



October 20, 2011

What To Know Before You Go...

Dear Registrants:

President McBride and the leadership of TLPA are looking forward to welcoming you to San Francisco, CA for the 93rd Annual Convention & Trade Show: Working Together to Make A Difference, from October 26-30!

Below we have provided you with useful information that will help you prepare for, and get the most out of, the Annual Convention & Trade Show. The full convention agenda is in the last section of this document.

Convention Highlights & Reminders!

If you have yet to sign up for the **Tours of Gateway Limousines Worldwide & Yellow Cab Cooperative, Inc. of San Francisco**, sign-up sheets will be available when you pick up your name badge. Details regarding transportation and pick up times are below. Note. Separate transportation to the Limo & Taxi facilities will depart from the Taylor Street entrance at different times.

Advance registration is recommended to assure space for your attendance.

Departure times: **Limo Tour** - 9:45 a.m. & 11:00 a.m. with a 30 person max per trip / **Taxi Tour** - 9:45 a.m. & 10:45 a.m. with a 55 person max per trip.

Registration Information

The TLPA Registration desk will be located in the Yosemite Foyer area. You may pick up your badge and convention materials beginning at 3:00 p.m. on **Wednesday, October 26**. Note, each person entering the TLPA Exhibit Hall at the Hilton San Francisco Union Square hotel or attending any TLPA meetings **MUST** display their TLPA name badge.

Stop by the TLPA/TLPF Lounge (located in booths 318, 320, 322) for a **“20-minute Vacation” Chair Massage**. This service will be available to convention attendees, Friday, October 28: 12:30 p.m. – 5:30 p.m. & Saturday, October 29: 10:30 a.m. – 1:30 p.m. We want your memories of the entire 93rd Annual Convention & Trade Show to be

memorable! But we also want your last 2 days to be relaxing and stress free! So make sure to sign up for the Chair Massage that will reduce stress immediately, enhance overall well being, increase concentration, stimulate circulation, relax muscles and help YOU feel better.

Exhibitor Prize Drawings will take place in the Exhibitor Hall on Saturday, October 29: 1:00 p.m. If you want to know what exhibitors are offering prizes, refer to page 12 of the convention program! Note you must be present to claim your prize!

The **Silent Auction** will take place on Saturday, October 29 during the Annual Banquet event. For a glimpse of this year's silent auction items see below:

1. NYC Yellow Taxicab Medallion
2. Taxi Cab Necklace
3. Taxi Lamp
4. "The Adventures of Taxi Dog" book
5. Taxi Bear Watercolor and Frame
6. Taxi Clock
7. Grateful Dead Bears in Taxi - Cards (5)
8. Cash Cab Calendar
9. *"Stretching It: The Story of the Limousine"* book
10. Little Bear Driving a Taxi framed picture
11. Taxi, Limo & SUV Kitchen Collectable Cookie Cutters
12. Christmas Ornament
13. Taxi Dog Toy
14. Taxi Child's Print
15. "I Married a Taxicab" book
16. Chris Berman as The Godfather - ESPN – signed sports memorabilia
17. Old Viking Meter model RS10-a
18. Old Viking Meter RS20-x
19. BBQ Tool Set
20. Set of 5 Premium Cigars & Book
21. Yellow Cab Painting
22. Famous Yellow Cab Cigar Sign
23. Taxi Umbrella
24. Cooking Set: Italian cookbook, breadboard & 4 ceramic dipping bowls
25. Tiganello Women's Black Leather Briefcase
26. Vintage Taxi Clock
27. Taxi Money Box
28. Framed Historical Cartoon from "Punch" photos
29. Vintage Taxi Meter
30. Garmin Nuvi 1300LM 4.3" Portable GPS with Lifetime Map Updates
31. Pandora Taxi bead
32. "Tunnel to Towers" Run T-Shirt & 2 Can Holders honoring Stephen Siller -FDNY for 9/11 -10th Anniv.
33. Safety Vision- SV-1500 Flash light DVR
34. Yellow Cab -Taxi Cab Driver Cap Hat Vintage Antique
35. Atlanta Checker Cab Model
36. 6 mths of vWorkApp's job dispatching software application free! (to a company of 10 mobile workers or fewer)

If you'd like to donate items for the Silent Auction (benefiting the TLPA Action Fund), contact Jenny Abreu, jabreu@tlpa.org **BEFORE OCTOBER 21** for more information or visit the Registration Counter for details from **OCTOBER 26 - 28**. Oh! And don't forget about the banquet's entertainment by the **Butch Whacks and the Glass Packs!** So if you haven't bought a ticket for the banquet make sure you do asap! Space is limited.

