2012 OFFICIAL EVENT GUIDE

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MGM GRAND HOTEL & CASINO LAS VEGAS

INTERNATIONAL LCT SHOW 2012

FEBRUARY 13-15, 2012

WWW.LCTSHOW.COM

IN CONJUNCTION WITH

NLA® National Limousine Association

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INTERNATIONAL LCT SHOW 2012

IN CONJUNCTION WITH NLA National Limousine Association

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COME TOGETHER

SCHEDULE AT-A-GLANCE

SUNDAY, FEBRUARY 12

3:00pm - 7:00pm	**Early Arrival Registration Open** *Sponsored by* BeTransported your limo. your price	*Grand Pre-Function*
7:00pm - 10:00pm	**2nd Annual Wine Tasting Fundraiser for NLA Charities**	*Grand Ballroom 116*

MONDAY, FEBRUARY 13

7:30am - 8:00pm	**Registration Open** *Sponsored by* BeTransported your limo. your price	*Grand Pre-Function*
9:00am - 10:15am	**2012 NLA Annual Meeting and Breakfast**	*Grand Ballroom 120*
10:00am - 10:45am	**Coffee Break** *Sponsored by* "The True Definition of Excellence" Atlantic	*Grand Ballroom 121 Foyer*
10:30am - 12:30pm	pitchfest 2012 *Sponsored by* LIMOS.COM	*Grand Ballroom 121*
11:00am - 12:00pm	**First Timers' Orientation** *Sponsored by* LIMOS.COM	*Grand Ballroom 115*
1:00pm - 2:30pm	**Legislative Summit**	*Grand Ballroom 120*
1:00pm - 3:00pm	**NLA International Operators Reception**	*Grand Ballroom 123*
3:00pm - 3:30pm	**State of the Industry and Market Trend Report** *Sponsored by* LIMOS.COM	*Grand Ballroom 120*
3:30pm - 4:30pm	**Keynote Address by Peter Guber** **"Tell to Win: Storytelling for Business Success"**	*Grand Ballroom 120*
4:30pm - 7:30pm	**Exhibits Open** **Grand Opening Reception** *Sponsored by*	*Marquee Ballroom*
9:30pm - 12:30am	**Opening Night Party** *Sponsored by the Exhibitors!*	*LAX Nightclub at LUXOR*

TUESDAY, FEBRUARY 14

8:00am - 6:00pm	**Registration Open** *Sponsored by* BeTransported your limo. your price	*Grand Pre-Function*
8:00am - 11:30am	**Coffee Break** *Sponsored by* "The True Definition of Excellence" Atlantic	*Grand Pre-Function*
8:30am - 9:40am	**CONCURRENT WORKSHOPS, SET 1**	
	Middle Management: How to Build an Affiliate Network	*Grand Ballroom 121*
	Home-Based: The 24/7 Dilemma: Time Management and Avoiding Burn Out	*Grand Ballroom 115*
	Office-Based: Managing and Avoiding Litigation	*Grand Ballroom 123*
	Bus Business: Transitioning Into Buses	*Grand Ballroom 117*

9:50am - 11:00am	**CONCURRENT WORKSHOPS, SET 2**	
	Middle Management: 10 Things You Need to Know About Hiring Chauffeurs	*Grand Ballroom 121*
	Home-Based: How to Know if You Are Making Money	*Grand Ballroom 115*
	Office-Based: Wag More, Bark Less: Increasing Employee Productivity	*Grand Ballroom 123*
	Bus Business: Bus Shopping 101	*Grand Ballroom 117*
11:10am - 12:00pm	**Ask the Manufacturers**	*Grand Ballroom 120*
12:00pm - 5:00pm	**Exhibit Hall Open** *(Includes lunch reception 12:00pm - 1:00pm)*	*Marquee Ballroom*
4:00pm - 5:00pm	**2nd Annual Dollar Beer Blitz**	*Marquee Ballroom*
5:00pm - 6:00pm	**Pitch-Fest 2012 Callbacks** *(By invitation only)* *Sponsored by* LIMOS.COM	*Grand Ballroom 104*
5:00pm - 6:00pm	**Limos.com Road Show**	*Grand Ballroom 115*
7:00pm - 9:00pm	***LCT Magazine* Awards Gala** *(Separate fee required)* *Sponsored by* LINCOLN | LIMOUSINE & LIVERY VEHICLES	*Grand Ballroom 120*

