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## ► WELCOME



As you are aware, LCT Magazine, in conjunction with the NLA and NELA, is hosting this event for one fundamental reason — to help your businesses succeed. We are sensitive to the fact that the backbone of the chauffeured transportation world is made up of extremely busy, small business entrepreneurs with limited time and tight budgets. We also understand that the “Big LCT Show” is across the country and a major investment for most of you.

Conferences and shows are the absolute best means for efficiently educating yourself on products designed to help you run stronger companies. They are also excellent for gleaning the latest information on best practices. Moreover, they are great for networking. So with all that, in 2005 LCT decided it was time to bring the “mountain to Mohammed” by hosting this Eastern Conference that gives you easy and affordable access to critical information. On a selfish note, LCT East makes it easy for us, too. We have a dozen staff members at this event — all here to meet you and hear about how you run your business. This is the kind of networking WE need to enhance the pages of LCT. Plus for you, it is a chance to get your name in the magazine. So seek us out and talk to us!

I first want to thank each and every one of you for coming here this week. In reviewing the pre-registration roster, there are just so many old friends that this truly feels like a homecoming for all of us at LCT. We are thrilled to be with you for the next few days!

In the meantime, our intent is to make you feel comfortable and welcome. It goes without saying that we also want to be sure you leave the conference with excellent take-home value, so you feel good about investing your hard-earned business dollars with us. We think we hit the ball out of the park with our education program and we have many, many people to thank, like Rick Brown, president of La Costa Limousine and the NLA’s educational chair. A round of applause also goes to all of you who are speakers. It takes a very selfless person to want to share best practices with colleagues and competitors. Our hats are off to you!

A HUGE thank you goes to Ford Motor Company, which is our official conference sponsor for the third year in a row. Recognition must go to all other event sponsors including:

	<b>Official</b>	
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<b>Premier</b>	<b>Feature</b>	<b>General</b>
Celebrity Jet Charter	Acton Lincoln Mercury	American Limos & Transportation
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Krystal Enterprises	Unified Livery Systems	Limousine Management Systems
Livery Coach Software	Westwood Lincoln Mercury	Limousine Service Associates
		Lindsey Limousine
		Overland Limousine
		Rosedale Livery Limited

We also want to express our sincere gratitude to all of the exhibiting companies that put their trust in us at this event. Now please make them happy and go buy from them!

Last but certainly not least, thank you to our association supporters. The New England Livery Association has been a great marketing partner and a super board to plan with. Kudos to all of you at NELA! The National Limousine Association is to be commended for a job well done on speakers. To the state and regional organizations, such as LANJ, that enthusiastically supported us by giving us platform time to talk up this event at their meetings — we thank you and hope it brings you much success in promoting your local issues.

Well, it’s show time now. Have a great time and make every minute count!



Sara McLean  
LCT Publisher

September 9-10, 2007 • Mohegan Sun Resort & Casino, Uncasville, CT

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## ► EVENT STAFF

### Organizers

The LCT Eastern Conference is owned by Bobit Business Media and organized by the staff of LCT Magazine and the National Limousine Association.

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### New England Livery Association Staff

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Rick Szilagyi, Executive Director

## ► CONFERENCE SCHEDULE-AT-A-GLANCE

### SUNDAY, SEPTEMBER 9

<b>7:00 am–8:00 pm</b>	<b>Registration</b>
<b>8:30 am–10:15 am</b>	<b>Coffee Service</b> <i>Sponsored by</i>  
<b>9:00 am–11:50 am</b>	<b>Owner Tracks</b>
<b>12:00 pm–1:45 pm</b>	<b>Networking Lunch Reception</b> <i>Sponsored by</i> 
<b>1:00 pm–2:00 pm</b>	<b>Hybrid 101 – A Technical Overview of the New Livery Package</b>
<b>1:30 pm–5:30 pm</b>	<b>Employee Classes (separate fee required)</b>
<b>2:00 pm–3:20 pm</b>	<b>Concurrent Workshops, Set I</b> <i>Sponsored by</i> 
<b>3:30 pm–4:50 pm</b>	<b>Concurrent Workshops, Set II</b> <i>Sponsored by</i> 
<b>5:00 pm–8:00 pm</b>	<b>Exhibits and Ford's Opening Reception</b> <i>Sponsored by</i>  LIMOUSINE & LIVERY VEHICLES
<b>9:00 pm–12:00 am</b>	<b>Martinis Till Midnight at Leffingwells</b> <i>Sponsored by</i> 

### MONDAY, SEPTEMBER 10

<b>8:00 am–4:00 pm</b>	<b>Registration</b>
<b>8:30 am–10:30 am</b>	<b>Coffee Service</b> <i>Sponsored by</i>  
<b>9:00 am–10:20 am</b>	<b>Concurrent Workshops, Set III</b>
<b>10:30 am–11:30 am</b>	<b>Keynote Address by Steve Rizzo</b> <i>Sponsored by</i>  LIMOUSINE & LIVERY VEHICLES
<b>11:30 am–1:00 pm</b>	<b>Luncheon on the Show Floor</b> <i>Sponsored by</i>  
<b>11:30 am–4:00 pm</b>	<b>Exhibits Open</b>
<b>4:15 pm–5:30 pm</b>	<b>Concurrent Workshops, Set IV</b> <i>Sponsored by</i> 

► **NETWORKING & NIGHTLIFE**

**Ford's Opening Reception & Exhibit Kick-Off**

*Sunday, September 9 • 5:00 pm-8:00 pm • Uncas Ballroom*

We are bringing some Southwest flair to the Northeast as Ford Motor Company hosts this upbeat Latin-themed networking reception and launch of the 2007 show floor.

Catch your first glance of the products and services on display while enjoying light appetizers and cocktails to a background of smooth salsa music and periodic announcements highlighting Ford's exciting product line.

This fiesta is sure to be high energy fun while operators and exhibitors can still get down to business.



Sponsored by



**Martinis Till Midnight**

*Sunday, September 9 • 9:00 pm-12:00 am • Leffingwells*

Krystal Enterprises always throws a legendary party and this one will definitely be a LCT East hit! With an "Original Rat Pack" atmosphere designed to facilitate conversation with your new contacts and old friends, it is your chance to wind down and enjoy a few drinks.

*Open to Full-Show and Full One-Day registrants. Please bring your badge for entry.*



Sponsored by



**Luncheons**

*Sunday, September 9 • 12:00 pm - 1:45 pm • Uncas Ballroom Pre-function*

Commonwealth Worldwide Chauffeured Transportation hosts a light lunch. It is the perfect way to scope out who is there and get a head-start on the crowd!

Sponsored by



*Monday, September 10 • 11:30 am - 1:00 pm • Uncas Ballroom*

Livery Coach Software and Celebrity Jet Charter fuel up the show floor by hosting lunch in the center of the action!

