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## Limousine Association of New Jersey

### E-News

January 14, 2020

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.

### Take a Look! Brand-New LANJ E-News

We hope you will like the new **LANJ E-News** which is designed to serve up expanded news coverage and need-to-know information plus a member-to-member advertising opportunity for LANJ companies to promote services and products.

### You're Invited! 2020 LANJ Kick-Off Luncheon on January 29

You are invited to the **2020 LANJ Kick-Off Luncheon on Wednesday January 29** (12 Noon - 2 PM) at the NJHA Conference and Event Center, 760 Alexander Road, Princeton, NJ 08543.

To register for the program, if you haven't done so already, please simply respond to this [email](#) by confirming your name(s) and company and saying "I'll/We'll be there!"

The meeting agenda will be jam-packed and feature: 1) **The LANJ Report** which will bring you up-to-date on the strides LANJ is making on behalf of the New Jersey chauffeured transportation industry in Trenton and beyond; 2) a presentation on the **Options Plus** plan (see below) which can be used by all members for low-cost or no-cost personal and/or employee health benefits; and 3) a briefing on the **Be Driven Safely** program (see below) being sponsored by LANJ to educate consumers and business travelers about the

safety risks of not knowing who's driving you.

There is no fee to attend this LANJ meeting and the included lunch is complimentary. All LANJ members and other interested chauffeured transportation operators are welcome!

To register for the program, if you haven't done so already, please simply respond to this [email](#) by confirming your name(s) and company and saying "I'll/We'll be there!"

## **Get Low or No Cost Benefits For Yourself and/or Your Employees Through LANJ**



**Options Plus**, a new Limousine Association of New Jersey membership perk, offers discounted pricing on dental, vision, veterinary, telemedicine and legal services for you, your family and/or your employees.

You may choose to simply provide the Options Plus Plan for your employees as a company benefit (low cost) or promote the Options Plus Plan to your employees for their own sign-up (no cost!). Or, if you prefer, you may take advantage of its savings for just yourself and your own family.

The Options Plus Plan is not insurance. Rather, it is a savings program that can be used as a primary benefit for those without coverage or as a supplement to existing coverage to help fill coverage gaps. There are five benefit combinations from which to choose. Plans range from \$16/month to \$26/month and include family members at no additional cost.

The plan is available to all LANJ members -- operators, affiliates and vendors.

To learn more on how Options Plus can work for you and your company, come to the January 29 LANJ meeting (see above), see [www.OptionsPlusPlan.com/LANJ/](http://www.OptionsPlusPlan.com/LANJ/) and/or contact Options Plus at [info@optionsplusplan.com](mailto:info@optionsplusplan.com) and 877.783.0235.

## **Be Driven Safely: What It's All About; What It Can Mean for You**

In 2019 the Limousine Association of New Jersey engaged two marketing/social media firms, A Focused Advantage and Red Roof Marketing, to design and conduct a communications program to



educate consumers and business travelers about the safety risks of not knowing who's driving you.



The program name is **Be Driven Safely**.

In order to be successful, it needs the help of every LANJ member.

Lending a hand is easy. All you need do -- now and going forward as often as possible -- is like, share and/or comment on the Be Driven Safely Facebook, LinkedIn, Instagram and Twitter posts.

Doing so will spread the message that needs to be told and, for sure, be beneficial for your own company and for chauffeured transportation at large.

Attend the January 29 LANJ member meeting (see above) to get full details and see [www.BeDrivenSafely.com](http://www.BeDrivenSafely.com) for more information.



## **National Limousine Association Member Meeting Being Held at 2020 CD/NLA Show on 2/24**

This year's annual membership meeting of the National Limousine Association, which is celebrating its 35th anniversary year in 2020, will be held on Monday February 24 (9:45 AM - 11:15 AM) at the **2020 CD/NLA Show** taking place at the Mandalay Bay Resort and Casino in Las Vegas February 23-26. All NLA members are encouraged to attend.

## **Use This Code to Save 25% Off ILCT Show Pass**

If you're planning to go to the **2020 International LCT Show**, which is being held on February 16-19 at The Venetian Resort in Las Vegas, take advantage of this special offer for LANJ operator and affiliate members. Insert code **LANJ2020** when registering for the show and you'll save 25% on the admission price. A great deal!

**Want to Promote Your Company**

## Want to promote your company To LANJ Members?

Advertising in **LANJ E-News** is now being accepted.

Ads in a space just like this one are \$100/two issues per month.

Contact [patricia.nelson103@gmail.com](mailto:patricia.nelson103@gmail.com) for more information  
or to place an insertion order.

**Limousine Association of New Jersey**  
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