WEDNESDAY, FEBRUARY 15

8:00am - 3:00pm	**Registration Open** *Sponsored by* BeTransported your limo, your price	*Grand Pre-Function*
8:30am - 10:00am	**Coffee Break** *Sponsored by* "The True Definition of Excellence" Atlantic Limousine & Transportation	*Grand Pre-Function*
9:00am - 10:00am	**Keynote Address by Robert Crandall "Leading Through Tough Times"**	*Grand Ballroom 120*
10:00am - 11:00am	**Mid-Morning Refreshment Break** *Sponsored by* Titus Leasing Company www.titusleasing.com	*Marquee Ballroom*
10:00am - 2:00pm	**Exhibit Hall Open**	*Marquee Ballroom*
2:10pm - 3:30pm	**CONCURRENT WORKSHOPS, SET 3**	
	Middle Management: Dale Carnegie Sales Course	*Grand Ballroom 121*
	Home-Based: Retail Marketing: Proms, Weddings, Funerals and Nights on the Town	*Grand Ballroom 115*
	Office-Based: Selling Globally	*Grand Ballroom 123*
	Bus Business: Don't Let Regulations Throw You Under the Bus!	*Grand Ballroom 117*
3:40pm - 5:00pm	**CONCURRENT WORKSHOPS, SET 4**	
	Middle Management: Train the Trainers	*Grand Ballroom 121*
	Home-Based: Avoiding the Home-Based Pitfalls	*Grand Ballroom 115*
	Office-Based: Email Marketing and Relationship Building Systems	*Grand Ballroom 123*
	Bus Business: Marketing Your Bus Business	*Grand Ballroom 117*

COME TOGETHER

WELCOME

Dear Industry Colleague,

On behalf of the LCT brand team let me be the first to officially welcome you to the 34th International LCT Show!

Recessions have a funny way of changing the course of life, and our industry is no exception. What has changed? Well, the easier question to ask is, "What hasn't?" We are traveling through a major paradigm shift which requires a complete revamp of the way we think, manage, buy, and behave. If you're reading this, congratulate yourself because you know how to embrace change. That will be the cornerstone of business success through the coming years because more change is on the horizon.

I sense that this year's show will rank in industry history as The Most Important Industry Gathering of All Time. Our event provides much needed information right here, right now. If you stay on course and commit yourself to the full program experience, you will leave Las Vegas with a clearer picture of the future fleet landscape so you can make the RIGHT purchasing decisions. I invite you to attend the State of the Industry presentation where I can walk you through the three key steps for overcoming pricing pressures and what I believe are the linchpins for optimal service pricing: Buyer perceptions of you, buyer perceptions of the industry, and the true preferences of the buyer-tiers present today. Following my presentation will be an industry update on technology.

There are almost too many show firsts to fit on this page, but other highlights include the NLA legislative update relating to, yes, wage-and-hour issues that run the full gamut of time keeping. That's some tough stuff to contend with, but remember, you're a change master so denial is not an option. Attend this session and you can live long and prosper. Don't miss the Ask the Manufacturers general session because you may never have another chance to participate in a Q&A with BMW North America, Cadillac Professional Vehicles, Chrysler Fleet, Ford Motor Company, Hyundai Motor America, Mercedes-Benz USA, Nissan and Toyota Fleet in one room.

As for industry support and networking opportunities, I encourage you to attend the LCT Magazine Awards Celebration. Go to the Will Call booth and get your tickets. The event has been reformatted to mirror a dinner theater with live performances, featuring one of the best Beatles tribute bands in the world. There are more than $5,000 in door prizes (at least a dozen gift certificates) to top off the fun. A portion of the proceeds will be donated to the NLA charity through the Harold Berkman Memorial Fund, Alliance For Lupus Research, City of Hope, CureSearch for Children's Cancer, and the National Multiple Sclerosis Society.

For first-timers at the Show, we've got your backs! Come to our special orientation program and let us welcome you to the family. Our aim is to make you feel connected to all of us and be an active part of the chauffeured transportation industry.

All the workshops are specialized this year to give you the most take-home value. And back by popular demand is our exhibitor- hosted opening night club party at the LAX Club at the Luxor, which is on the top hotspot lists for fun in Sin City.

In close, I wish to thank our sponsors who you will see all over signage and on our websites and in ads. They are wearing special badges so when you see them, PLEASE thank them for underwriting this great event. Without them, this entire four-day event would not be possible.

Make the most of your time here and please stop by and say hello at the LCT Show floor booth to me and the *LCT Magazine* team. (Bring your business cards so we can stay connected!) Most importantly, have a fabulous time!

Sincerely,

Sara Eastwood-McLean
LCT Publisher/Show Chair/NLA Corporate Liaison

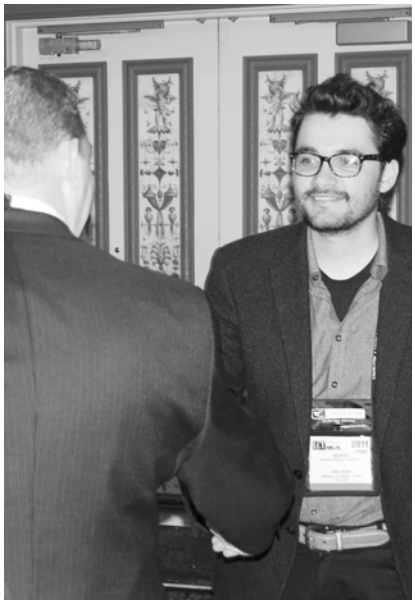
INTERNATIONAL LCT SHOW 2012

IN CONJUNCTION WITH NLA National Limousine Association

pitchfest 2012

Monday, February 13

10:30am - 12:30pm



What is PITCH-FEST 2012?