Sponsored by



## ► SPECIAL PROGRAMS

### OWNER TRACKS

**Sunday, September 9 • 9:00 am–11:50 am**

#### Track 1: Advanced Level Operations

*Brothertown*

This full morning workshop has been especially tailored for the seasoned operator and/or the large fleet company owner. Be sure to join on for the entire program to learn from these industry legends as well as from the audience of peers.

**9:00 am – 9:50 am**

Sales-Presented by *David Seelinger & Edward Martinez, Empire CLS*

**10:00 am – 10:50 am**

Operations-Presented by *Jeff Bellagamba, Concorde Limousine*

**11:00 am – 11:50 am**

Real Estate-Presented by *Scott Solombrino, Dav El Chauffeured Transportation Network*

#### Track 2: Start Up Boot Camp

Companies in business less than 5 years

*Paugussett*

If you have been in business for five years or less, this is the boot camp for you. You'll spend the morning in workshops tailored to give you the essentials to succeed from some of the most successful experts in the industry.

**9:00 am – 9:50 am**

Marketing-Presented by *Michael Lindsey, Lindsey Limousine*

**10:00 am – 10:50 am**

Operations-Presented by *Stephen Qua, Company Car & Limousine*

**11:00 am – 11:50 am**

Finance-Presented by *Ron Sorci, Aventura Worldwide Transportation Services*

### Coffee Breaks Get Revved Up!

**Sunday, September 9**

8:30 am - 11:00 am

**Monday, September 10**

8:30 am - 10:30 am

*Upper Level Lobby*



Take home your mug for a keepsake.

**Sponsored by**



Open to Full Show, One-Day Sunday Passes and Exhibitors

September 9-10, 2007 • Mohegan Sun Resort &amp; Casino, Uncasville, CT

**EMPLOYEE CLASSES (Separate Fee, Ticket Required)**  
**Sunday, September 9 • 1:30 pm–5:30 pm****Chauffeur Training Course***Abenaki*

Do you have a lead chauffeur who has the potential to train all of your new hires? Our comprehensive school can help get them to that point. This half-day school covers the basics to advance-level chauffeur training. It includes an overview of etiquette, defensive driving and customer service do's and don'ts.

The program will also include instruction on training and managing practices. It is an excellent program for operators who drive their own vehicles and it will end with a test and Certificate of Completion!

**1:30 pm – 3:30 pm**

Basics

*Presented by Scott Mezger, Executive Chauffeuring School***3:30 pm – 5:30 pm**

Advanced Techniques

*Presented by Bruce Heinrich, LEADER Worldwide Chauffeured Services***Dispatch/Reservation Course***Schaghticoke*

This 4-hour workshop will provide an overview of best practices in customer service, reservations, and dispatching. It will be the basis for training your frontline personnel to deliver the ultimate in personalized service to guarantee that your clients will become your most loyal advocates.

**1:30 pm – 3:30 pm**

Basics

*Presented by Robert Mackasek, Valera Global (formerly Computer Car)***3:30 pm – 5:30 pm**

Advanced Techniques

*Presented by Robert Mackasek, Valera Global (formerly Computer Car)*



**► KEYNOTE PRESENTATION****The “Atti-Tools” for Success****Presented by: Steve Rizzo**

Monday, September 10 • 10:30 am–11:30 am • Cabaret Theater



As a world class expert, Steve Rizzo shows people how to choose a healthy attitude both professionally and personally. His audiences learn how to succeed and enjoy their lives in the midst of challenging and changing times. He is extremely entertaining and has a powerful message.

Using the principles that are instilled in Steve's programs has helped audiences throughout the country adjust their attitudes to discover brighter alternatives to potentially negative situations. It's no wonder that groups like Marriott Hotels, BlueCross/BlueShield, American Express, Safeco and The Central Intelligence Agency, to name a few, have found Steve's keynote speeches and seminars invaluable in helping them to *Embrace Change, Utilize Their Power Of Choice* and to *Move Forward In Spite of Adversity*. As one participant said, "He left me with a sense of hope that I could once again take control of my life."

Life is filled with unexpected twists and turns. You can either whine about it or adjust your attitude and choose a better way. How we deal with our professional and personal challenges will determine the quality of life we have. This high impact and entertaining program is designed to knock down the walls of negativity and fear and replace them with pillars of hope and optimism.

You will learn the "Atti-Tools" that will propel you to succeed on all levels of life. You will walk away with a healthy attitude and usable tools that will enable you to overcome the obstacles that are keeping you from the success you desire while enjoying the process.

Sponsored by



**► FULL SESSION LISTINGS****Workshops, Set I (concurrent sessions, choose one)  
Sunday, September 9 • 2:00 pm–3:20 pm**

Sponsored by

**Changing Times, Changing Strategies:  
A View from the Top**

*Brothertown*

Moderator: Sara McLean, LCT Magazine  
Panel: Jonathan Danforth, BostonCoach  
Scott Solombrino, Dav El Chauffeured Transportation Network  
Doug Werdebaugh, Carey International

Listen to the leading operators in the country share their insights about the major changes that are taking place in the industry. Find out what you need to do to position your company to take advantage of the new limo environment.

**“Call to Action” Marketing Tactics and Creative Branding**

*Penobscot*

Presented by Michael Ellwanger and Arthur Messina, Create-A-Card, Inc.

Experience over 20 years of professional insight into today's leading transportation businesses. See real-world transportation marketing tactics that have a proven rate of success. Learn how to use the latest marketing tools to increase sales while targeting specific clientele. Receive high-impact "Call to Action" examples and specific strategies for acquiring corporate clients, wedding business and more. Sneak a peek into cutting-edge marketing technologies including the Internet, Flash graphics, email blasts, CD-rom and DVD presentations.

**From Zero to a Fleet of Dozens in 18 Months**

*Paugussett*

Presented by George Jacobs, Windy City Limousine

Come hear one of the most successful limousine operators ever, tell how to take the fast track in building a livery company. He's been there, done that, and now he's doing it all over again with Windy City Limousine. You don't want to miss one word of this real life adventure!

*Open to Full Show, One-Day Sunday Passes and Exhibitors*

**Workshops, Set II (concurrent sessions, choose one)**  
**Sunday, September 9 • 3:30 pm–4:50 pm***Sponsored by***Ask the Experts!***Paugussett*

Moderator: Diane Forgy, Overland Limousine Service  
Panel: Mark Mollica, Black Tie Limousine  
Tom Mulligan, Metropolitan Limousine  
Deena Papagni, A Touch of Class Transportation

This interactive session is the chance to ask your most pressing questions of this panel of accomplished operators – and get their feedback right on the spot. Get the answers to your most critical issues from those who have walked in your shoes – and are here to tell about it.

**Nuts and Bolts of the Wedding and Prom Business***Brothertown*

Presented by Matt Silver, Ultimate Class Limousine

What will give you the "edge" in the wedding and prom business? Attend this comprehensive session and you'll go home with ideas that will make your company THE standout in the marketplace. LCT is delighted to bring Matt Silver back by popular demand for this workshop that has won rave reviews from past participants.

