



Limousine Associations of New Jersey

June 30, 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.

- **LANJ Meets with Port Authority/PAPD**
- **LANJ Joins Industry Coalition**
- **LANJ and Extensis Hosting Special Seminar for Members and Non-Members**
- **LANJ Member Benefit: Solveras Payment Solutions**

LANJ Meets with Port Authority/PAPD

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Recently LANJ president Tim Rose, legislative committee chair Jeff Shanker, board member Kay Hoskins, Richard Doherty (representing board member David Seelinger), and executive director Barry Lefkowitz met with John Jacoby, General Manager for Newark International (NYNJPA), Robert Corda, Manager, Landside and Customer Service (NYNJPA), Renee Spann, Manager, Airport Operations (NYNJPA), and Ramon Martinez, Captain/Commanding Officer (NYNJPA).

The NYNJPA suggested that they would like to see LANJ member vehicles identified by a sticker so the PAPD can recognize them as LANJ members. In addition, they asked LANJ members to share copies of tickets or relevant paperwork regarding window tinting violations. If you are able to provide such documents, please send them to Barry Lefkowitz who, in turn, will forward them to Captain Martinez. Under state reciprocity, New York City and the Port Authority are to recognize legitimate window tinting that is accepted by the State of New Jersey.

Other agreements that were reached during this recent meeting include: 1) LANJ and the Port will develop an action plan for LANJ vehicles to be used in an emergency (including a taxi strike) at Newark Liberty International Airport; 2) The NJ Limo Law will be exercised to target enforcement against hustlers; 3) Measures will be taken to ensure the staging "limo lot" is used only as intended; and 4) Because of PAPD's greater security concerns, LANJ will advise members to make sure the proof of insurance kept in vehicle glove compartments has the raised seal as required by law.

LANJ Joins Industry Coalition

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LANJ leadership believes in state and regional chauffeured transportation associations working together for common interests. Sharing resources and information is critical. Matt Daus, former NYC TLC Commissioner and current Windels Marx Lane & Mittendorf attorney, concurs with

this and, accordingly, recently brought together officers of the LANJ, the Black Car Assistance Corp (BCAC), the Luxury Base Operators Association (LBOA), the Long Island Limousine Association (LILA), and the New York Limousine Association (NYLA). The five associations plan to meet again in a month to develop a mission statement and mutual goals.

LANJ and Extensis Hosting Special Seminar for Members and Non-Members

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Special LANJ Marketing Workshop Wednesday July 13, 2011 - 10AM to 2PM

A special LANJ marketing workshop, presented by Thom Dupper of Limo Webwiz and sponsored by Extensis and Don Brown Bus Sales, will be held on Wednesday July 13 from 10 a.m. until 2 p.m. at the Hampton Inn in Woodbridge. The workshop is open to all LANJ members and their employees for free and to non-members for a \$25/person charge.

The workshop will cover the following information in a do-it-yourself type format with lots of interaction: 1) Developing a sensible and affordable online marketing strategy; 2) Your Website – Do's and Don'ts; 3) Search Engine Optimization (on page and off page tactics); 4) Paid Search (Facebook, Twitter, YouTube, Blog); and 5) Tracking your results (Google Webmaster Toolkits, Analytics, Clicktale, etc.). The workshop will provide the resources and tools necessary for the small operator to understand the new online marketing world – including social media – and how to orchestrate a comprehensive online marketing campaign to build the business.

In addition, there will be a short presentation on computer services trends, including Remote IT Support and Management (RitSam), by Jules Campbell of Compass 4.

To attend, please contact Kim Werbos at kim.werbos@limo.org or (856) 596-8601

LANJ Member Benefit: 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.

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

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