

your new REALITY

International LCT Show

January 25 – 27, 2010

Venetian & Palazzo Resort Hotel Casinos
Las Vegas



O F F I C I A L E V E N T G U I D E

INTERNATIONAL
LCT
SHOW 2010

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25
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NLA
NATIONAL LIMOUSINE ASSOCIATION



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Welcome Letter



Welcome Survivors!

I am delighted to welcome you to the 26th annual International LCT Show! You have made the right choice to invest in your success by attending the biggest limousine, charter, and tour trade show in the world.

First, I want to congratulate you on surviving these turbulent and trying economic times. It took dedication, smart decisions, and quick thinking to make it this far. Now that you are here, we'll give you the knowledge and tools to go even farther, get more business, and best of all — make more money!

I would like to thank our returning attendees for their continued support and our new attendees for taking a chance on us. We are grateful to have spent the last 26 years working together with you to advance our industry and look forward to many more.

Along with the National Limousine Association, we have meticulously planned a conference program that covers all the bases whatever your fleet size and experience. I encourage you to take notes and return to the office ready to use new ideas.

I am proud to point out that we have “shaken up” our networking line-up to provide more relationship-building and more fun!

On Monday, the Exhibitor Sponsored Bash “Survivor: Outplay, Outlaugh, Outdance,” has something for everyone. From cocktails, to conversation pits, to dancing and karaoke, to interactive games and challenges, this party will be one for the books.

On Tuesday, the International Affiliate Speed Meet will kick off an unprecedented networking opportunity in the exhibit hall. In the evening, we will honor the industry's greatest achievers in 2009 at the Industry Awards Gala, “An Evening with the Stars.”

On Wednesday, you can extend your reach from corner-to-corner at the U.S. Affiliate Speed Meet in the exhibit hall.

We are here to make sure your experience is a success. Please ask any staff member for assistance and we will point you in the right direction.

I wish you a prosperous 2010. Thank you kicking it off with us at the International LCT Show!

Sincerely,

A handwritten signature in cursive script that reads "Sara Eastwood-McLean".

Sara Eastwood-McLean

LCT Publisher & Show Chair the latest information.

Show at a Glance

Monday, January 25

7:30am – 8:00pm Registration..... Level One Registration

PRE-SHOW ACTIVITIES

9:00am – 11:30am Customer Service Boot Camp Marco Polo 702

9:00am – 10:15am NLA International Operators Welcome Reception Casanova 601

10:00am – 11:20am 5th Annual NLA Women Entrepreneurs' Forum Casanova 603

11:30am – 12:15pm First Timers' Orientation..... Marco Polo 704

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1:15pm – 2:30pm NLA Membership Meeting..... Venetian Ballroom G

OFFICIAL START OF THE INTERNATIONAL LCT SHOW

3:00pm – 3:30pm State of the Industry, Market Trend Report..... Venetian Ballroom G

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THE BEST RIDES WORLDWIDE

3:30pm – 4:30pm Keynote Presentation by Joe Theismann
"Challenge of Change" Venetian Ballroom G

4:45pm – 7:30pm Exhibits Open..... Venetian Hall D

9:00pm – 12:00am Exhibitor Sponsored Opening Bash
"Survivor: Outplay, Outlaugh, Outdance" Venetian Ballroom G

Tuesday, January 26

8:00am – 6:00pm Registration..... Level One Registration

8:00am – 10:00am Coffee Break..... Casanova 601

9:00am – 10:20am Workshops, Set I
• Basic Financial: How to Write a Bulletproof Business Plan
(Plus a Budget You Can't Shoot Holes Through)..... Marco Polo 704

• Advanced Financial: Mergers, Acquisitions, Sales:
How to Get and Make the Deal You Crave..... Casanova 603

• All: Yours for the Asking!
An Open Forum with Three LCT Operators of the Year (Part 1) Marco Polo 702

10:30am – 11:50am Workshops, Set II
• Basic Sales and Marketing: Sell More! Lessons from Acclaimed
Dale Carnegie Pro John Rodgers Marco Polo 704

• Advanced Sales and Marketing: Forget the Box! It's Out-of-the-Box Growth Strategies
That Count Now Casanova 603

• All: Yours for the Asking!
An Open Forum with Three LCT Operators of the Year (Part 2) Marco Polo 702

