



Limousine Associations of New Jersey

April 27, 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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LANJ Executive Director Gets Governor's Nod

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Barry Lefkowitz, LANJ's longtime executive director, has received a gubernatorial appointment to New Jersey's newly established Passenger Transportation Advisory Council that is responsible for reviewing rules and regulations regarding all vehicles involved in passenger transportation in the state. Lefkowitz intends to recommend that the present State Limousine Advisory Board (SLAB) become a sub-committee of the Advisory Council since he believes SLAB members will bring a wealth of talent and experience to the new group.

Lt. Governor to Keynote May 18 Luncheon/Auction

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New Jersey Lt. Governor Kim Guadagno has confirmed she will deliver the keynote address at the LANJ luncheon/auction that is being held on May 18 in West Orange. All members and other interested owner-operators are encouraged to attend. A strong turnout for the event will be the best indication that LANJ and the limousine industry are forces to be dealt with. LANJ wants Guadagno to get a clear message that the Governor needs to protect small businesses, like those in the chauffeured transportation industry, and sign legislation repealing the onerous "sales tax on service."

The luncheon/auction, which is being hosted by Complete Fleet and Don Brown Bus Sales, will be held at 12 Noon at the Wilshire Grand Hotel, 350 Pleasant Valley Way, West Orange, New Jersey 07052. 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.

LANJ PAC Needs Your Help

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Political visibility has been key to LANJ's legislative and regulatory success over the years and your support for it to continue is requested now. Join board members who recently pledged almost \$3,000 in annual contributions to the "Camden County Pride PAC," specifically: Barbara Chirico (\$500), Terry Donnelly (\$300), Jon Epstein (\$500), Karen Gadjia (\$300), Jim Moseley (\$300), Bobby Schiavo (\$500) and Jason Sharenow (\$500).

Make your contribution today! Checks should be written to "Camden County Pride PAC" and sent to Lakeview Coach c/o Pete Corelli, 100 White Horse Pike, Oaklyn, NJ 08107. Should you want to place your donation by credit card or arrange for a monthly contribution, call Colleen at Lakeview Coach at (856) 854-3300.

Save July 13 for Special Marketing/PR Workshop

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A special workshop on online marketing will be held on July 13 at the Hampton Inn in Woodbridge. Hosted by Extensis, the workshop will be presented free to LANJ members and for a \$25 fee to non-members. The three-hour session will be led by LANJ webmaster Thom Dupper of Limo Webwiz and will include: 1) developing a sensible and affordable online marketing strategy; 2) do's and don'ts for your website; 3) search engine optimization (on-page and off-page tactics); 4) paid searches (Google adwords, local searches, Facebook ads); 5) social media (Facebook, Twitter, YouTube, Blog); and 6) tracking your results (Google Webmaster ToolKits, analytics, Clicktale). If you don't already have an on-line presence or if you want to improve your website and online marketing, be sure to be there!

Not Too Late! Attend NLA Day on the Hill on May 4

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If you are looking for an opportunity to see the inner workings of Congress and help the industry's cause regarding overtime on gratuities, hours of service and the NLA-proposed RIDE Act amendment, register now for the 2011 NLA Day on the Hill which will be held in Washington D.C. this coming Wednesday May 4. Contact darcie.benard@limo.org **by Friday April 29** to be included.

LANJ Member Benefit: Solveras Payment Solutions

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It's an annual rite of spring: Each April, Visa® and MasterCard® raise their merchant processing rates...and then pass the additional costs on to you. But, as a member of LANJ, you have the opportunity to avoid the impact of this Spring's rate increases.

How? Solveras Payment Solutions – a LANJ member benefit – is offering all members a free, no-obligation analysis of their payment processing statements. As an added benefit, for a limited time, all new customers have the opportunity to "lock in" their processing costs at 2010 rates through 2011.

Don't procrastinate! Thanks to Solveras' specially negotiated rates for LANJ members, your

business has the opportunity to enjoy the most cost-effective payment processing solutions available. In fact, in 2010, Solveras found an average annual savings of \$1,475 for businesses that underwent the FREE analysis.

Fax your statements to Solveras at (800) 297-3405 today! Or give them a call at (800) 613-0148. **The “lock in your rates” offer expires on May 31.**

Watch for the Upcoming LANJ Industry Survey!!!!

Details to come... Stay tuned!

Let LANJ hear from you. Please send your comments and/or questions to kim.werbos@limo.org.

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