Hotel Information

Our host hotel is the Hilton San Francisco Union Square. If you need to make reservations, contact the hotel directly (**1-800-HILTONS**) for availability and reference our group code **"TLP"**. You can also visit www.hotels.com.

Convention Dress Code

Business casual will be appropriate for the convention and social events. Remember to bring a light jacket.

Experience SAN FRANCISCO!

We encourage you to visit our convention's travel & visitor information page, <http://www.tlpa.org/meetings/annualconv11/travelinfo.cfm> or <http://www.sanfrancisco.travel/> for information on how to make your trip to San Francisco and experience at the Annual Convention & Trade Show, simply unforgettable!

How's the weather in San Francisco?

Click <http://www.weather.com/weather/today/San+Francisco+CA+94102> for the weather channel's forecast.

What's Happening at the TLPA!

- **Spring Conference & Expo:** May 6 – 9, Doubletree New Orleans, New Orleans, LA
- **Mid-Year International Leadership Conference:** July 18 – 21, Hilton Hotel & Suites, Niagara Falls, CANADA
- **94th Annual Convention & Trade Show:** October 26 – 30, Caesars Palace, Las Vegas, NV

Also remember to check us out on **Facebook** under "Taxicab, Limousine & Paratransit Association (TLPA)" and to **JOIN the TLPA** or for our **news & media** updates visit <http://www.tlpa.org/>.

Annual Convention & Trade Show Agenda

(The convention program you will receive with registration materials will provide more details.)

Wednesday, October 26

10:30am – 6:30pm Annual TLPF – Gateway Insurance Golf Tournament (separate fee)
TLPF Golf Tournament Sponsored by Gateway Insurance Company
TLPF Awards Ceremony Sponsored by BB&T – John Burnham Insurance Services

- 2:00pm – 5:00pm Wine Tasting Event spearheaded by the Women In Transportation Committee (separate fee)
- 3:00pm – 6:00pm TLPA Registration Desk Open
Convention Bags Sponsored by Digital Dispatch Systems
Name Badge Holders Sponsored by Mobile Knowledge Corp.
Hotel Room Key Cards Sponsored by Tower Group Companies
- 7:30pm – 9:30pm Past President's Purple Ribbon Council Dinner (by invitation only)

Thursday, October 27

- 9:00am – 6:45pm TLPA Registration Desk Open
- 9:45am – noon TLPA Board Meeting (closed)
- 9:45am – noon Tour of Yellow Cab and of Gateway Limousines
- 12:00pm – 4:00pm Foundation History Project Interview Videotaping (by invitation only)
- 1:00pm - 2:05pm 1st Set of 9 Concurrent Roundtables
 - *Call Center:* Impact of Mobile Phone Apps
 - *Contracting:* How to Use the National Transit Database
 - *Insurance:* Trends in Liability Claims, Awards & Coverage
 - *Misc.:* Issues For Young Managers (under 35)
 - *Vehicles:* Side vs. Rear Loading Accessible Vehicles
 - *WIT:* Managing Career Paths of Your Staff
 - *Regulations:* How to Initiate & Re-Write Local Ordinances
 - *I.C. Drivers:* Required Data for 1099-K Filings
 - *Marketing:* How to Effectively Deal with Reporters
- 2:15pm – 3:15pm 2nd Set of 9 Concurrent Roundtables
 - *Call Center:* Outsourcing Call Takers/Centers
 - *Contracting:* Finding and Tracking RFPs
 - *Insurance:* Claims Settlement Strategies that Work
 - *Misc.:* TPAC Board Meeting
 - *Vehicles:* Future of Ford Vehicles for Taxi & Limo
 - *WIT:* Women Business Enterprise (WBE) Certification
 - *Regulations:* How to Lobby Effectively
 - *I.C. Drivers:* Arbitration Clause for I.C. Contracts
 - *Marketing:* Targeting Services to Seniors
- 3:25pm – 4:25pm Opening General Session
 - Welcome by TLPA President Robert McBride
 - Welcome by San Francisco Mayor Edwin M. Lee
 - Presentation of TLPA's Online Driver Education Program by Gene Hauck
 - IATR Activities & Priorities Address by IATR President Matthew Daus
 - Operator of the Year Award Presentations
- 4:30pm – 7:00pm Exhibit Hall Open
- 4:30pm – 6:00pm Grand Opening Reception in the Exhibit Hall
Hors d'oeuvres Sponsored by Creative Mobile Technologies
Open Bar Sponsored by BB&T – John Burnham Insurance Services
- 7:00pm Exhibit Hall Closed for the Day
- 7:30pm – 9:30pm Leaders In Transportation: A Dinner Spearheaded by the Women In Transportation Committee & Presentation of the First Annual "Recognition For Outstanding Contributor to Women in Transportation" (separate fee)