Pitch-Fest is the industry's most credible lead generator ever created. Years of planning have resulted in the best face-to-face selling program that *LCT Magazine* and the NLA have to offer. Pitch-Fest allows operators to "pitch" their company for farm-in or affiliate work to every affiliate manager, representing every legitimate network and alliance in the world. It is efficient and effective.

All attendees are invited to come and watch or even evaluate affiliate prospects!

Scan the QR code below to download the Pitch-Fest presentation!

Sponsored by

LIMOS.COM

COME TOGETHER

SHOW HIGHLIGHTS AND SPECIAL FEATURES

GET YOUR GROOVE ON

Monday, February 13th at 9:30pm at LAX Nightclub at LUXOR

Enjoy hosted bars until 12:30am for all show attendees and exhibitors; badge and valid photo ID with proof of age required for entry. Non-registered guests will be charged $50 per person at the door. There will be a free shuttle at Convention Center Drive at MGM Grand to LAX Nightclub running continuously (4 blocks). Must be 21 years of age to enter.

Sponsored by the Exhibitors!

Complimentary shuttle service provided by CH TRADING CO

EXHIBIT HALL HOURS

There hasn't been a trade show with more product launches in more than 20 years!

Monday, February 13
4:30pm - 7:30pm

Tuesday, February 14
12:00pm - 5:00pm

Wednesday, February 15
10:00am - 2:00pm

STREET TEAM

The LCT Street Team's mission is to review the show and post to the LCT Facebook page to generate discussion while the event is still happening. They encourage discussions, keep our exhibitors on their toes, foster a sense of community, and have fun! Look out for members of the Street Team "marked" by special badges.

Robert Alexander, RMA Worldwide Chauffeured Transportation
Randy Allen, James Limousine
TJ Anderson, A Blackstone Limousine Inc.
Keith Asphy, Presidential Party Bus
Deanna Ballard, Star Limo
Crispin Bottomley, Niagara Classic Transport Ltd.
Joe Bryan, Best Transportation of St. Louis
Laura Canady, CLT Express
Michael Cassady, Specialty Transportation
Lenore D'Anzieri, Driving Results
Julie Dotan, J & B Executive Transportation
Bill Faeth, Grand Avenue Worldwide
Nicole French, Premier Transportation
Sean Glasglow, Peak Limousine and Car Service
John Greene, ETS International
Barry Gross, A Goff Limousine & Bus Company
Bryan Groves, A American Limo
Mary Hernandez, A American Limo
Sue Jarvis, Aristocat Transportation
Kyara Kahakauwila, L.A. Limousines and Transportation Services
Timothy O'Reilly, A Better Car & Limo Service
Steve Qua, Company Car
Doug Schwartz, Executive Limousine
Erin Shields, Green Carpet Limo
Matthew Strack, Strack Chauffeured Transportation

NEW MOBILE APP

To download the International LCT Show mobile app, just scan the QR code below or visit the App Store or Android Market and search for "LCT Show."

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NORTH POINT TRANSPORTATION GROUP, INC.
"Atlanta's World Class Chauffeured Services"®

DEMO DAY

Attendees, you have a chance to win great prizes with our Demo Day! Make sure to spend time in the exhibit hall and view the industry's latest products and services. Pick up your Demo Day booklet at registration, and get them stamped at participating exhibits. Then return your stamped booklet to the *LCT Magazine* booth by 1:00pm on Wednesday the 15th for a 1:30pm drawing. Must be present to win.

GET CONNECTED!

Follow us and stay updated

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LCTMag.com/LinkenIn

KEYNOTE ADDRESSES

Monday, February 13
3:30pm - 4:30pm
Grand Ballroom 120

Keynote Address by Peter Guber, Founder and Chairman, Mandalay Entertainment

Tell to Win: Storytelling for Business Success

Wednesday, February 15
9:00am - 10:00am
Grand Ballroom 120

Keynote Address by Robert Crandall, former Chairman and CEO, American Airlines

Leading Through Tough Times

INTERNATIONAL PAVILION

Tristar Worldwide welcomes you to the International Pavilion. Stop by to relax in the cozy lounge seating and meet the Tristar Worldwide team. Located in the Marquee Ballroom during exhibit hall hours.

Sponsored by TRISTAR

2ND ANNUAL DOLLAR BEER BLITZ

Tuesday, February 14th from 4:00pm – 5:00pm
Make sure you're in the exhibit hall for dollar beer blitz! Catch your second wind courtesy of the bargain brews.

COME TOGETHER

PROGRAM OF EVENTS

SUNDAY, FEBRUARY 12

3:00pm - 7:00pm

Early Arrival Registration Open

Grand Pre-Function

Sponsored by BeTransported your limo, your price

7:00pm - 10:00pm

2nd Annual Wine Tasting Fundraiser for NLA Charities

Grand Ballroom 116

Every show attendee is invited to the 2nd Annual Wine Tasting Fundraiser for the Harold Berkman Memorial Fund. A wide selection of wines will be offered, light refreshments will be served and exceptional silent auction items will be available for bidding. The event will be lots of fun, an ideal pre-show kick-off and a terrific opportunity for networking and initiating new business relationships – all with a socially responsible purpose. Through the Berkman Fund, the National Limousine Association annually donates to many laudable causes. Recent beneficiaries include: Alliance for Lupus Research, the City of Hope, CureSearch for Children's Cancer and the National Multiple Sclerosis Society.
(Separate fee required.)