Show at a Glance

12:00pm – 1:00pm	Lunch on the Show Floor.....	Venetian Hall D
12:00pm – 5:00pm	Exhibits Open.....	Venetian Hall D
2:00pm – 4:00pm	International Affiliate Speed Meet.....	Venetian Hall D



6:00pm – 6:30pm	Industry Awards First Timers Only Pre-Reception.....	Venetian Ballroom G
6:30pm – 9:30pm	Industry Awards Gala “An Evening with the Stars”	Venetian Ballroom G



Wednesday, January 27

8:00am – 3:00pm	Registration.....	Level One Registration
8:00am – 10:00am	Coffee Break.....	Venetian Ballroom G
9:00am – 10:00am	Keynote Presentation by Mike Jensen “What Lies Ahead in a Turbulent Economic Era”	Venetian Ballroom G
10:00am – 11:00am	Brunch on the Show Floor	Venetian Hall D



10:00am – 2:00pm	Exhibits Open.....	Venetian Hall D
11:00am – 1:00pm	U.S. Affiliate Speed Meet	Venetian Hall D



2:10pm – 3:30pm	Workshops, Set III	
	• Basic Financial: How to Simultaneously Maximize Profits, Reduce Expenses and Still Deliver Top-Notch Customer Service.....	Marco Polo 704
	• Advanced Financial: Financial Best Practices: Benchmarks for Sizing Up Your Operation	Casanova 603
	• All: Emily Post Business Etiquette: Handling Difficult Situations by Using a Five-Step Problem Solving Process.....	Marco Polo 702

3:40pm – 5:00pm	Workshops, Set IV	
	• Take Them Out to the Ball Game! How to Attract and Acquire Sports Team Customers.....	Casanova 603
	• How to Grow Your Business Profitably Online.....	Marco Polo 702
	• How to Partner with a Charter Company and Reap the Rewards.....	Marco Polo 704

Program of Events

Daily Schedule (subject to change)

MONDAY, JANUARY 25

Registration

7:30am - 8:00pm • Level One Registration

PRE-SHOW SESSIONS

Customer Service Boot Camp

9:00am – 11:30am • Marco Polo 702

Presenters: Jeff Greene, Greene Classic Limousines and Jeff Rose, Attitude New York

This two-part intense training course is intended for operators who REALLY want to make their company's customer service distinctive and absolutely superb. Taught by two highly respected operators whose own organizations are top-drawer renown, this class will send you home with the roadmap to get you exactly where you want to go.

Part I: Truly Distinctive Customer Service: How to Devise Your Own One-of-a-Kind Program

Your customers tell you what they want all of the time. How do you capture what they say and turn it into the service they can come to rely on and you can deliver each and every time? Attend this session and you'll find out exactly what it takes to devise the customer service plan that is on target for your clients and your company.

Part II: Making It Happen! A Departmental Game Plan for Implementing Customer Service

Starting with the first moment of contact, what must be in place at every "touch point" in your chauffeured transportation operation to ensure the customer service program you have designed is executed for success? Come to this session and you'll leave with implementation plans for reservations, dispatch, billing, chauffeur, sales and management operations that are tried, true and work like a charm.

NLA International Operators Welcome Reception

9:00am – 10:15am • Casanova 601

Operators who have traveled to the U.S. for the 2010 International LCT Show and U.S. operators alike are invited to attend this informal reception to meet face-to-face. This is an around-the-world networking opportunity - the perfect opener for the International LCT Show.

5th Annual NLA Women Entrepreneurs' Forum

10:00am – 11:20am • Casanova 603

Women business owners, including neophytes, seasoned veterans and everyone in between, are invited to participate in this fifth annual forum designed especially to encourage as many one-on-one introductions as time permits. *Space is limited. RSVP required.*

Moderator: Naomi Glaser, Valera Global

Panelists: Kristina Bouweiri, Reston Limousine Service; Barbara Chirico, GEM Limousine Service Worldwide and Diane Forgy, Overland Limousine Service

First Timers' Orientation

11:30am – 12:15pm • Marco Polo 704

Are you new to the LCT world? Join us at the First Timers' Orientation where you'll be introduced to members of the LCT staff, leaders of the National Limousine Association, and various notable figures in our industry. We're going to show you how to make the most of your time at the show!

First time attendees only. Seats are limited, reservation required.

