

From: **Limousine Association of New Jersey** patricia.nelson103b@comcast.net
Subject: LANJ E-News: August 10, 2021
Date: August 10, 2021 at 11:24 AM
To: patricia.nelson103@gmail.com



Limousine Association of New Jersey

E-News

August 10, 2021

The Limousine Association of New Jersey E-News is published on the second and fourth Tuesdays of each month expressly for the organization's members.

NLA Announces New Ground Reservation Exchange Standards



In a press release dated July 28, the National Limousine Association (NLA) announced "the launch of the new Ground Reservation Exchange Standards (GRES). These standards, which formalize common and frequently used language as official terminology, were developed to improve and optimize communication for operators and industry software providers on both an internal and external basis.

"These standards have been in development for several years, and we are thrilled that they are finally a reality," stated **Robert Alexander**, NLA President. 'This collaborative and consequential initiative undoubtedly enhances and benefits intra- and inter-company communications and introduces more efficiency and understanding, as evidenced by the support from our industry software vendors and providers. Our next goal with the GRES is to educate the industry on the importance of everyone speaking the same language – regardless of geographic location or company size.'

"Developed by the NLA Technology and Social Media Committee, the GRES standardizes terminology that the industry uses every day, but has never been formalized, to improve communication and understanding between chauffeur transportation operators and software providers. The standard

chauffeured transportation operators and software providers. The standardized terminology, which pertains to vehicle types and trip status (such as pre- and post-trip), will also enable a seamless integration between reservation software vendors. From an internal perspective, communication between operators' staff will be simultaneously reduced and optimized, eliminating any miscommunications or language barriers and making things more efficient. Externally, with regard to their global affiliates, operators will not need to enact any changes, as their reservation software will be able to automatically transmit a reservation to any software vendor using the same language.

"The goal of creating and implementing the GRES is to align with how the airline, hotel, and rental car industries have operated for decades. When you book a standard king room at a hotel, you know exactly what you are getting," stated **Jay Erlich**, Co-Chair of the NLA Technology and Social Media Committee. 'Now, when you request anything from a luxury sedan to a motorcoach, all parties will have the same understanding and expectation of what vehicle will be dispatched.'

"It is our hope that all global operators will be able to streamline and simplify communication between affiliates when farming in and farming out,' stated **Ken Carter**, Co-Chair of the NLA Technology and Social Media Committee. 'We all need to be doing more with less, and this is one of the best ways to make that a reality.'

"To date, five software vendors have already pledged their support of the NLA's standards and will be integrating them into their platforms, including: FASTTRAK; GRiDD/GNet; GroundWidgets/SantaCruz; Limo Anywhere; and Livery Coach."

To see the full list of the ground reservation exchange standards, click [here](#).

Join the Party on September 14!



All members are invited to attend the Limousine Association of New Jersey barbecue dinner get-together that will be held on **Tuesday September 14 at 6 PM** at the Brooklake Country Club in Florham Park.

It's sure to be a terrific evening that will provide the chance to catch up with peers and get an update on all things LANJ and the chauffeured transportation industry in New Jersey.

The dinner fee is \$80/person. Registrations are



welcome now. RSVP to
patricia.nelson103@gmail.com.

And, for the golfers in the crowd, LANJ also is hosting a **golf outing** at the same venue earlier in the day. **Tee-off will be at 12 Noon** and up to 40 golfers will be able to participate. Reservations are being accepted on a first-come, first-served basis. The fee for golf, which includes dinner, is \$195/person.

Contact patricia.nelson103@gmail.com to claim your spot.

Limousine Association of New Jersey

www.LANJ.org

862.213.9869

Limousine Association of New Jersey | 17 Farinella Drive, East Hanover, NJ 07936

[Unsubscribe patricia.nelson103@gmail.com](mailto:patricia.nelson103@gmail.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by patricia.nelson103b@comcast.net powered by