MONDAY, FEBRUARY 13

7:30am - 8:00pm

Registration Open

Grand Pre-Function

Sponsored by BeTransported your limo, your price

9:00am - 10:15am

2012 NLA Annual Meeting and Breakfast

Grand Ballroom 120

Every International LCT Show attendee is welcome to attend the annual meeting of the National Limousine Association, the voice of the chauffeured transportation industry worldwide. This is THE opportunity to hear a review of NLA accomplishments of the past year and be apprised of the organization's goals and plans for the coming one. The officers and members of the newly elected 2012 NLA Board of Directors will also be introduced to the audience. Breakfast will be served preceding the meeting.

10:00am - 10:45am

Coffee Break

Grand Ballroom 121 Foyer

Sponsored by "The True Definition of Excellence" Atlantic

10:30am - 12:30pm

pitchfest 2012

Grand Ballroom 121

Pitch-Fest is the industry's most credible lead-generator ever created. Years of planning have resulted in the best face-to-face selling program that *LCT Magazine* and the NLA have to offer. Pitch-Fest allows you to "pitch" your company for farm-in or affiliate work to every affiliate manager, representing every legitimate network and alliance in the world. It is efficient and effective. If you sell your company's best, you have the potential to generate millions of dollars in referral work for years to come. See page 5 for more details.

Sponsored by LIMOS.COM

11:00am - 12:00pm

First Timers' Orientation

Grand Ballroom 115

Our first-timers' orientation, led by the entire *LCT Magazine* team and the NLA board, will make you feel at home on DAY ONE. Join the hundreds of other first-timers at our opening meeting and you will make instant friends that you can connect with throughout the convention.

Sponsored by LIMOS.COM

1:00pm - 2:30pm

Legislative Summit

Grand Ballroom 120

This briefing for U.S. operators by the NLA Legislative Committee and the NLA's Washington D.C.-based lobbying firm, Cornerstone Government Affairs, will provide an up-to-the-minute report on current federal issues that impact the chauffeured transportation industry. Particular focus will be given to U.S. Department of Transportation (USDOT) and U.S. Department of Labor (USDOL) matters, especially those concerning the proposed RIDE Act amendment and overtime on tips regulations.

Presenters: *Scott Solombrino, Dav El Chauffeured Transportation Network; Richard Kane, International Limousine Service; Richard Azzolino, Gateway Limousines Worldwide; Dawson Rutter, Commonwealth Worldwide Chauffeured Transportation; Louie Perry, Cornerstone Government Affairs; Greg McDonald, Cornerstone Government Affairs*

1:00pm - 3:00pm

NLA International Operators Reception

Grand Ballroom 123

Operators who have traveled to the U.S. for the 2012 International LCT Show and U.S. operators alike are invited to attend this informal get-together to meet face-to-face. This is an around-the-world networking opportunity – the perfect opener for the International LCT Show.

3:00pm - 3:30pm

State of the Industry and Market Trend Report

Grand Ballroom 120

Sponsored by LIMOS.COM

3:30pm - 4:30pm

Keynote Address:

Tell to Win: Storytelling for Business Success

Grand Ballroom 120

Great storytelling is more than just entertainment; it is a highly powerful and vastly under utilized professional business tool. It is indeed the secret sauce that can propel your success– whether you are an executive, entrepreneur, sales manager, marketing and communications expert, artist, consultant,

inventor, HR professional, or assistant. In this entertaining, enlightening, and informative presentation, "Story Man" Peter Guber shares his methodology of how to employ the power of the oral story to: sell more products and services; lead more persuasively; manage more effectively; inspire greater creativity; foster deeper collaboration; rebrand your product or company; communicate change; generate viral advocacy for your vision or mission; and overcome resistance.

Keynote Speaker: *Peter Guber, Founder and Chairman, Mandalay Entertainment*

4:30pm - 7:30pm

Exhibits Open

Grand Opening Reception

Marquee Ballroom

Sponsored by

9:30pm - 12:30am

Opening Night Party

LAX Nightclub at LUXOR

Come dance the night away at the ultimate 2012 official International LCT Show exhibitor-hosted nightclub party! Enjoy hosted bars until midnight for all show attendees and exhibitors; badge required for free entry. Non-registered guests will be charged $50 per person (tickets at Will Call). There will be a free shuttle from Convention Center Drive at MGM Grand to LAX running continuously. (4 blocks). Bring your show badge for free entry!

Sponsored by the Exhibitors!

Complimentary shuttle service provided by CH TRADING CO

TUESDAY, FEBRUARY 14

8:00am - 6:00pm

Registration Open

Grand Pre-Function

Sponsored by BeTransported your limo, your price

8:00am - 11:30am

Coffee Break

Grand Pre-Function

Sponsored by "The True Definition of Excellence" Atlantic

8:30am - 9:40am

CONCURRENT WORKSHOPS, SET 1

Middle Management: How to Build an Affiliate Network

Grand Ballroom 121

If you're looking to expand your business through affiliate work, then this class is a MUST for you. It will focus on the 10 most critical things that you need to know – and do – to build an affiliate network that absolutely will not let you down. From partner targeting to screening methods to insurance coverage to pricing structure (and lots more!), the entire curriculum will provide vital intelligence for you and your company.