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NLA Membership Meeting

1:15pm – 2:30pm • Venetian Ballroom G

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. A very special occasion this year, the program will celebrate the 25th anniversary of the NLA's founding and include an introduction of the officers and members of the newly elected 2010 NLA Board of Directors.

OFFICIAL START OF THE INTERNATIONAL LCT SHOW

Official Welcome and State of the Industry

3:00pm – 3:30pm • Venetian Ballroom G

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THE BEST RIDES WORLDWIDE



Keynote Presentation by Joe Theismann "Challenge of Change"

3:30pm – 4:30pm • Venetian Ballroom G

Drawing from personal experience, Joe Theismann knows how to deal with the Challenge of Change. On November 18, 1985, he was on top of his game – a two-time Pro Bowl player and the most productive quarterback in the history of the Washington Redskins. Later that evening, he found himself in a hospital bed with a compound fracture to his leg, shattering both his career and his boyhood dream. At age thirty-five, he was faced with starting over his personal life and professional career. In this stirring presentation, individuals and organizations learn how to tackle change by keeping a positive mental outlook and committing to a vision that guides you to the top.

Program of Events

Exhibits Open

4:45pm – 7:30pm • Venetian Hall D

Exhibitor Sponsored Opening Bash

“Survivor: Outplay, Outlaugh, Outdance”

9:00pm – 12:00am • Venetian Ballroom G

Are you always the life of the party, the last one to leave the fun (even well past last-call)? Whether you're in a heated competition, dancing or just relaxing in the conversation pit, there's a “survivor” in us all.



Don't miss the beverages, music, dancing, and 20,000 sq. ft. of a totally unique party with interactive games, teambuilding competitions, and conversation pits. Dress comfortably!

TUESDAY, JANUARY 26

Registration

8:00am – 6:00pm • Level One Registration

Coffee Break

8:00am – 10:00am • Casanova 601

CONCURRENT WORKSHOPS, SET I

9:00am – 10:20am

Basic Financial: How to Write a Bulletproof Business Plan (Plus a Budget You Can't Shoot Holes Through) •

Marco Polo 704

Come to this session especially tailored to operators with less than five years experience and you'll walk away with the know-how to write a business plan and set a budget that will serve as your very best business tools for strengthening and expanding your enterprise. If you want to learn from one of the best minds in chauffeured transportation, get yourself to this one!

Presenter: Tom Miller, Regency Global Transportation Group, Ltd.

Advanced Financial: Mergers, Acquisitions, Sales: How to Get and Make the Deal You Crave • Casanova 603

If you have thoughts of buying, merging or selling your company, what you don't know will hurt you. Getting and making the deal you crave takes a special savvy – one that you can get the jump on by attending this tutorial. Topics to be covered are: conducting due diligence, valuating the business, identifying financing sources, negotiating price, hiring professional help and doing what it takes to survive the process and finally close the deal.

Presenter: William J. Steiren, Allied Business Intermediary International, Inc.

All: Yours for the Asking! An Open Forum with Three LCT Operators of the Year • Marco Polo 702

You have the questions and they have the answers! Come to this open forum and hear what three of the best in the business have to say on operations, management, technology, you name it. “Take home” from this session will be invaluable. Don't miss it!

Moderator: Scott Solombrino, Dav El Chauffeured

Transportation Network

Panelists: Neil Goodman, Aventura Worldwide

Transportation Service; Deena Papagni, A Touch of

Class Transportation, Inc. and Chris Quinn, Corporate

Transportation Solutions, Inc.

CONCURRENT WORKSHOPS, SET II

10:30am – 11:50am

Basic Sales and Marketing: Sell More! Lessons from Acclaimed Dale Carnegie Pro John Rodgers •

Marco Polo 704

John Rodgers has received accolades every time he has spoken to a LCT audience so we have brought him back again to teach the owner-operator-salesperson how to get optimal return. Included will be segments on how to identify and convert customers that offer the greatest value, how to minimize your time on problem customers, and how to expand sales with your existing customers for the highest possible payback.

Presenter: John Rodgers, Dale Carnegie® Training

Advanced Sales and Marketing: Forget the Box! It's Out-of-the-Box: Growth Strategies That Count Now • Casanova 603

Attend this session to get a step-by-step plan for transforming your premium service-based company to a total transportation provider. Straight from the publisher of LCT Magazine, you'll learn what's involved to reposition and transition your company during this paradigm shift, how to sell to the evolving trends, and how to capture the momentum of the 21st century's second decade of changing demographics.