**Maximizing Profitability: What's in YOUR Wallet?***Penobscot*

Presented by Richard Kane, International Limousine Service

So you're making money...but are you making a profit? If you are profitable, is your current level the best you can do? Whatever your answer to these questions, you can be sure you'll do even better when you hear what Richard Kane has to say in this session on how to maximize your company's profitability. Hot tips, proven techniques, sound advice: Come and get them all right here!

*Open to Full Show, One-Day Sunday Passes and Exhibitors*

**Workshops, Set III (concurrent sessions, choose one)**  
**Monday, September 10 • 9:00 am–10:20 am****Road Show Success: How to Make It Happen for Your Company***Brothertown*

Presented by Dawson Rutter, Commonwealth Worldwide Chauffeured Transportation

Orchestrating the "road show" transportation needs when executives, financiers and lawyers are taking a company public is truly a niche business unique to the New York marketplace. At this session Dawson Rutter will share his own road show success so you can learn how to make it happen for your company.

**Productivity Boosters: Making It a "Go Time" in the Slow Times***Penobscot*

Moderator: Jeff Rose, Attitude New York  
Panel: Leon Reitzenstein, Chauffeured Services Unlimited  
Scott Tinkler, Aventura Worldwide Transportation Services

What should you be doing at your company when it's off-season and/or business is just plain slow? Lots! These experienced operators will share how to take advantage of down time to boost your operational set-up, improve your marketing implementation and sharpen your training program. There won't be any more unproductive moments at your company after you get this savvy input.

**Operations: Basic Office Automation***Paugussett*

Presented by Marc Shpilner, Limousine Eighteen and Eric Weiner, All Occasion Transportation

What systems and technology do you need to make your company run efficiently...to make it run at all? These two New England-based operators will tell you what they have made work in their companies – and where they have made mistakes that you won't want to duplicate. They'll cover the gamut from reservations to dispatch, to accounting and billing – and more.

**SPECIAL THANK YOU  
TO OUR AUDIO/VISUAL SPONSORS**

*Open to Full Show, One-Day Monday Passes and Exhibitors*

**Workshops, Set IV (concurrent sessions, choose one)**  
**Monday, September 10 • 4:15 pm–5:30 pm***Sponsored by***Hiring and Firing Best Practices***Penobscot*

Moderator: David Eckstein, Valera Global (formerly Computer Car)  
Panel: Gail Nevins, Valera Global (formerly Computer Car)  
Synthia West, Eagle Transportation Services

Employee relations can be a minefield in any company. What policies and practices should you ensure are alive and well and being adhered to in your company? What policies and practices are absolute "No-Nos?" These speakers, a limousine company owner and limousine company human resources managers, will enlighten you on how to find and secure new employees and, if need be, how to go about releasing them from your company if they don't measure up.

**Bus Management and Successful Fleet Diversification***Brothertown*

Moderator: Charles Wisniewski, Teddy's Transportation System  
Panel: Tom Arrighi, A&A Metro Transportation  
Kristin Aulenbach, Eagle Transportation Services

More and more these days, customers want to be transported in large groups...really large groups in some cases. How can you meet demands like these? Should you even try? If so, where do you start? And how do you continue to make it work – day, after day, after day? Listen up to these operators who are already ahead of this mega-vehicle game. Take advantage of their know-how before you diversify your fleet and you'll come out ahead too.

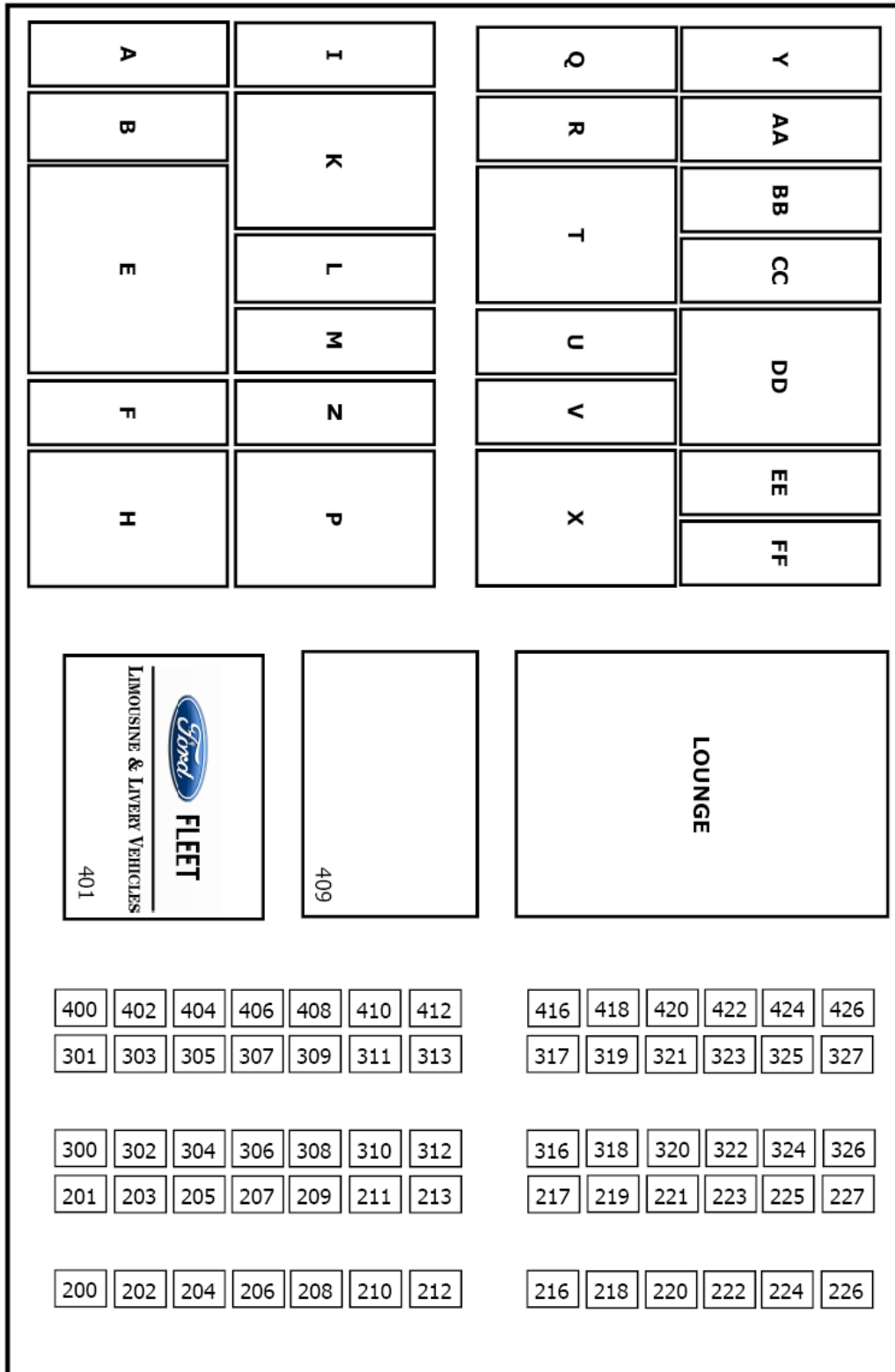
**How to Work with Affiliates and Build Your Business Big Time***Paugussett*

Moderator: Tami Saccoccio, Commonwealth Worldwide Chauffeured Transportation  
Panel: Robert Alexander, RMA Worldwide Chauffeured Transportation  
Jon Epstein, Royal Coachman Worldwide  
Tim Rose, Flyte Tyme Limousine

Taking on affiliate work can be a scary proposition when you've never done it before. How do you make it into a network in the first place? What should you expect once you've captured a spot? What should make you cautious? How can you build your affiliate work so it's really worth your while? What's the roadmap for all of this? These four pros will tell you all about it with practical advice from tried-and-true experiences that have made all the difference to their companies' growth.