Presenters: *Catherine Chaulet, BostonCoach Connection Corporation and Jeff Greene, Greene Classic Limousines*

Home-Based: The 24/7 Dilemma: Time Management and Avoiding Burn Out

Grand Ballroom 115

How can you do it ALL? Learn how to work smart! Doing just that is the core of this class that will focus on time management and provide tip after tip, tailored for the small company, for planning, organizing, prioritizing, scheduling and, yes, even delegating. Improved efficiency and productivity are guaranteed!

Presenters: *Greg Pruitt, Kings Worldwide Transportation; Erich Reindl, Avanti Int'l. Transportation Ltd.; Jeff Rose, Attitude New York, Inc.*

Office-Based: Managing and Avoiding Litigation

Grand Ballroom 123

Be it a vehicle accident, a labor dispute, a sexual harassment claim, or a timekeeping case, the truth is you can be sued for anything and, sooner or later, almost assuredly you will be. This session has been designed to prepare you, ideally, to avoid litigation or, if that's not possible, to manage the litigation from which you cannot escape. Dan Herling will enlighten you as only a straight-talking attorney can. Don't miss him!

Presenter: *Dan Herling, Keller and Heckman LLP*

Bus Business: Transitioning Into Buses

Grand Ballroom 117

This is the place to learn why it is time to be in the bus business. You may already be involved in booking buses, but now you will control your own destiny by owning buses and offering one-stop shopping to your clients. You'll undoubtedly need to install a special phone for DMCs as, once the word on your new capabilities gets out, you will become the "go to" company in your area. Groups will flock to you, too, and you will pick up farm-ins from other companies who want a bus "chauffeur," not a driver. This class will also include all-important insurance and DOT regulation information. Get yourself to it!

Presenters: *Gary Buffo, Pure Luxury Transportation; Sander Kaplan, A Candies Coachworks; Charlie Murray, Total Luxury; H.A. Thompson, Rose Chauffeured Transportation; Alan Waxler, AWG Charter Services*

9:50am - 11:00am

CONCURRENT WORKSHOPS, SET 2

Middle Management: 10 Things You Need to Know About Hiring Chauffeurs

Grand Ballroom 121

Unless you are 1000% sure that your company's chauffeur hiring policies and procedures are appropriate, thorough, and lawful, you should take a seat at this seminar. This course will outline major operators' recommended best practices and teach you how to ensure optimal chauffeur engagement, training and performance for your company.

Presenters: *Jeff Greene, Greene Classic Limousines and Scott Woodruff, Majestic Limousine and Coach*

Home-Based: How to Know if You Are Making Money

Grand Ballroom 115

If your gross revenue is increasing monthly, you must be on the path to success, right? Don't be so sure! Just because your sales are rising does not mean that you are

actually making money. Get yourself in the know by joining this financial management seminar for the small business owner. Topics that will be covered include: budgeting, financing, cost-cutting, depreciation, tax and insurance.

Presenter: *Ron Sorci, Aventura Worldwide Transportation*

Office-Based: Wag More, Bark Less: Increasing Employee Productivity
Grand Ballroom 123

Deal with difficult people? Spend most of your day handling personality conflicts among staff and/or clients? Attend this seminar to understand the 14 different ways people express negativity and learn how to deal with each and every one. You'll walk away with tips from 2011 International LCT Show hit speaker Karen Purves, who will wow you with her sound advice to increase company productivity and improve client relations immediately.

Presenter: *Karen Purves, innovative impact*

Bus Business: Bus Shopping 101
Grand Ballroom 117

So you've decided to add a coach and/or mini-bus to your fleet…or at least you're thinking about it… What's your next step? Attending this seminar! Come to this class and you'll walk away with the top ten "must knows" for bus shopping. Discussion topics will include: new vs. used vehicles, makes and models, size, equipment, depreciation and, most importantly, insight on when it makes financial sense to get into the bus business.

Presenters: *Gary Bauer, Bauer's Intelligent Transportation; Brent Bell, Bell Trans; Chuck Covington, People's Transit; John Ferrari, AFC Transportation*

11:10am - 12:00pm
Ask the Manufacturers
Grand Ballroom 120

This panel, an industry first, will include directors from the major vehicle manufacturers who will present their limousine and livery strategies for all to hear. The "Power Panel" will be moderated by Scott Solombrino, president and CEO of Dav El Chauffeured Transportation Network and current member of the NLA Board of Directors and NLA Show Committee Co-Chair. If you are looking for some clarity and direction on "product purchasing," this is a MUST ATTEND program.