Presenters: Sara Eastwood-McLean, LCT Magazine, Carrie Peele, Blue Diamond Limousines and Sedans and Kristina Bouweiri, Reston Limousine Service

All: Yours for the Asking! An Open Forum with Three LCT Operators of the Year • Marco Polo 702

Once again! You have the questions and they have the answers! Come to this open forum and hear what three of the best in the business have to say on operations, management, technology, you name it. “Take home” from this session will be invaluable. Don't miss it!

Moderator: George Jacobs, Windy City Limousine

Panelists: Eric Devlin, Premier Transportation Services and Susie Martin, Stardust Cruises Limousine Service

Program of Events

Lunch on Show Floor

12:00pm – 1:00pm • Venetian Hall D

Time to fuel up on some tasty eats! You're going to need all the energy you can get for the excitement on the show floor.

Provided to Full-show and One Day Tuesday Registrants and Exhibitors.

Exhibits Open

12:00pm – 5:00pm • Venetian Hall D

International Affiliate Speed Meet

2:00pm – 4:00pm • Venetian Hall D

Affiliates know no borders so all operators at the 2010 International LCT Show will be very welcome to participate in this event hosted by network companies headquartered outside of the U.S. Modeled after the modern speed-dating phenomenon, the International Affiliate Speed Meet will be a quick-fire introduction between networks and operators from across the globe. Wherever you call home, you can meet the perfect match for your business needs right here!

Sponsored by



MUST have a Full Show Pass to participate. R.S.V.P. at the Affiliate Speed Meet counter in the Exhibit Hall required.

Limos.com Road Show

5:00pm – 6:00pm • Casanova 605

Industry Awards First Timers Only Pre-Reception

6:00pm – 6:30pm • Venetian Ballroom G

For the first-time ever, the Industry Awards Gala will kick-off with a reception just for first-time attendees. If you are new to LCT Shows, you can skip to the front of the line by hobnobbing with the industry big-guns - specially invited just to meet you!

Industry Awards Gala: An Evening with the Stars

6:30pm – 9:30pm • Venetian Ballroom G

We've been preparing this epic night for quite some time now and it's going to be absolutely entertaining. Witness the excitement, fun and glamour of our highly anticipated Industry Awards Gala. Learn from our award recipients and you just may be next year's winner.

Gala attendees are invited to join us with complimentary admission at LAVO Nightclub starting at 10:00pm

Separate registration required. Tables of ten available. Cocktail attire suggested.

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WEDNESDAY, JANUARY 27

Registration

8:00am – 3:00pm • Level One Registration

Coffee Break

8:00am – 10:00am • Venetian Ballroom G

Keynote Presentation by Mike Jensen

"What Lies Ahead in a Turbulent Economic Era"

9:00am – 10:00am • Venetian Ballroom G



Mike Jensen's speeches are based on 40 years as an Emmy Award-winning economic correspondent and editor. He traveled the world covering every major business and financial story of our time for The New York Times and then for NBC News. Jensen shares his thoughts on the latest economic

challenges and what is ahead for an embattled Wall Street, average Americans and corporate America. His message includes a steadfast belief that the U.S. has the resources to recover from the economic downturn due to its hard-working labor force, capital, technology and leadership. In this engaging presentation the legendary Jensen laces his talk with compelling data and humorous anecdotes from his career in front of NBC cameras.

Brunch on the Show Floor

10:00am – 11:00am • Venetian Hall D

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Exhibits Open

10:00am – 2:00pm • Venetian Hall D

U.S. Affiliate Speed Meet

11:00am – 1:00pm • Venetian Hall D

The U.S. Affiliate Speed Meet will be structured just like the international program with one difference: All network hosts will be U.S.-based companies. For sure, this will be a "worth-the-price-of-admission" experience for every operator who participates. Don't miss it!

Sponsored by



MUST have a Full Show Pass to participate. R.S.V.P. at the Affiliate Speed Meet counter in the Exhibit Hall required.