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► FLOORPLAN



## ► EXHIBITOR LISTINGS BY BOOTH NUMBER

B	Quality Bus & Truck Center	303	TomTom, Inc.
DD	Atlantic Turtle Top	304	Lifestyle Transportation International
E	Empire Coachworks International LLC	305	Fleet One
EE	New York Bus Sales	306	BostonCoach
F	Westwood Lincoln Mercury LLC	308	Infinite Dispatch Solutions
FF	Midwest Automotive Designs Inc.	309	WAAV, Inc.
H	Royale Limousine Manufacturers	310	Limo Anywhere, Inc.
K	Tuscany/Accubuilt	311	TIPS Insurance
L	Chrysler, Fleet Operations	312	TIB Transportation Insurance Brokers
M	New England Wheels	313	Century Bankcard Services
N, V	Federal Coach	316	Limousine Management Systems (LMS)
P	Acton Lincoln Mercury	317	Brenner Financial, Inc.
T	Executive Coach Builders	320	P.A. Post Agency, LLC
U	Nova Coach Works	326	Gateway Limousines
X	Cadillac Professional Vehicles	327	Waverley Insurance Agency, Inc.
100	Unified Livery Systems	400	The Knot
201	Universal Limousine Distributors	401	Ford Motor Co.
211	Digital Dispatch Systems	402	Managing Agency Group, Inc.
212	Limores.net	404	Livery Coach Software
213	Research Underwriters	408	Celebrity Jet Charter
217	Vehicle Tracking Solutions	409	Krystal Enterprises
222	National Limousine Association (NLA)	412	Create-A-Card, Inc.
224	LCT Magazine	416	GT3
226	New England Livery Association	420	PAA Insurance Solutions
300	FlightView/RLM Software	422	Advantage Funding
301	ProTrans, Inc.	424	Lancer Insurance Company
302	TripTracker	426	Professional Insurance Center, Inc.

## ► EXHIBITOR LISTINGS ALPHABETICAL ORDER

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### Brenner Financial, Inc. .... 317

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 Malvern, PA 19355  
 Phone 888-875-5387 Fax 610-854-1803  
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 www.celebrityjet.com  
*Private jet charter broker serving the limousine industry.*

**Century Bankcard Services** ..... **313**

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 clim@centurybankcardservices.com  
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*We offer a full range of merchant processing solutions and a relationship manager will be your single point of contact.*

**Create-A-Card, Inc.** ..... **412**

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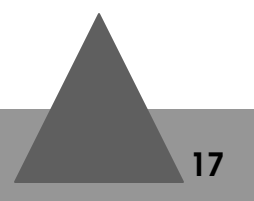
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 Chrysler Fleet Operations: Auburn Hills, MI – Chrysler is a global provider of automotive and transportation products and services generating superior value for fleet customers. Our products are known for refined styling, innovative engineering and quality.

**Digital Dispatch Systems** ..... **211**

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 www.digital-dispatch.com  
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**★Empire Coachworks International** ..... **E**

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*Cars/Limos*



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*Manufacturer of limousines, limousine buses, shuttle buses, funeral vehicles and vans.*

**FlightView/RLM Software** ..... 300

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**Fleet One** ..... 305

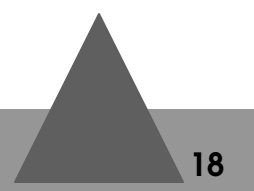
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► **ABOUT THE SPEAKERS**



**Robert Alexander**

**RMA Worldwide Chauffeured Transportation**

Armed with a strong belief in his relationship-building skills and a business plan he developed for his senior thesis, Robert Alexander launched his first enterprise, Errands Plus, in 1988. The one-car delivery service operated out of his parents' basement for the first three years. When Errands Plus became RMA Chauffeured Transportation in 1991, the company had grown to include a fleet of vehicles driven by a cadre of well-trained drivers. Now RMA employs more than 125 chauffeurs and 40 support personnel and has more than 100 sedans, vans, stretch limousines and minibuses for hire.



**Kristin Aulenbach**

**Eagle Transportation Services**

In April 2006, Kristin Aulenbach became president and CEO of Eagle Transportation Services, a livery company founded by her father in 1991. She oversees a fleet of more than 160 vehicles, supervises a service and sales staff of more than 150 people, and manages Eagle's 20,000 square-foot facility. While she spent many post-school hours working at the company in her younger years, Aulenbach formally joined the organization in 2002 after earning a degree from Johnson & Wales University. She was employed as a dispatcher, a reservationist, a chauffeur, and a salesperson before moving into her current leadership role.



**Jeff Bellagamba**

**Concorde Limousine**

Jeff Bellagamba graduated from Rowan University in 1978. Although he earned a B.A. in Psychology, his career path led him in the direction of financial services/sales. In 1995, he joined Concorde Limousine as Executive Vice President. With his expertise in sales and management, he had the foresight to exceed the goals set for Concorde. With his fresh ideas, focusing on providing the ultimate in customer service, and escalating ground transportation to a worldwide level, Bellagamba along with his team has grown the company's revenues to surpass \$10 million. A proactive leader of the company, he oversees all aspects of daily operations.



**Jonathan Danforth**

**BostonCoach**

A seasoned entrepreneur skilled in incentive travel and destination-management, innovation and insight, Jonathan Danforth is president and CEO of BostonCoach, one of the largest ground transportation service companies in the world. Danforth provides the strategic vision and oversight of the 20-year-old company in its new phase of aggressive growth and diversification.

**David Eckstein****Valera Global (formerly Computer Car)**

David Eckstein is responsible for Valera Global's computer and communication systems and strategic technical planning. As Executive Vice President, he oversees IT operations while spearheading the continued development of Valera Global's advanced dispatch system. He is also responsible for cultivating and managing relationships with the company's network of worldwide transportation partners. Previously, Eckstein served as President and Director of Corporate Car, Inc., a radio-dispatched for-hire car service. At Corporate Car, he oversaw the company's sales and finance divisions, as well as its IT and communications systems. Prior to Corporate Car, he was Treasurer and Director of Communicar, Ltd., a cooperatively owned management company for a radio-dispatched for-hire car service.