Friday, October 28

- 8:00am – 5:00pm TLPA Registration Desk Open
- 8:00am – 8:45am New Member & First Time Operator Attendee Breakfast
(by invitation only)
Breakfast Sponsored by The New York Black Car Fund
- 8:15am – 8:45am Continental Breakfast
Sponsored by Paratransit Insurance Company
- 9:00am – 4:00pm Foundation History Project Interview Videotaping (by invitation only)
- 9:00am – 10:00am 1st set of 3 Concurrent Breakout Sessions
- Basic Introduction to Social Media
 - Alternative Fuels, Programs & Vehicles
 - Building Good Relationships with Brokers
- 10:10am – 11:10am 2nd set of 3 Concurrent Breakout Sessions
- Making the Most of Social Media
 - Wage & Hour Issues for Transportation Company Employees
 - Transportation on Patrol (TOP) Implementation
- 11:20am – 12:25pm Second General Session
- State of the Association Address by TLPA President McBride
 - Driver of the Year Award Presentations
 - Legislative Update by TLPA Legislative Counsels Kenneth Butler & Paul Miller
- 12:30pm – 5:30pm Exhibit Hall Open
- 12:30pm – 2:00pm Lunch in the Exhibit Hall
- 12:30pm – 2:00pm TLPF Board Meeting (closed)
- 2:15pm – 3:45pm Canadian Taxi Assn Membership Meeting
- 2:15pm – 3:45pm Limousine Steering Committee Meeting
- 4:00pm – 5:00pm Member Appreciation Reception
Open Bar Sponsored by Taxi Magic powered by RideCharge
Snacks Sponsored by Digital Dispatch Systems
- 6:30pm – 7:30pm President's Private Reception for the Board of Directors
(by invitation only)
- 7:45pm – 10:30pm Private Dinner for Overseas Operator Members (by invitation only)

Saturday, October 29

- 8:00am – 1:00pm TLPA Registration Desk Open
- 8:15am – 8:45am Continental Breakfast
Sponsored by the Vehicle Production Group (VPG)
- 9:00am – 10:15am Third General Session: Annual Business Meetings
- Foundation Report by TLPF President Houston
 - Election of New TLPA Officers & Directors
 - Speech by New TLPA President Smarelli
- 10:30am – 1:30pm Exhibit Hall Open
- 10:30am – Noon Women In Transportation Committee Meeting
- 11:45am – 1:00pm Lunch in the Exhibit Hall
- 1:00pm Prize Drawings in the Exhibit Hall
- 1:45pm – 3:45pm Concurrent Open Committee Meetings
- Taxicab Steering Committee Meeting
 - Paratransit Steering Committee Meeting
- 6:30pm – 10:30pm Banquet, Silent Auction & Entertainment at Hotel (separate fee)
Entertainment presented by Butch Whacks and the Glass Packs
Entertainment Sponsored by MTData, LLC