margaritaville**

Let off steam or relax in this brand new tropical-themed bar & restaurant by Jimmy Buffet. With great music and great drinks you'll have a fun time whether you like to dance or chill in vacation-style.

12:30am - ? — **After Hours Suite Party**

Last call is 12:30, but if you're not ready to hit the hay, stop by the only place to get a cocktail after hours. This extra-large hotel-suite will have push-seating, drinks and deal-making with the industry die-hards.

THURSDAY, OCTOBER 8

8:00am - 3:00pm — Registration

8:00am - 9:00am — Limos.com East Coast Road Show

8:00am - 9:00am — Coffee Break

9:00am - 10:00am — **Sessions Set 5:**

BUSINESS ENHANCEMENT SKILLS TRAINING (Choose One)

• **Managing Chaos: Tools to Set Priorities and Make Decisions Under Pressure**

Presented by Richard Kane, International Limousine Service

Hear how to take on an assignment of momentous proportions—and get it right the first time! This presentation will be an operations-central perspective and include details on what it takes to plan, prepare and execute a chauffeured transportation company's mega-job.

• **Developing Your Emotional Intelligence**

Presented by Dale Carnegie Training

Understanding and improving the connection between emotions and actions is crucial to business and personal success. Get yourself to this session and you'll be able to actually develop and enhance the skills that will positively impact your work—and, in doing so, tap into a whole new level of achievement for your company.

• **RFPs: How to Respond Efficiently - and Get the Job**

Presented by Kathy Kaminski, Virgin Atlantic Airways, Ltd.

This session will take the mystique out of completing RFPs (requests for proposals) so you only put your best foot forward each and every time you solicit new business. Come prepared to roll up your sleeves—and you'll take away a template that can be used again and again in your company.

10:10am - 11:10am — **General Session: ECONOMICS**

Presented by Sam Dinkin, Economist

Doing Business in the NEW NORMAL: It is increasingly clear that the current downturn is fundamentally different from recessions of recent decades. We are experiencing not merely another turn of the business cycle, but a restructuring of the economic order. For some organizations, near-term survival is the only agenda item. Others are peering through the fog of uncertainty, thinking about how to position themselves once the crisis has passed and things return to normal. The question is, “What will normal look like?” While no one can say how long the crisis will last, what we find on the other side will not look like the normal of recent years. The new normal will be shaped by a confluence of powerful forces—some arising directly from the financial crisis and some that were at work long before it began.

11:10am - 12:10pm

Keynote Presentation: “The Leadership Position: What It Takes to Transform, Revitalize and Expand Your Company”

By Jon L. Luther, Executive Chairman of the Board, Durkin Brands

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12:15pm - 1:30pm — Lunch on the Show Floor

12:15pm - 3:30pm — Exhibits

3:30pm - 4:30pm — **Sessions Set 6:**

SOMETHING FOR EVERYONE! (Choose One)

• **Bus Management Finesse: A Panoramic View**

Presented by Peter Pantuso, President & CEO, American Bus Association

Whether buses already are one of your service offerings or you only are just now considering their addition to diversify your fleet, attend this session and you'll learn from the knee of the President and CEO of the American Bus Association who'll describe the ins and outs of the bus business and what its integration really can mean to a chauffeured transportation company.

• **Website Optimization: How to Make it Work for Your Company**

Presented by Jon Kayser, iNStiTeMarketing

This presentation will set you on the straight course for optimizing your Web site to produce the tangible results that will hit the high note on your bottom line.

• **Association Presidents' Briefing and Discussion Forum: All Invited!**

Come to this discussion forum led by the presidents of the Northeast Region's limousine associations to learn about the local, state and regional legislative and regulatory issues they're tackling right now. You'll have ample opportunity to ask your own pressing questions and engage in dialogue with those on the platform as well as your peers in the audience.



LCT East is Back and Tougher Than Ever! EVENT HIGHLIGHTS



Keynote Presentation

By Jon L. Luther
Executive Chairman of the Board, Dunkin' Brands

A veteran of the service industry, Jon L. Luther is a proven leader at developing brands and satisfying consumers. Since joining Dunkin' Brands in 2003, he has led the transformation, revitalization and global expansion of the company's two iconic brands - Dunkin' Donuts and Baskin-Robbins. Most notably, he has led the expansion of Dunkin' Donuts from its core region in the Northeast to key markets across the U.S. and implemented dramatic growth of both brands' international business. Proof of success: Since 2003, system-wide sales have increased a whopping 66 percent! Attend this keynote and hear just how it can be done!

Jon will present **"The Leadership Position: What It Takes to Transform, Revitalize and Expand Your Company"** on Thursday, October 8, from 11:10 a.m. - 12:10 p.m.

