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Los Angeles Businessman Who Founded SuperShuttle Honored for 40 Years of Innovation and Leadership

Mitch Rouse has kept LA—and numerous other cities—moving since 1970s

(ROCKVILLE, Maryland)—Mitch Rouse, founder and director of American Logistics Company, a Los Angeles-based transportation business, has been selected by the Taxicab, Limousine & Paratransit Association (TLPA) for its prestigious 2016 Lifetime Achievement Award.

Rouse, whose family first became involved in the taxicab business in 1937, has devoted a professional lifetime to providing the people of Los Angeles—and the country—with reliable and efficient transportation.

“Mitch has been in this industry at every level,” said Alfred LaGasse, CEO of TLPA. “Time and time again he has shown the way forward, and his leadership in our industry has been legendary. For his many years of innovative service, it is a true honor to recognize him with this award.”

Rouse learned the trade from his father, a returning World War II veteran who got into the business in 1945. Following his father’s passing, Rouse took over the family enterprise in 1977, serving the Los Angeles area during the 1984 Summer Olympics. Rouse went on to found SuperShuttle, which services more than 40 airports across the world, and was one of the first operators in the country to implement computerized dispatch services.

Rouse will accept his award in front of more than 1,000 industry professionals at the TLPA’s 98th Annual Convention & Trade Show on Nov. 3 at the Hyatt Regency / Phoenix Convention Center in Phoenix, Arizona.

About TLPA: Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Its extensive membership spans the globe to include 1,000 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, paratransit services, and industry vendors. For more information, please visit www.tlpa.org.

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