Program of Events

CONCURRENT WORKSHOPS, SET III

2:10pm – 3:30pm

Basic Financial: How to Simultaneously Maximize Profits, Reduce Expenses and Still Deliver Top-Notch Customer Service • Marco Polo 704

Maximize profits, reduce expenses and STILL deliver top-notch customer service: Is that possible? You bet! This is not a pipe-dream. Making all of this happen simultaneously means you will have a thriving business – and one to grow on. Join onto this seminar and you'll get the straight talk on exactly how.

Presenters: Michael Fogarty, Tristar Worldwide Chauffeur Services and Ron Sorci, Aventura Worldwide Transportation

Advanced Financial: Financial Best Practices: Benchmarks for Sizing Up Your Operation • Casanova 603

In short, a best practice is a really good idea that, when implemented, proves itself out over and over again. The panelists at this seminar will outline a wealth of best financial practices, including some they personally recommend and some recommended by CPAs and financiers specifically for the chauffeured transportation industry. Get yourself to this session to see how your operation stacks up!

Presenters: Charles Miraglia, Dav El Chauffeured Transportation Network and Stuart Rothstein, Smart Cars Worldwide

All: Emily Post Business Etiquette: Handling Difficult Situations by Using a Five-Step Problem Solving Process • Marco Polo 702

How you choose to act is critical to your business relationships. Consideration, respect and honesty are the tangibles that work for positive outcomes. On the contrary, incivility dooms you from the start and has no place in a service business. Come to this unique session and hear from the man who literally wrote the book on business etiquette! Focusing on the practicalities of the chauffeured transportation world, Peter Post will describe his recommended five-step process to solve difficult situations, deal with difficult people and manage your own professionalism for your company's success.

Presenter: Peter Post, The Emily Post Institute

CONCURRENT WORKSHOPS, SET IV

3:40pm – 5:00pm

Take Them Out to the Ball Game! How to Attract and Acquire Sports Team Customers • Casanova 603

Looking for new business? Look no further than your town's professional, amateur and school sports teams! It's there for the taking...all you have to do is go get it. This seminar, presented by two of the smartest and most accomplished businessmen you'll ever meet, will spell it all out for you: how to identify the top prospects, how to present yourself and your company in your sales presentations, how to respond to RFPs, and, importantly, how to ensure you get ALL of the organization's transport business, e.g. teams, umpers, managers, fans, family members, press. You won't be able to wait to get home to run with the ideas from this one!

Presenters: George Jacobs, Windy City Limousine and Ron Sorci, Aventura Worldwide Transportation

How to Grow Your Business Profitably Online • Marco Polo 702

One billion people worldwide are now online...and growing. How can your business reach this massive, global audience? Come meet a panel of experts from companies like Citysearch, Yelp, ReachLocal and Marzen Media and learn how to grow your business online – profitably! Online marketing is not just for “Big Brand” corporations. The Internet is now the best place for local based businesses to promote themselves to consumers and corporate travelers alike. Included topics will be how to identify the best places to find customers online, drive traffic to your website, make social media work, and implement optimization of your company's website.

Moderator: Doug Anderson, Limos.com
Panelists include representatives from Yelp, Citysearch, ReachLocal and Marzen Media

How to Partner with a Charter Company and Reap the Rewards • Marco Polo 704

Think people moving! In order to expand their service line, more and more chauffeured transportation companies are either adding buses to their own fleets and/or hooking up with charter companies to provide “mega” people moving operations for their customers. The growth opportunities are endless, but you clearly have to know what you're doing before you hit the “start” button. Attend this forum and you'll get the straight scoop.

Presenters: Darren Berg, MTR/Western; Tony Hancuff, Coach America and Jason Kaplan, The Driver Provider

Check This Out!

INTERNATIONAL PAVILION



During Exhibit Hall Hours • Venetian Hall D

Tristar Worldwide welcomes you to the International Pavilion.
Stop by to relax in the cozy lounge seating
and meet the Tristar Worldwide team.