Presenters: *BMW North America, Cadillac Professional Vehicles, Chrysler Fleet, Ford Motor Company, Hyundai Motor America, Mercedes-Benz USA, Nissan, Toyota Fleet*

12:00pm - 5:00pm
Exhibit Hall Open
(Includes lunch reception 12:00pm - 1:00pm)
Marquee Ballroom

4:00pm - 5:00pm
2nd Annual Dollar Beer Blitz
Marquee Ballroom

5:00pm - 6:00pm
Pitch-Fest Callbacks
(By Invitation Only)
Grand Ballroom 104
Sponsored by LIMOS.COM

5:00pm - 6:00pm
Limos.com Road Show
Grand Ballroom 115

Join us for an exciting, interactive showcase of the latest breakthroughs from Limos.com. Limos.com will make some exciting LCT Summit-exclusive announcements and show you how to grow your business online...profitably! Don't miss what is sure to be an educational and lively Q&A session with your peers and the Limos.com team.

7:00pm - 9:00pm
***LCT Magazine* Awards Gala**
(Separate fee required)
Grand Ballroom 120
Sponsored by LINCOLN | LIMOUSINE & LIVERY VEHICLES

WEDNESDAY, FEBRUARY 15

8:00am - 3:00pm
Registration Open
Grand Pre-Function
Sponsored by BeTransported

8:30am - 10:00am
Coffee Break
Grand Pre-Function
Sponsored by "The True Definition of Excellence" Atlantic

9:00am - 10:00am
Keynote Address: Leading Through Tough Times
Grand Ballroom 120

Come hear this international travel industry powerhouse draw upon lessons learned during global airline upheavals to emphasize the importance of conceptualizing and executing business plans that are responsive to a challenging economic environment. Using real world examples from his own career, former American Airlines chairman and CEO Robert Crandall will show you how sound financial management, tough-minded decision-making, innovation, entrepreneurial thinking and technological leadership are essential to your business success.

Keynote Speaker: *Robert Crandall, Former Chairman and CEO, American Airlines*

10:00am - 11:00am

Mid-Morning Refreshment Break

Marquee Ballroom

Sponsored by Titus Leasing Company www.titusleasing.com

10:00am - 2:00pm

Exhibit Hall Open

Marquee Ballroom

2:10pm - 3:30pm

CONCURRENT WORKSHOPS, SET 3

Middle Management: Dale Carnegie Sales Course

Grand Ballroom 121

LCT audiences can never get enough of Dale Carnegie's John Rodgers, so invest your time to attend this seminar and you're guaranteed a class with take-home value and then some! In this "Sales Training 101" session, this renowned business management coach will provide soup-to-nuts guidance on the optimal sales process including the all-important elements of networking for sales and closing the sale.

Presenter: *John Rodgers, Dale Carnegie Training*

Home-Based: Retail Marketing: Proms, Weddings, Funerals and Nights on the Town

Grand Ballroom 115

What does it take to make your company the preferred chauffeured transportation provider for retail work in your town? Come to this session for pointers galore on how to optimally market your company for proms, weddings, nights on the town and funerals too. If you want everyone to know your name, get yourself to this class.

Presenters: *Kristina Bouweiri, Reston Limousine & Travel Service, Inc.; Deena Papagni, A Touch of Class Transportation, Inc.; Matt Silver, Ultimate Class Limousine and Transport*

Office-Based: Selling Globally

Grand Ballroom 123

Identifying, reaching, communicating with and successfully selling professional travel purchasers likely will require you and your staff to perform at a higher and more sophisticated level than you ever have to date. How do you do it? What do you need to know? What are the recommendations? What are the warnings? Delivered by a corporate travel procurement manager, aka the customer, this session will be exactly the tutorial you and your staff need to launch your company's global sales program.

Presenter: *Larry Jacobson, Universal Music Group*

Bus Business: Don't Let Regulations Throw You Under the Bus!

Grand Ballroom 117

Whether you're thinking about buying a coach or whether you've already made your purchase, this class is for you and every chauffeured transportation operator whose fleet includes buses. Attending will ensure you are well briefed both on the latest U.S. Department of Transportation regulations that govern bus operations and the most essential liability, safety and loss control information that you need to know to manage your bus business.

Presenter: *Bob Crescenzo, Lancer Insurance*

3:40pm - 5:00pm

CONCURRENT WORKSHOPS, SET 4

Middle Management: Train the Trainers

Grand Ballroom 121

This very special class is for livery operators and senior staff members who are responsible for their companies' chauffeur training. It will be devoted to a discussion of "best practices," all gleaned from top company chauffeur trainers themselves. If you want to empower your chauffeurs to achieve peak-level performance, this session is the place to be.

Presenters: *Robert Alexander, RMA Worldwide Chauffeured Transportation and Bob Beutel, All Star Transportation, Inc.*

Home-Based: Avoiding the Home-Based Pitfalls

Grand Ballroom 115

You know what running your new livery company from your home makes you? Exactly the same as almost every "success story" in the business! Everyone had to start somewhere and most started in the basement or the garage or the kitchen table. But how do you do it and operate a professional business, ensure minimal disruption to your family – and maintain your sanity? Get a game plan that will work for you by attending this class that will outline "the need to know" about effectively managing a home-based chauffeured transportation company.

