



## Limousine Associations of New Jersey March 31, 2011 E-News

LANJ E-News is published each month expressly for the members of the Limousine Associations of New Jersey and other professionals in the livery industry.

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### **NJMVC Chief Administrator Keynotes LANJ Luncheon**

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Raymond Martinez, chief administrator of the New Jersey Motor Vehicle Commission (NJMVC), was the guest speaker at the March 16 LANJ membership meeting, hosted by Empire Coachworks International and co-sponsored by All American Ford/Lincoln of Paramus and Don Brown Bus Sales. Commissioner Martinez advised he has an open door policy for LANJ members and the NJMVC will address the issues, such as window tinting and illegal operators, that were raised at the meeting.

### **LANJ PAC Key to Repeal of Sales Tax on Service Campaign**

March 31, 2011

In order to wage a major grassroots campaign for repealing "sales tax on service," all LANJ members are requested to make a contribution to the Limousine Associations of New Jersey PAC "Camden County Pride." Contributions can be made by **personal or business check** (to the Camden County Pride PAC) **or credit card**. Checks should be sent to Pete Corelli, PAC Treasurer, c/o Lakeview Custom Coach, 100 White Horse Pike, Oaklyn, NJ 08107. Credit card donations should be called into Pete at (856) 854-3300. In lieu of one donation, arrangements may be made for an automatic monthly credit card charge.

### **Lieutenant Governor Guadagno Keynote Speaker on May 18**

March 31, 2011

Mark your calendar for Wednesday May 18 for the LANJ Annual Luncheon/Auction with keynote speaker Lieutenant Governor Kim Guadagno. The event, being hosted by Complete Fleet, will be held at 12 Noon at the Wilshire Grand Hotel, 350 Pleasant Valley Way, West Orange, New Jersey 07052. If you would like to make an auction donation, please contact Complete Fleet's

Bruce Cirlin at (908) 964-4400 or, if you prefer, fax a description of your donation (including the value) to him at (908) 964-1400.

## **Prom Season 2011: Tips for Getting New Business**

March 31, 2011

### **Prom season is here...Are you ready?**

There are too many proms on the same date. There are too many kids taking buses or driving themselves. No one is spending money anymore. Forget the naysayer and start thinking about what you can do now to promote your company and book more jobs this season. Start off by knowing your market. You now are selling to the 16-19 year old age range. At the same time, you also are selling your services to the parents of the 16-19 year olds. The students want excitement, lights, loud sound, new, fancy, unique, one-of-a-kind, and cool chauffeurs, while the parents are looking for safety, reputation, reliability, rules and a fair price.

### **So how do you accomplish this?**

You need to promote to both categories in a way to get their attention. Sell the excitement and fun experience to the students and sell the safety and reliability to the parents. This can be done by means of post card mailings, handouts (fliers or brochures), a Facebook page, YouTube videos, referrals, website postings, prom showcase displays and/or prom advertisements.

**Post Card Mailings (Most Effective!) -** At this age group, students are receiving large quantities of mail from colleges. An oversized post card stands out from the other clutter and gives the parents the opportunity to see the card as well.

**Handouts (Fliers or Brochures) –** Using these easy-to-read publications is a great way to showcase your company services and fleet. Be different, be unique, promise only what you can offer. Leave the fliers in stores, pass them out at showcases, give them to friends, and/or consider hiring students to help you with distribution and/or sales in exchange for a discount for themselves.

**Facebook and YouTube -** Need I say more! If you don't have a Facebook page, start one up today. Every teenager is on Facebook and accesses YouTube. Moreover, the same is true for most of their parents!

**Prom Showcase -** Display your best, unique, brand new or one-of-a-kind vehicle. Decorate the interior to look fun and exciting. Have a younger chauffeur and/or sales person that the kids can relate to (though not too young for parents' concern) right at hand. Make sure that you represent your company well. First impressions are lasting impressions! Have take-away materials and promotional giveaways so students can show their friends and parents.

**Pricing -** As a final note, package your prom services with an all-inclusive price. This will make it much easier for the students and parents to understand the cost per person. For example: Offer a \$79 per person price (based on the vehicle size) to generate attention. As most prom goers will be sharing the cost for your service, doing this will mean you'll attract more prom business and book more jobs.

*Contributed by: Arthur Messina, President - Founder, Create-A-Card, Inc., Board Member of the National Limousine Association, (631) 584.2273, [www.LimoCards.com](http://www.LimoCards.com)*

## **Cost Savings Program with Solveras Payment Solutions**

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LANJ is pleased to offer a cost-savings program with Solveras Payment Solutions, one of the leading payment processing experts for small-to-medium sized businesses. They provide all LANJ members a free savings analysis of their current credit processing rates. In addition to credit card processing, Solveras offers a wide array of solutions to help process electronic payments including e-check, remote deposit capture, web-based transactions, recurring payment plans and electronic invoicing. For more information, visit [www.solveras.com](http://www.solveras.com).

### **Take Advantage of LANJ Livery Sure Program**

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Don't forget, LANJ and AJM Insurance/Post Financial Services Group recently announced that an association-sponsored insurance product is finally a reality. In an effort to provide members with highly competitive rates, excellent service and carrier stability, LANJ and Post Financial have teamed up to offer Livery-sure. The Livery-sure product will provide members of LANJ with several (A) rated insurance carrier options, Quick Quote Programs for 1-3 unit operators, credit card payments for all participants, loss control seminars and bi-monthly safety and loss control newsletters. For more information, visit [www.liverysure.com](http://www.liverysure.com).

Let LANJ hear from you. Please send your comments and/or questions to [kim.werbos@limo.org](mailto:kim.werbos@limo.org).

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