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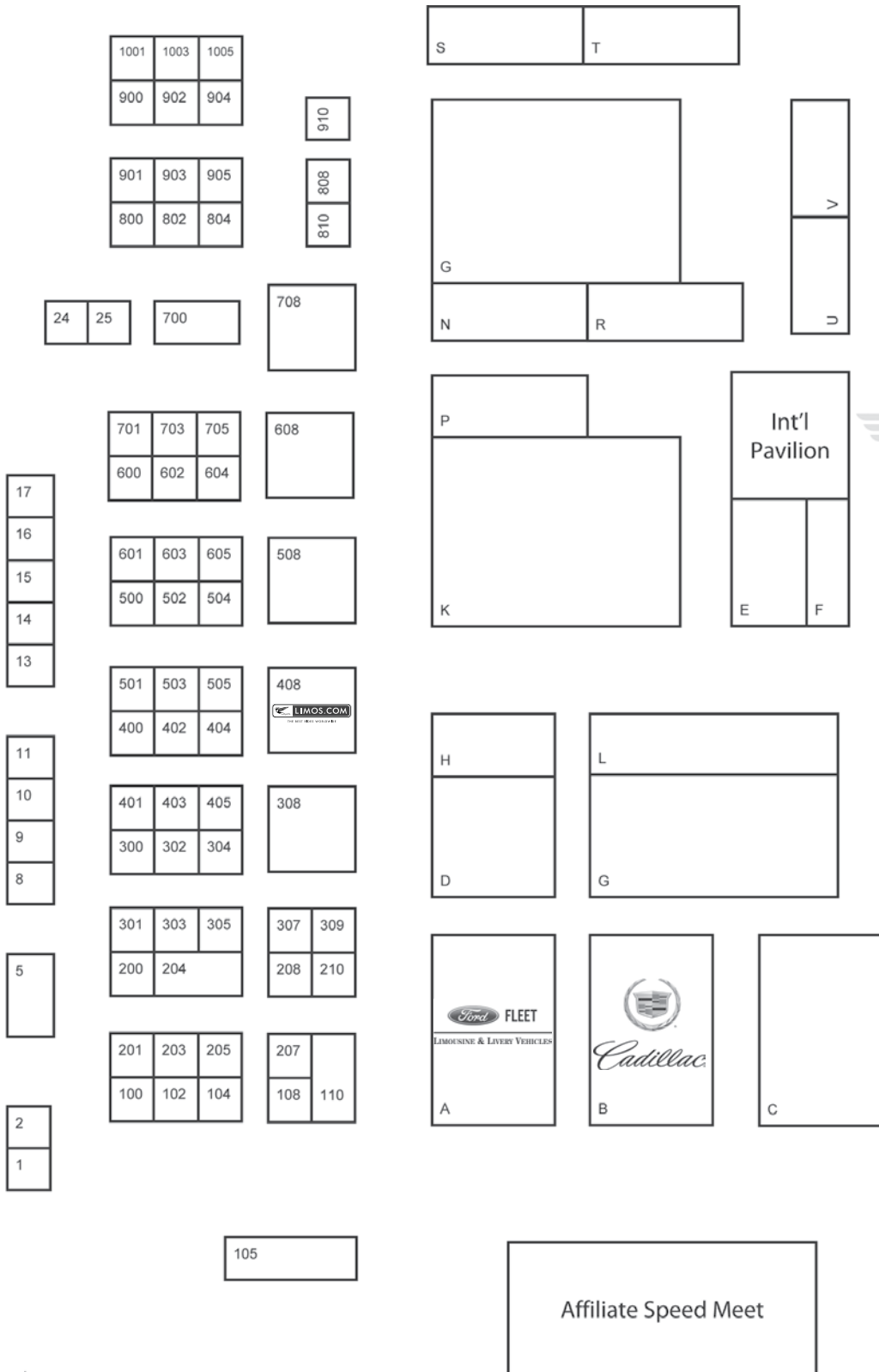