Presenters: *Sheri Barnes, Avante Limousine and Transportation; Mary Beall, First Class Executive Global; Meryl Kelso, Dash Limousine and Sedan Service*

Office-Based: Email Marketing and Relationship Building Systems

Grand Ballroom 123

Expose! Engage! Enchant! This is the "how to" workshop for attracting and retaining customers through the newest, most cost-effective email marketing techniques that will keep you first with prospects and longtime internal and external clients alike. Attend and you'll learn how to tap into a gold mine of new business by implementing customer management strategies that capture attention, ensure repeat business and deliver endless referrals. You'll really distinguish your brand from the competition when you have the information from this session working for you.

Moderator: *Kellie McKinley, Seiji Limousine*

Panelists: *Wayne W. Bustle, eMarketing Innovations Group; Steve Raucher, Global Promotion Sourcing; Nina Ten, The Card Lady*

Bus Business: Marketing Your Bus Business

Grand Ballroom 117

Crucial to marketing your bus business is letting your clients – and the world at-large – know that, with coaches and mini-buses in your fleet, you now can service virtually every passenger ground transportation need. This is a big step up from promoting a traditional chauffeured car company… and it's all to your advantage. Make this seminar your last stop of the show and you'll leave brimming with countless ideas on how to differentiate and promote your company like never before and, even more importantly, take your entire business to the next level of development and growth.

Presenters: *George Jacobs, Windy City Limousine and Courtney West, Chariots for Hire*

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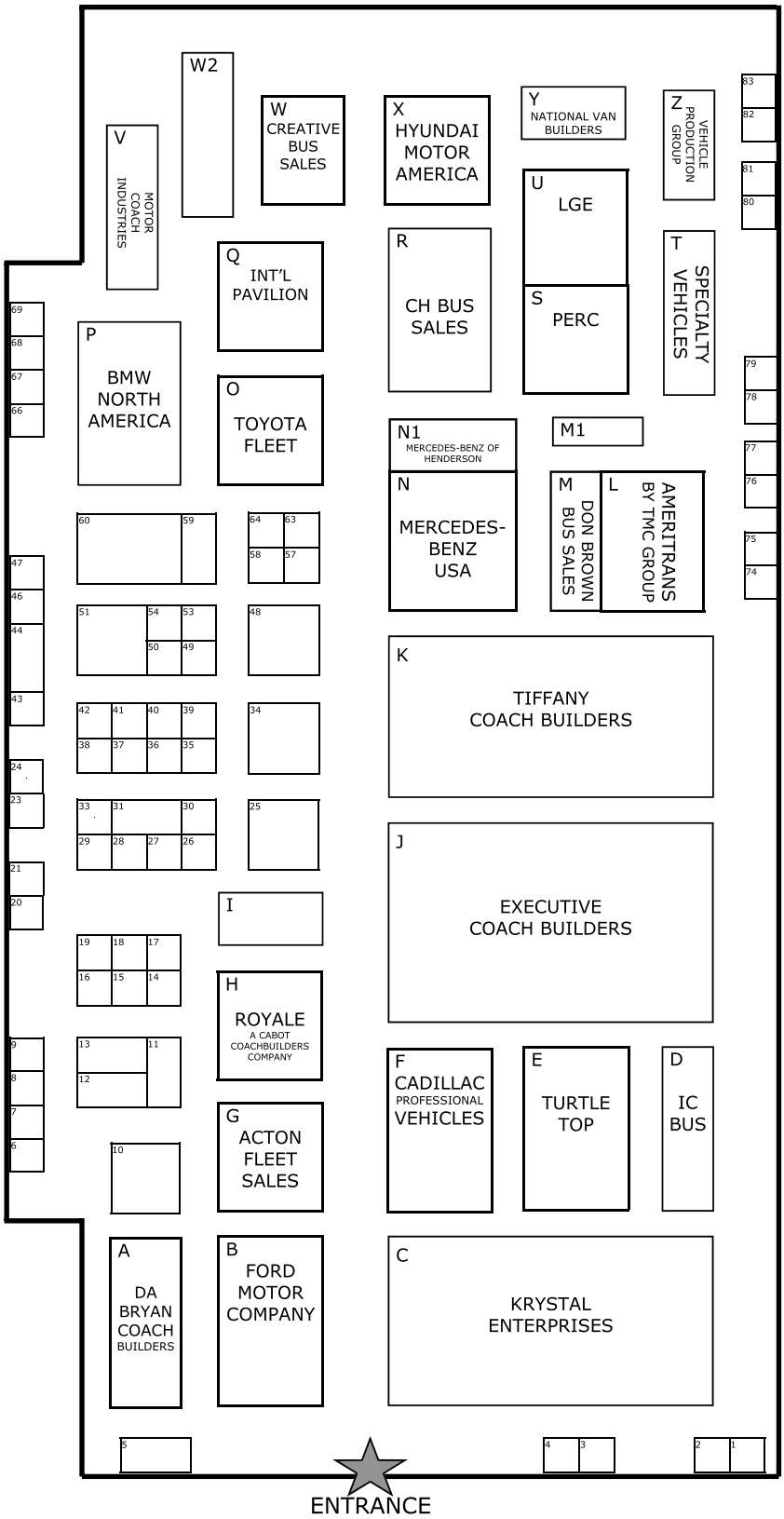