Sponsored by



LIMOUSINE & LIVERY VEHICLES

NEW! Affiliate Speed Meet

You asked for it, so here it is!

Modeled after the modern speed-dating phenomenon, the Affiliate Speed Meet will be a quick-fire introduction between networks and operators looking for referral business. Meet the perfect match for your business needs!

Get the full details at www.LCTEAST.com/speed



THE BEST RIDES WORLDWIDE

Show Floor!

There's a lot to be seen and heard on the show floor! Find out who has the best wheels and the best deals, catch up with your current vendors and see what's new for 2010.

Be sure to grab a drink and mingle with the best at the Exhibit Hall Opening Reception sponsored by Ford Motor Company.

Exhibit Hall Hours

Wednesday, October 7 — 5:30pm - 8:00pm
Thursday, October 8 — 12:15pm - 3:30pm



Exhibiting Opportunities

Please contact us to find out about exhibiting and sponsorship opportunities.

Julie Hennessey
(925) 385-0705 or Julie@LCTMag.com

Sara Eastwood-McLean
(310) 533-2400 or Sara@LCTMag.com

Travel Information

LCT East, returns to the Mohegan Sun in Uncasville, Conn. One of New England's finest destinations, where every turn leads to a new adventure! With an indoor seven-story waterfall, the world's largest and most spectacular planetarium dome and the awe-inspiring Wombi Rock — LCT East provides all the class while still kicking butt!



Mohegan Sun - LCT East Headquarters Hotel

1 Mohegan Sun Blvd, Uncasville, CT 06382
Tel: (888) 226-7711

Book Your Room Early!

LCT East has secured a special discounted rate of \$222 per night, available only until **9/14/09**. To book your reservation please call (877) 664-3426 or visit the Hotel & Travel page at www.LCTEAST.com. Be sure to Reference: LCT09

Need to figure out when to arrive and depart?

LCT East has provided you with a Travel Planning Helper to determine the flight times and number of hotel nights that are right for you. Just visit www.LCTEAST.com and let us guide you!



Get Ready to Kick Butt!

- Get sales through referrals
- Network with the industry's key movers and shakers
- Receive information and tools to stretch your budget
- Advanced and basic seminars to fit every operator
- Two power-packed days get you back to the office sooner
- Education, networking, exhibits, fun — the total package

Register by **September 14** to save up to **\$45** on your **Full Show Pass!** Visit the all-new **www.LCT EAST.com** today!

Pick the Pass That Best Suits Your Needs!

Badge Categories	On or Before 9/14/09	After 9/14/09
*Full Show Pass NLA/NELA Member (Includes all seminars, keynotes, parties, Affiliate Speed Meet, lunches and the exhibit hall. Excludes Defensive Driving Course)	\$190	\$235
*Full Show Pass Non-Member (Includes all seminars, keynotes, parties, Affiliate Speed Meet, lunches and the exhibit hall. Excludes Defensive Driving Course)	\$210	\$235
Supplier (Includes all seminars, keynotes, parties, lunches and the exhibit hall. Excludes the Affiliate Speed Meet and Defensive Driving Course. Membership discounts do not apply)	\$210	\$235
*Wednesday Only (Includes all seminars, keynotes, parties Affiliate Speed Meet, and lunch on Wednesday. Excludes all Thursday activities and Defensive Driving Course. Membership discounts do not apply)	\$160	\$185
*Thursday Only (Includes all seminars, keynotes, parties and lunch on Thursday. Excludes all Wednesday activities. Membership discounts do not apply)	\$160	\$185
*Exhibit Hall Only (Includes access to the exhibit hall and lunch only. Excludes all seminars, keynotes, Affiliate Speed Meet, networking events, parties, and Defensive Driving Course. Membership discounts do not apply)	\$65	\$65

* Suppliers do not qualify.

Check our online **Access Matrix** to make sure your registration pass includes access to everything you want to attend. Please visit the Attendee page at www.LCTEAST.com.

Visit LCTEAST.com for more valuable information than you can handle!

- Speaker biographies
- Attendee roster
- Exhibitor list
- Helpful statistics, tricks, tips and quality advice
- Testimonials from past attendees and exhibitors
- Photo gallery archives
- Attendee ROI calculators and planning guides
- Hotel and travel information
- Free downloads
- And so much more!



"I just wanted to let you know how impressed I am with the agenda and speakers for LCT East - "Kick Butt Sales Training" to advertising and everything in-between. I feel just from the agenda posted; LCT East has taken this conference to another level and I am truly looking forward to attending."

JEANNE CAPUTO, VICE PRESIDENT, SALES & INDUSTRY RELATIONS
MTC LIMOUSINE & CORPORATE COACH, INC.

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