Exhibitors by Booth Number

Booth #	Exhibitor	Booth #	Exhibitor
A	Ford Motor Company*	208	Acton Lincoln Mercury
B	Cadillac Professional Vehicles*	210	Limolive24.com
C	DaBryan Coach Builders	300	National Interstate Insurance Company
D	Mercedes-Benz USA	301	AAA Elite Group - Euronoleggi
E	Vehicle Production Group	302	Crown Cars & Limousines
F	Chalmers Automotive	304	Rodes Roper Love Insurance Agency
G	Tiffany Coachworks	305	Yodle
K	Krystal Enterprises	307	Century Business Solutions
L	ROYALE a Cabot Coachbuilders Company	308	Limo Anywhere, Inc.
M	Executive Coach Builders	309	SuperFleet*
N	Turtle Top	400	Euro Limousine Service*
P	Ultimate Custom Coach	402	ProTrans, Inc./Capacity Coverage Co.
1	Willis Programs of Connecticut Inc.	403	Teletrac, Inc.
2	Create-A-Card, Inc.	404	Advantage Funding
5	Livery Coach Solutions, LLC	405	Oreck Commercial Sales
8	DDS Wireless International	408	Limos.com*
9	P.A. Post Agency, LLC	500	The Hudson Group
10	A-Z Resources, LLC	502	FlightView Inc
11	FASTTRAK Livery Systems	503	Green Ride Global
13	Transpo Insurance	504	AutoLine Capital Corporation
14	South Bay Ford Lincoln Mercury	505	LMS
15	TOP-ALLIANCE AG	508	Lancer Insurance Company
16	CorporateCarOnline	600	Chabe Limousines / NetChauffeurs.com
17	Northland Insurance Company	602	WebVisible
24	Protective Insurance Company	603	Georgetown Insurance Service, Inc.
25	InSight USA - StreetEagle GPS Tracking	604	Aerocar Service
100	Transportation World.com	605	Sabertec LLC
102	Western Experts in Transportation	608	Limousine, Charter & Tour Magazine*
104	Towne Livery	700	Trip Tracker Software
105	National Limousine Association (NLA)* / NLA Silent Auction	703	Unified Livery Systems
108	Omatics	708	AmWINS Transportation Insurance Services
110	Titus Leasing Company*	800	Clean Energy
200	TIB Transportation Insurance Brokers	810	Edson Financial, Inc.
201	Complete Fleet & Limousine Sales/Maplecrest	910	Korotkin Insurance Group
203	CBC (America) Corp		
204	Enterprise GPS, Inc.		
207	Five Star Specialty Programs		

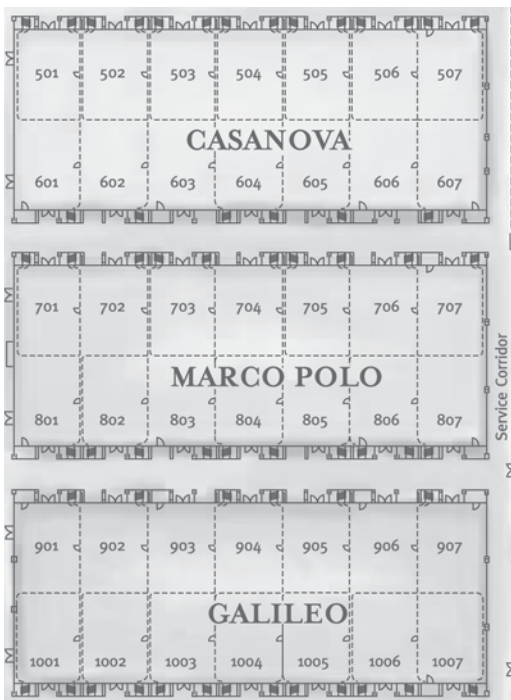
Exhibit Hall Floor Plan

International LCT Show • January 25 – 27, 2010
Venetian & Palazzo Resort Hotel Casinos • Las Vegas