**Michael Ellwanger****Create-A-Card, Inc.**

Michael Ellwanger has served the limousine industry for the past eight years, helping many luxury ground operators generate new business. He has developed marketing campaigns, advertisements, and a host of advertising tools. Within the limousine industry, Ellwanger's work has included marketing tools for: Krystal, Tiffany, Ultra, MTG Parts, Limousine Digest, Cadillac, SCB, Universal Limousines, and hundreds of limousine business owners worldwide.

**Jon Epstein****Royal Coachman Worldwide**

Jon Epstein is the president of Royal Coachman Worldwide in Orange, N.J., where he oversees operations, fleet and vehicle service. He is a member of the Board of Directors of the Limousine Associations of New Jersey, and a member of the Association of Corporate Travel Executives, the Executive Association of New Jersey and the National Limousine Association. Epstein joined Royal Coachman 21 years ago after graduating from Lafayette College.

**Diane Forgy****Overland Limousine Service**

Diane Forgy prompted her parents to start a limousine service when she was in high school. After completing college and working outside of the company in commercial real estate, she returned to the family business in 1987, assumed the lead role in day-to-day operations in 1991 and took complete ownership in 1998. Overland Limousine Service grew very rapidly during these years and now is established as the highest volume luxury limousine service in Kansas City. Forgy is First Vice President of the National Limousine Association. She has been a member of the Limousine Success Group since 2004.

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**Bruce Heinrich****LEADER Worldwide Chauffeured Services**

Bruce Heinrich spent the decade following college modeling and acting in Europe, Asia and the U.S. Bored and disillusioned with the glamour industry, he took a guest services position at a Ritz-Carlton hotel and discovered his passion for anticipating and meeting guests' needs with first class service. Two years later, Heinrich turned to chauffeuring and subsequently founded LEADER Worldwide Chauffeured Services in Kansas City with one car. The company now boasts a fleet of sedans, limousines, SUVs and vans.

**George Jacobs****Windy City Limousine**

George Jacobs built American Limousine into the largest limousine company in America in one city. In 1998 he sold to Carey International, stayed on with them for seven years, briefly retired, and recently returned with a vengeance, starting Windy City in 2006 and making LCT's top 100 in his second year. This former six-time president of the NLA has bested the IRS, testified in front of Congress, and been LCT Operator of the Year as well as Entrepreneur of the Year. He loves this industry and feels best when he is able to help others succeed.

**Richard Kane****International Limousine Service**

Richard Kane is president and chief executive officer of International Limousine Service, a company that has grown approximately 20% annually for the last four consecutive years. International Limousine Service has a fleet of 120 vehicles and a staff of 200 employees. Kane is very active in the Washington D.C. metropolitan area luxury ground chauffeured transportation industry and serves as a board member of the National Limousine Association, the Maryland Limousine Association and the Washington Metropolitan Limousine Association.

**Michael Lindsey****Lindsey Limousine**

Michael Lindsey is the president and chief executive officer of Lindsey Limousine in South Windsor, Conn. He founded the company in 1989. In 2000, Limousine & Chauffeured Transportation magazine awarded Lindsey the honor of "Operator of the Year." His fleet has grown since the company's launch and now includes sedans, stretch, super-stretch and mega-stretch limousines, SUVs, vans and coaches. "We are an exclusive Connecticut limousine company offering award-winning service...no excuses" is the pledge that headlines Lindsey's web site.

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**Robert Mackasek****Valera Global (formerly Computer Car)**

Robert Mackasek joined Valera Global in 2000 and has served as the company's CEO since 2005. As CEO, he is tasked with providing the strategic direction for the entire organization, as well as creating the specific policies and procedures required for its implementation. He also is a member of the company's Board of Directors and acts as their liaison in corporate affairs. Before joining Valera Global, Mackasek maintained a private law practice specializing in transportation. For nearly two decades, he represented major fleets in the New York City area in their daily corporate, regulatory and personnel matters. Prior to that, he was First Deputy Commissioner of the New York City Taxi and Limousine Commission where he was responsible for the day-to-day operations of the agency.

**Sara McLean****LCT Magazine**

Sara McLean was hired by Bobit Publishing Company (now Bobit Business Media) in 1991 and tasked to revamp the sales and marketing programs for *LCT Magazine* and the LCT Show. In response since then, she has grown the "journal of record" publication to one that is ranked among the company's top three most profitable (of more than 20), reached a pinnacle of 3,800 attendees at the 2006 Las Vegas convention and developed four additional profit centers, including the LCT Leadership Summit, the LCT Eastern Conference, a products department that sells myriad business tools to the livery trade, and the management company of the National Limousine Association.

**Arthur Messina****Create-A-Card, Inc.**

Arthur Messina started Create-A-Card, Inc. in the Fall of 1986. The vision was to provide the transportation industry with the most affordable marketing and printing solutions available. He brings over 20 years of marketing, printing and consulting knowledge to livery enterprise. He frequently is published in many trade journals including *LCT Magazine*.

**Scott Mezger****Executive Chauffeuring School**

Scott Mezger has been co-owner of a family-owned limousine operation since 1987. He and his wife are also owners of the Executive Chauffeuring School, an entity that was already well known when they acquired it more than 10 years ago. In his capacity as teacher, Mezger instructs professional chauffeur candidates in the classroom, on videotape and in print. He frequently writes on chauffeur training issues for *LCT Magazine*.



**Mark Mollica**

**Black Tie Limousine**

Mark Mollica is President and CEO of Black Tie Limousine, the company he established in 1983 with just one vehicle. Today the company operates a diverse fleet of 40 vehicles out of a 66,000 square foot state-of-the-art facility. He currently serves on the NELA Board of Directors. Black Tie Limousine was awarded "The Best Company in The Service Industry" by the Merrimack Valley Chamber of Commerce, chosen The Knot 2007 "Best Wedding Pick" and selected as "Operator of the Year" by *LCT Magazine*.



**Tom Mulligan**

**Metropolitan Limousine**

After graduating from college and while attending law school, Tom Mulligan formed Metropolitan Limousine in 1972 with partner Ted Milos. The business was founded to serve senior level corporate management, board of directors meetings and the Chicago premium hotel market. After 35 years in the industry, Metropolitan Limousine has grown to a fleet of 70 vehicles, capable of meeting the demands of its clients with knowledgeable chauffeurs, the provision of a safe, new fleet, and coverage around the clock every day of the year.



**Deena Papagni**

**A Touch of Class Transportation**

Deena Papagni has been president of A Touch of Class Transportation, Inc. (dba Touch of Class Limousine Service) since 1989. From a start-up with three limousines she has built the company into the largest limousine service in Central California. She attributes this success to her education, which includes a B.A. in business and marketing and a M.B.A., a ferocious work ethic and a growing community. Papagni strongly believes in GPS tracking, recorded phone conversations, visual surveillance and other technological products that protect the company. This year she began her first term on the NLA Board of Directors.



