



TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION

Representing taxicab, limousine, sedan, airport shuttle, paratransit, Medicaid & non-emergency medical fleets worldwide.

PRESS RELEASE

For Immediate Release

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Joseph W. Matthews, Taxicab Driver, Yellow Transportation, Inc./Connex, Baltimore, Maryland Is TLPA 2004 Taxicab Driver of the Year

Award winner emphasizes customer service and bettering the taxicab industry

KENSINGTON, MD — Joseph Matthews, taxicab driver for Yellow Transportation/Connex of Baltimore, Maryland, has been named the Taxicab, Limousine & Paratransit Association's 2004 Taxicab Driver of the Year. He was presented with this award on Friday, November 5, at the General Session at TLPA's 86th Annual Convention & Trade Show in Orlando, Florida. For winning this award, Mr. Matthews received an expenses-paid trip to Orlando, a plaque and a check for \$300.

With over 150,000 member company drivers from which to choose, TLPA's Awards Committee selected Joe Matthews to receive this prestigious annual award for his dedication to his country, his passengers, his company and the taxicab industry.

On being awarded TLPA's 2004 Taxicab Driver of the Year, Joe says, "I'm thrilled about this award from TLPA. I was completely surprised about being awarded this great honor. I've been recognized on several occasions for my safe driving and I've received letters from customers who were happy with my service as well as the Maryland Taxi Host Program, but this has to be the greatest honor in a taxicab driver's career."

Joe Matthews was born in Dallas, Texas, in 1948. In January 1969, he enlisted in the U.S. Army and embarked on what would become a 24-year military career. During his service, Joe lived in Ethiopia and Germany, and was awarded additional skill identifiers, including physical security specialist and traffic accident investigator.

In 1994, Joe began driving a taxicab part time to supplement his income as an insurance claims adjuster. "I soon realized that I was really enjoying this kind of work because I was meeting really nice people and no two days were ever the same," he says.

He soon made the decision to drive a taxicab full time. "It was a little scary at first because I no longer had a steady paycheck," he says. "In the cab business, what you take in that day and that week is your pay. However, I soon gained confidence because the more experience I got really improved my income."

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2004 TLPA Taxicab Driver of the Year Joseph Matthews

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Joe drives for Checker Taxi, one of Yellow Transportation's taxicab fleets. "I like driving for Yellow Transportation/Connex because they are the best in the business in the state of Maryland," he says. He also enjoys the liberty that being a taxicab driver provides. "I love the independence of being my own boss, and it has allowed me the freedom to develop ideas on better customer service," he says. "I am a firm believer in customer service. I believe that being in a very strong customer service job, you are your own best product. The better you take care of the customer, the more they will want you to take care of them. In business, this is known as 'Win Win.' The customer wins by getting prompt and reliable transportation, and I win because the customer keeps calling back.

"When a customer asks me how I feel about what I do, I just simply say, 'Your smile is my satisfaction,' " he says. "Attitude is everything in this business, with customer satisfaction as your goal."

Joe Matthews is active in the improvement of the taxicab industry. "I've committed myself to helping improve customer service as well as other important community activities," he says. "I'm a member of a group of cab drivers who meet once a month with management to come up with ideas and exchange information on how to improve business. I'm a member of the 'Taxi on Patrol' program, where select drivers report activities such as fights, vandalism and other crimes to the police department and then wait until they arrive. I also investigate accidents for Yellow."

In addition, Joe works closely with the Maryland Tourism Program, providing tours of Baltimore, Annapolis, and Washington, D.C. He says, "I provide constant input for the Maryland Taxi Host Program, and one of the most exciting things that has occurred was that I was a member of the taxicab delegation that lobbied the Maryland Senate and House to change Senate Bill 552 and House Bill 137, which would improve the definition of taxicab service in Maryland. The bills passed by a considerable margin. My photograph being taken as the governor of Maryland signed the bill was a great moment for me." The legislation passed in May 2000, and a photo of the governor signing it is displayed on the wall at Yellow Transportation.

In his spare time, Joe enjoys bowling. He and his wife also love movies and have a large movie collection.

The Taxicab, Limousine & Paratransit Association is the industry association representing taxicab, limousine, sedan, airport shuttle, paratransit, Medicaid, and nonemergency medical fleets worldwide. In existence since 1917, the association makes its headquarters in Kensington, Maryland, a suburb of Washington, D.C. TLPA has over 1,000 corporate members that operate over 100,000 passenger vehicles and transport over 2 million passengers each day. TLPA's Annual Operator of the Year Awards recognize excellence and exemplary practices among its membership.

Trade Press: Please note we have this press release in several formats, as well as a high-resolution photo of Mr. Matthews, available for download on our web site at www.tlpa.org.

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