Convention Center Layout

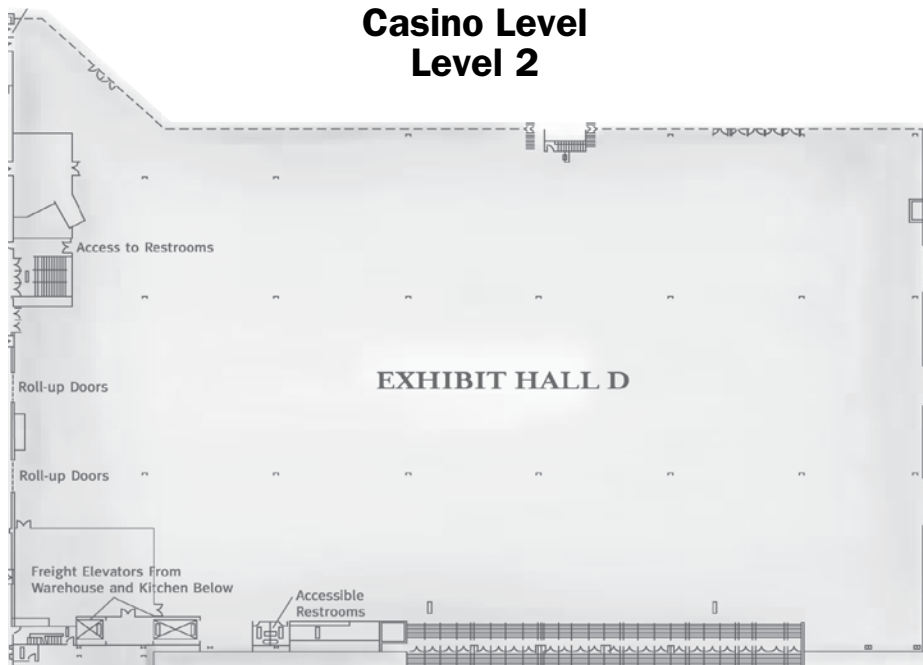
Lower Level Level 1



Congress Center/ Casino Level Level 2



Casino Level Level 2



Exhibitor Listings

AAA Elite Group - Euronoleggi 301

Alessandro Mapelli
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Milano, Italy 20124
Phone: +39-02-70100511 • Fax: +39-02-713043
amapelli@euronoleggi.it • www.moveolux.com
European Limousine Network.
Proud Member 

Acton Lincoln Mercury 208

Bill Cunningham
196 Great Road
Acton, MA 01720
Phone: 978-263-7300 • Fax: 978-264-9053
actonemail@aol.com • www.actonlincolnmercury.com
Dealer: New and used Ford and Lincoln Mercury vehicles.
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Advantage Funding 404

Don Coolbaugh
1111 Marcus Avenue Ste M27
Lake Success, NY 11042
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dcoolbaugh@advantagefunding.us • www.advantagefund.com
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Aerocar Service 604

Angela Mackinnon
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Richmond, BC V6Y 1K3
Canada
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info@aerocar.ca • www.aerocarservice.ca
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AmWINS Transportation Insurance Services 708

Mark Maucere
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San Diego, CA 92131
Phone: 317-222-1418 • Fax: 336-229-6977
mark.maucere@amwins.com • www.amwins.com/atu
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clim@centurybizsolutions.com • www.centurybizsolutions.com
Payment Processing: CBS's goal is to provide superior payment processing solutions and service to the limousine industry.
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Nanterre, France 92000
Phone: 00 33 1 61 20 95 10 • Fax: 00 33 1 41 61 20 95 12
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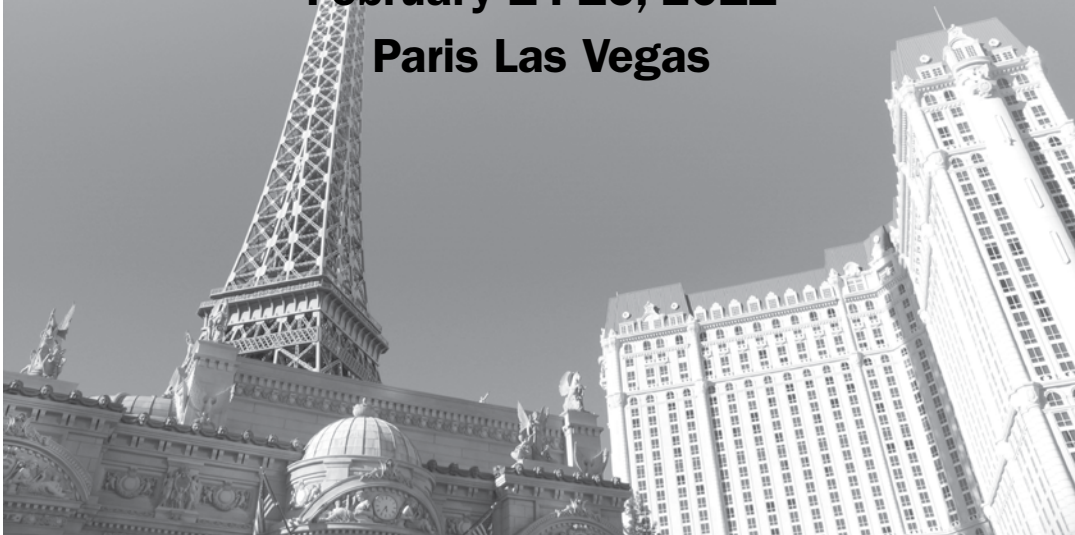
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