**Stephen Qua**

**Company Car & Limousine**

Stephen Qua founded Company Car & Limousine with three cars and applied for NLA membership on the same day in 1994. Since then, his organization has grown to 10 times its first year's revenue, been named 2002 LCT Operator of the Year finalist and was chosen 2003 LCT Operator of the Year. Qua joined the Limousine Success Group in 1998, was elected to the group's executive committee in 2000 and ultimately served as chairman. He is now serving his second year as a member of the NLA Board of Directors.



**Leon Reitzenstein**  
**Chauffeured Services Unlimited**

Leon Reitzenstein's career in the luxury ground transportation industry began in 1995 when he worked as a chauffeur driving almost exclusively for the Royal Families of Brunei and Saudi Arabia. In 1997 he joined Los Angeles-based CLS Transportation to help expand their New York operation. By 1999 he had grown the company's fleet from 15 to 100 vehicles and the yearly revenue from \$4 million to more than \$20 million. Soon he and his team were managing the CLS businesses in Los Angeles, New York, San Francisco and Aspen. In 2004 he assumed the position of chief operating officer and president of CLS Worldwide Services, LLC. Reitzenstein is now president and chief operating officer of Chauffeured Services Unlimited.



**Steve Rizzo**

Steve Rizzo shows people how to choose a healthy attitude both professionally and personally. His audiences learn how to succeed and enjoy their lives in the midst of challenging and changing times. He is extremely entertaining and has a powerful message. Using the principles that are instilled in Rizzo's programs has helped audiences adjust their attitudes to discover brighter alternatives to potentially negative situations. It's no wonder that groups like Marriott Hotels, BlueCross/BlueShield, American Express, Safeco and The Central Intelligence Agency, to name a few, have found his keynote speeches and seminars invaluable in helping them to *Embrace Change, Utilize Their Power Of Choice and Move Forward In Spite of Adversity*.



**Jeff Rose**  
**Attitude New York**

Jeff Rose is the president and CEO of Attitude New York Chauffeured Transportation. He got his start in the industry driving yellow cabs in New York City while pursuing an acting career. After studying under Dav El "University" founder David Klein, he started Attitude New York in 1986 with one car. Sensing that trends in the industry were going in a new direction. Rose was among the first to ever launch a limousine service with a sedan instead of a stretch limousine. Today, Attitude New York caters to New York's most demanding clientele with 36 vehicles and a staff of 70. Rose sits on the board of the New York Limousine Association and is a member of the LCT Editorial Advisory Board.



**Tim Rose**  
**Flyte Tyme Limousine**

Tim Rose began his career as a part-time chauffeur with Garden State Limousine while attending college. In the next 14 years he climbed the ranks, serving as dispatcher, salesman and finally executive vice president. By 1997 the company had grown from a two-car operation to a 170-plus fleet. When the company was sold, he joined another local growing company, Flyte Tyme Limousine, that had 44 vehicles. Today, Flyte Tyme runs a diverse fleet of 185 vehicles. Rose is current president of the Limousine Associations of New Jersey (LANJ).

**Dawson Rutter****Commonwealth Worldwide Chauffeured Transportation**

Dawson Rutter, the president and founder of Commonwealth Worldwide, began his career behind the wheel of a taxi. In 1982 he used his savings to purchase a single luxury transportation vehicle and launched Commonwealth Worldwide. The company grew steadily in the Boston market during the subsequent 20 years and, in 2004, expanded to New York. In 2005, *LCT Magazine* designated Commonwealth Worldwide the Number One emerging company to watch. Rutter currently is serving on the NLA Board of Directors.

**Tami Saccoccio****Commonwealth Worldwide Chauffeured Transportation**

Tami Saccoccio, National Affiliate Director for Commonwealth Worldwide, worked in the corporate travel industry for 15 years as a team leader before assuming her current position. Her prior managerial experience enables her to develop strong relationships and implement best practices and protocol in the Commonwealth Worldwide affiliate network.

**Mark Shpilner****Limousine Eighteen**

Marc Shpilner and his wife, Linda, own and operate Limousine Eighteen in the Boston area. They have been in business for almost 20 years. Marc is a longtime New England Livery Association member and just stepped down from the treasurer role after seven years. Shpilner says, "I started in 1988 with one secondhand six-passenger limousine doing proms and weddings. I started running a few ads to promote the limousine service in the local papers. There were no other companies in the local area, so I had a great opportunity. I bought my first new car, a sedan, when my corporate clients started to outnumber the prom and wedding clients. We've come a long way from those simple days! Now our business is global and handles primarily corporate travelers. We have state-of-the-art technology to manage our business, and can handle large or small events on a global scale."

**Matt Silver****Ultimate Class Limousine**

Matt Silver is the founder and president of Ultimate Class Limousine located in Hicksville, N.Y. He started the company in 1988 from the basement in his home and, since then, has grown the enterprise into a thriving company with a fleet that includes sedans, stretches, vans, mini-buses and buses. Silver is a board member of the Nassau Suffolk Limo Association. He is also very active in many charitable organizations and has received numerous commendations recognizing his contributions.

**Scott Solombrino****Dav El Chauffeured Transportation Network**

Scott Solombrino is the president and CEO of Dav El Chauffeured Transportation Network, one of the world's largest privately-held luxury chauffeured ground transportation companies. In 1978, he founded the Massachusetts Limousine Owners Association and six years later helped start the National Limousine Association. Since then, he has served four consecutive terms as its president and many years as a member of its board. Solombrino is also a member of the board of directors of the National Business Travel Association (NBTA) and was named president of the NBTA Allied Leadership Council in 2005.

**Ron Sorci****Aventura Worldwide Transportation Services**

Ron Sorci is the chief financial officer of Aventura Worldwide Transportation, a 90-vehicle organization headquartered in Miami. He launched his career in the ground transportation industry in 1969 when he worked for Fugazy International while attending college. He became CFO of Fugazy in 1972, and, later that decade fulfilled the same role for Carey International. Subsequently, he owned and operated his own company, RPS Executive Limousines, Ltd. After selling RPS in 1996, Sorci served as president of U.S. Transportation Systems, Inc. and then president of Precept Transportation before joining Aventura several years ago.

**Scott Tinkler****Aventura Worldwide Transportation Services**

Scott Tinkler has been with Aventura Worldwide Transportation for two years, but as the son of Neil and Toni Goodman, he has grown up in the business. Scott oversees all aspects of Aventura and is very involved with day-to-day operations. He spent twelve seasons as equipment manager for the Florida Panthers of the National Hockey League prior to joining Aventura in July 2005. Scott also is a former U.S. Marine (1988-1992) and Desert Storm Veteran.