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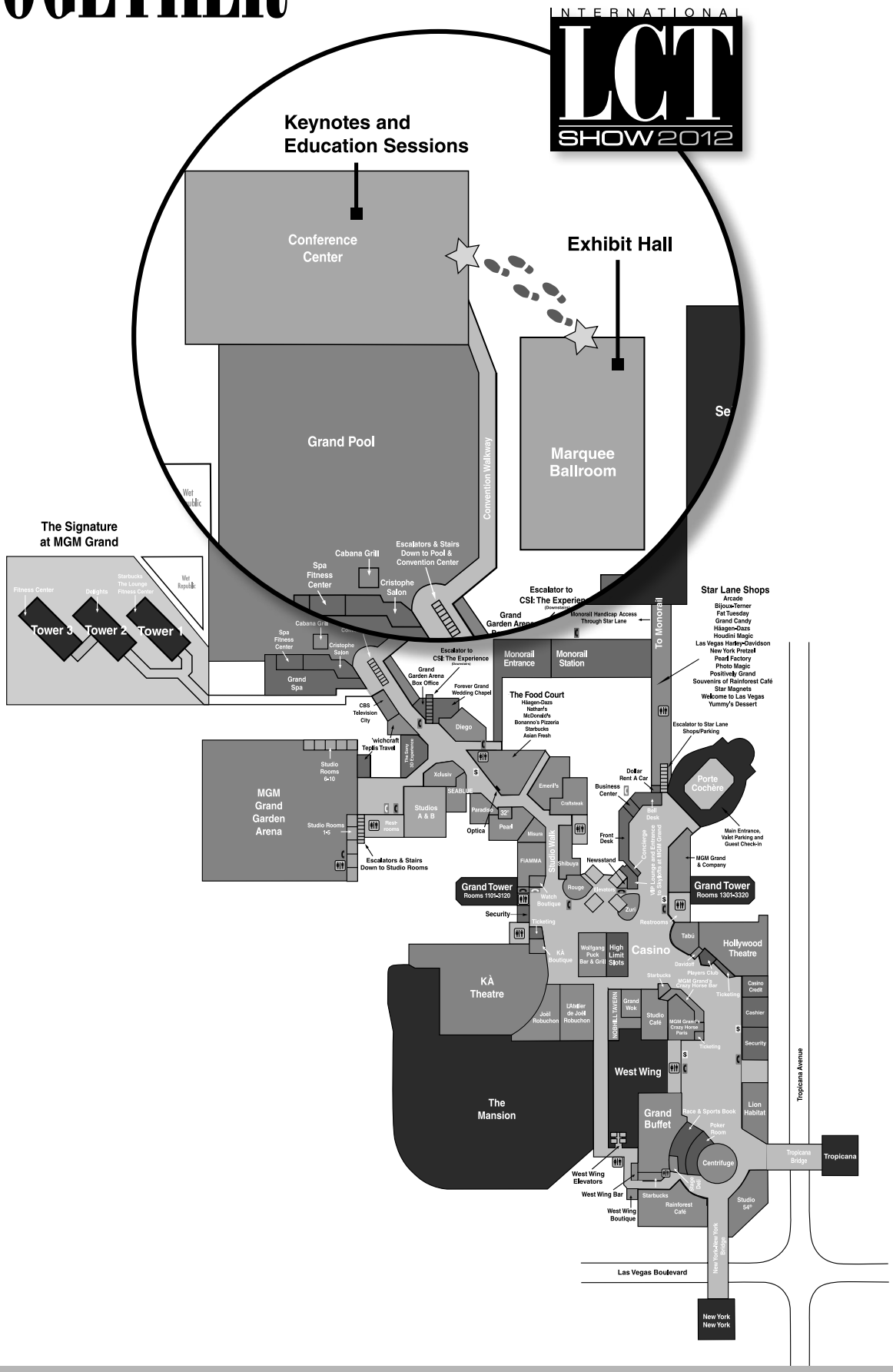

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International LCT Show is a trade-only event. Individuals who cannot document their direct, professional affiliation to the trade will not be admitted.

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Please note that while all attendees are invited to the Exhibit Hall, any supplier attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management.

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QUESTIONS?

If you have questions, please call (800) 576-8788 Monday-Friday from 8:00am - 5:00pm PST to speak to a member of show management for assistance.

The International Limousine, Charter & Tour Show is owned by Bobit Business Media and organized by the staff of *LCT Magazine* and the National Limousine Association.

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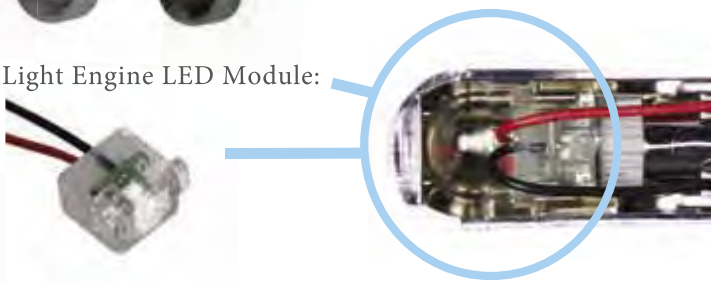

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