**Doug Walczak****Ford Fleet Limousine & Livery Vehicles**

Doug Walczak has been with the Ford Motor Company for over 22 years. He began his career with the Ford Parts & Service Division in 1985 and has held various positions throughout the company since then. His most recent roles include Ford Division Marketing Communications Coordinator, Expedition & Excursion Brand Manager, North America Product Marketing Manager-Small SUV. Currently he is Limousine & Livery Manager. Walczak was named Industry Contributor of the Year in 2007 – only the third person to receive the award in the history of the industry.



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**Eric Weiner****All Occasion Transportation**

Eric Weiner is the president of All Occasion Transportation that he founded in 1990 while attending Johnson & Wales University. All Occasion now has a large and diversified fleet of vehicles that includes the "London Taxi." The company has been awarded "Operator of the Year" status by *LCT Magazine* – no doubt in part because of the special emphasis placed on staff and chauffeur training and the benefits for employees. Weiner has served on the boards of the New England Livery Association and the National Limousine Association.

**Doug Werdebaugh****Carey International**

Doug Werdebaugh has served as the senior vice president, worldwide operations, Carey International, Inc. since January 2003. He joined Carey in 1998 following a 21-year career with the United States Air Force. Since joining Carey International, Doug has served the company in various management capacities such as subsidiary vice president; general manager, vice president operations standardization, consolidation and acquisitions, and regional vice president operations of multiple regions throughout the United States. He holds degrees in personnel administration and criminal justice. His undergraduate studies were in business administration.

**Synthia West****Eagle Transportation Services**

Synthia West is the Human Resources Manager for Eagle Transportation Services. She is a transplanted New Yorker with an extensive background in management and recruitment. She has spent 20 years in the retail management field for companies such as The Limited, Lane Bryant, and Caldor's. She has recruited and trained management teams for the specific purpose of customer service, customer satisfaction and the implementation of policy and procedures. West is a graduate of Potsdam University with a B.A. in Sociology and has C.O.P.C certification.

**Charles Wisniewski****Teddy's Transportation System**

As president of Teddy's Transportation System, Charles Wisniewski focuses on growing his family business while continuing to meet his customer's high standards. He is very involved in the limousine industry and has many speaking engagements and affiliations. He first spoke to the industry at the NLA's second conference in 1985. He later served on the NLA board and was the organization's youngest president at the age of 31. He helped start and grow the NLA's Connecticut chapter and in 1988 initiated the first-ever sting of gypsy livery operators – an enforcement that continues to date. Wisniewski is a graduate of the University of Connecticut.

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## Employee Classes Dispatch/Reservations Course Sunday • 1:30 pm – 5:30 pm

**Bob Mackasek**  
**Valera Global (formerly Computer Car)**

This four-hour workshop will provide an overview of best practices in customer service, reservations and dispatching. It will be the basis for training frontline personnel to deliver the ultimate in personalized service and address in detail:

- Professionalism
  - Defining the expected *persona* of customer service representatives, reservationists and dispatchers
  - Impact of presenting in a positive manner, e.g. techniques, attire
- Communication
  - Verbalizing professionally
  - Posture techniques
  - Self-confidence
- Customer satisfaction
  - Understanding customer expectations
  - How to handle disgruntled customers with finesse
  - How to understand and recognize three types of communicators

### **What You'll Learn That Will Make/Save Money:**

- How to exceed customer expectations
- The deadly sins of poor customer service – so you can avoid them!
- How to deal with the five typical customers “from hell”

### **NOTES**

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**Workshops – Set III**  
**Productivity Boosters: Making It a “Go Time” in the Slow Times**  
**Monday • 9:00 am – 10:20 am**

**Moderator: Jeff Rose, Attitude New York**

**Panelists**

**Leon Reitzenstein, Chauffeured Services Unlimited**  
**Scott Tinkler, Aventura Worldwide Transportation**

All companies have slow times and seasonal cycles. How can you make the best of these downtimes and turn slumps into periods of productivity? Join on to this seminar and learn about:

- Fleet management
  - Timing fleet purchases and sales to coincide with seasonal demand
  - Getting maintenance done economically and with minimal interruptions
- Personnel management:
  - Hiring and training when business is slow
  - Being a contrarian to buck up your staff
- Marketing and revenue
  - Promoting/Publicizing in slow times
  - Taking advantage of excess capacity to showcase your company

**What You’ll Learn That Will Make/Save Money:**

- How to boost your operational set-up
- How to improve your marketing implementation
- How to sharpen your training program

**NOTES**

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## **Workshops – Set IV** **Hiring and Firing Best Practices** **Monday • 4:15 pm – 5:30 pm**

**Moderator: David Eckstein, Valera Global**

### **Panelists**

**Gail Nevins, Valera Global**

**Synthia West, Eagle Transportation Services**

Employee relations can be a minefield in any company. What policies and practices are essential in your company handbook? What policies and practices are absolute “No-Nos?” These industry experts will enlighten you on how to find and secure new employees and, if need be, how to go about releasing them from your hire when they don’t measure up. Specifically, they’ll focus on:

- Proper policies and procedures for livery companies
  - Hiring
  - Firing
- Improper policies and procedures for livery companies
  - Hiring
  - Firing
- The philosophy and psychology of the interview process

### **What You’ll Learn That Will Make/Save Money:**

- The questions to ask when interviewing a prospective employee
- The questions not to ask when conducting an interview
- Ways to find out an applicant’s real attitude toward work in general, a fit in your company, and the job at hand

### **NOTES**

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***Sponsored by Eagle Transportation Services***

September 9-10, 2007 • Mohegan Sun Resort & Casino, Uncasville, CT

**Workshops – Set IV**  
**Bus Management and Successful Fleet Diversification**  
**Monday • 4:15 pm – 5:30 pm**

**Moderator: Charles Wisniewski, Teddy’s Transportation System**

**Panelists**

**Tom Arrighi, A & A Metro Transportation**  
**Kristin Aulenbach, Eagle Transportation Services**

More and more these days, customers want to be transported in large groups... really large groups in some cases. How can you meet demands like these? Should you even try? If so, where do you start? And how do you continue to make it work – day after day after day? Listen up to these operators who already are ahead of this mega-vehicle game. Take advantage of their know-how before you diversify your fleet and you’ll come out ahead too. Specifically, this session will zero in on:

- Management, operations and sales for operators who own large vehicles
- Management, operations and sales for operators who use affiliates’ large vehicles
- Federal, state and local regulations
- If/When/How to build a fleet of large vehicles; fleet utilization analysis; buying/selling large vehicles
- Marketing large vehicle service

**What You’ll Learn That Will Make/Save Money:**

- How to save money by using the theory of OPM (other people’s money)
- Fleet utilization science: when to buy, when to farmout
- Need-to-know federal regulations – in a nutshell

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*Sponsored by Eagle Transportation Services*





## SEMINAR EVALUATIONS

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## Seminar Evaluation

**Seminar Title:**                **Advanced-Level Operations - Sales**  
**Date:**                            **Sunday, September 9, 2007, 9:00 AM - 9:50 AM**  
**Speakers:**                    **Ed Martinez and David Seelinger**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

Seminar Title:           **Advanced-Level Operations - Operations**  
 Date:                       **Sunday, September 9, 2007, 10:00 AM – 10:50 AM**  
 Speaker:                  **Jeff Bellagamba**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

Seminar Title: **Advanced-Level Operations – Real Estate**

Date: **Sunday, September 9, 2007, 11:00 AM - 11:50 AM**

Speaker: **Scott Solombrino**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

Seminar Title: **Start-Up Boot Camp - Marketing**  
 Date: **Sunday, September 9, 2007, 9:00 AM - 9:50 AM**  
 Speaker: **Michael Lindsey**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

Seminar Title:           **Start-Up Boot Camp - Operations**  
 Date:                       **Sunday, September 9, 2007, 10:00 AM - 10:50 AM**  
 Speaker:                   **Stephen Qua**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

Seminar Title: **Start-Up Boot Camp - Finance**  
 Date: **Sunday, September 9, 2007, 11:00 AM - 11:50 AM**  
 Speaker: **Ron Sorci**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

**Seminar Title:**            **Hybrid 101 – A Technical Overview of  
the New Livery Package**

**Date:**                        **Sunday, September 9, 2007, 1:00 PM – 2:00 PM**

**Speaker:**                 **Doug Walczak**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*





## Seminar Evaluation

**Seminar Title:**            **Chauffeur Training Course**  
**Date:**                      **Sunday, September 9, 2007, 1:30 PM - 5:30 PM**  
**Speakers:**                **Scott Mezger and Bruce Heinrich**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

Seminar Title: **Dispatch/Reservations Course**  
 Date: **Sunday, September 9, 2007, 1:30 PM - 5:30 PM**  
 Speaker: **Bob Mackasek**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

**Seminar Title:** Changing Times, Changing Strategies: A View from the Top

**Date:** Sunday, September 9, 2007, 2:00 PM - 3:20 PM

**Moderator:** Sara McLean

**Panelists:** Jonathan Danforth, Scott Solombrino and Doug Werdebaugh

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



Seminar Evaluation

Seminar Title: **“Call to Action” Marketing Tactics and Creative Branding**

Date: **Sunday, September 9, 2007, 2:00 PM – 3:20 PM**

Speakers: **Michael Ellwanger and Arthur Messina**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an “Evaluation Kiosk” located in the corridor.*



Seminar Evaluation

Seminar Title: **From Zero to a Fleet of Dozens in 18 Months**

Date: **Sunday, September 9, 2007, 2:00 PM – 3:20 PM**

Speaker: **George Jacobs**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



Seminar Evaluation

Seminar Title: **Ask the Experts!**  
 Date: **Sunday, September 9, 2007, 3:30 PM – 4:50 PM**  
 Moderator: **Diane Forgy**  
 Panelists: **Mark Mollica, Tom Mulligan and Deena Papagni**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



Seminar Evaluation

Seminar Title: **Nuts and Bolts of the Wedding and Prom Business**

Date: **Sunday, September 9, 2007, 3:30 PM – 4:50 PM**

Speaker: **Matt Silver**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



Seminar Evaluation

Seminar Title: **Maximizing Profitability: What's in YOUR Wallet?**

Date: **Sunday, September 9, 2007, 3:30 PM – 4:50 PM**

Speaker: **Richard Kane**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*





Seminar Evaluation

Seminar Title: **Road Show Success:  
How to Make it Happen for Your Company**

Date: **Monday, September 10, 2007, 9:00 AM – 10:20 AM**

Speaker: **Dawson Rutter**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

**Seminar Title: Productivity Boosters: Making it a “Go Time” In the Slow Times**

**Date: Monday, September 10, 2007, 9:00 AM – 10:20 AM**

**Moderator: Jeff Rose**

**Panelists: Leon Reitzenstein and Scott Tinkler**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
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2. Should this topic be repeated in the future? \_\_\_\_\_  
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3. Please suggest topics for future meetings. \_\_\_\_\_  
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4. Please indicate your suggestions for improving future educational seminars.  
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*Please return your completed evaluation to an “Evaluation Kiosk” located in the corridor.*



## Seminar Evaluation

**Seminar Title:** Basic Office Automation  
**Date:** Monday, September 10, 2007, 9:00 AM – 10:20 AM  
**Speakers:** Marc Shpilner and Eric Weiner

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

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3. Please suggest topics for future meetings. \_\_\_\_\_

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4. Please indicate your suggestions for improving future educational seminars.

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*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



Seminar Evaluation

Seminar Title: **The “Atti-Tools for Success”**  
 Date: **Monday, September 10, 2007, 10:30 AM – 11:30 AM**  
 Speaker: **Steve Rizzo**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_

3. Please suggest topics for future meetings. \_\_\_\_\_

4. Please indicate your suggestions for improving future educational seminars.

*Please complete and hand to a LCT/NLA staff member at the conclusion of the presentation.*



## Seminar Evaluation

**Seminar Title:** Hiring and Firing Best Practices  
**Date:** Monday, September 10, 2007, 4:15 PM – 5:30 PM  
**Moderator:** David Eckstein  
**Panelists:** Gail Nevins and Synthia West

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
 \_\_\_\_\_

3. Please suggest topics for future meetings. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

4. Please indicate your suggestions for improving future educational seminars.  
 \_\_\_\_\_  
 \_\_\_\_\_

*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

**Seminar Title: Bus Management and Successful Fleet Diversification**

**Date: Monday, September 10, 2007, 4:15 PM – 5:30 PM**

**Moderator: Charles Wisniewski**

**Panelists: Tom Arrighi and Kristin Aulenbach**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
 \_\_\_\_\_

3. Please suggest topics for future meetings. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

4. Please indicate your suggestions for improving future educational seminars.  
 \_\_\_\_\_  
 \_\_\_\_\_

*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*



## Seminar Evaluation

**Seminar Title: How to Work with Affiliates and Build Your Business Big Time**

**Date: Monday, September 10, 2007, 4:15 PM – 5:30 PM**

**Moderator: Tami Saccoccio**

**Panelists: Robert Alexander, Jon Epstein and Tim Rose**

1. Please rate the effectiveness of the presentation.

	Poor	Fair	Good	Very Good	Excellent
a.. Overall presentation	1	2	3	4	5
b. Content of presentation	1	2	3	4	5
c. Speaker ability to communicate information	1	2	3	4	5
d. Length of presentation	1	2	3	4	5
e. A/V materials used to enhance presentation	1	2	3	4	5

2. Should this topic be repeated in the future? \_\_\_\_\_  
 \_\_\_\_\_

3. Please suggest topics for future meetings. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

4. Please indicate your suggestions for improving future educational seminars.  
 \_\_\_\_\_  
 \_\_\_\_\_

*Please return your completed evaluation to an "Evaluation Kiosk" located in the corridor.*