

## Anthony M. Palmeri, Yellow Cab of San Diego, San Diego, California Named the TLPA 2006 Taxicab Large Fleet Operator of the Year

Anthony M. Palmeri, President, Yellow Cab of San Diego, San Diego, California, has been chosen as the TLPA 2006 Taxicab Large Fleet Operator of the Year.

In her letter nominating Anthony for this award, Sharon Geraty, Vice President of Yellow Cab wrote. "In 2004, Anthony Palmeri returned to Yellow Cab of San Diego, (where he previously served as Operation Manager, Vice President and General Manager) after a seven year hiatus spent in Los Angeles as President of Taxi Systems, Inc. This time around he was going to do things differently. This time it was personal. Anthony and his partners had a vision. They wanted to streamline and convert a company consisting of a taxicab leasing division, a limousine division and a paratransit division into an owner-operated cooperative who would theoretically come back and lease the services of a newly developed lean and mean service company whose sole focus was to provide administrative functions, radio and dispatch service and marketing. In the short timeframe of less than a year, Anthony succeeded in enacting this business model by selling the paratransit and limousine divisions, and converting and transferring the 310 fleet-owned vehicles and permits and the 207 airport permits to independent shareholders. In his spare time, he oversaw the removal of several very large underground storage tanks; moved Yellow Cab of San Diego's entire operations to a new location; upgraded all the mobile data terminals in every taxicab; and upgraded the company's radio towers. The above mentioned undertakings are but a mere example of the many accomplishments Anthony Palmeri has achieved throughout his twenty-three year career as a taxicab operator and seriously illustrate why he deserves to be recognized as Operator of the Year."

Anthony was born and raised in Brooklyn, New York. Anthony says, "My father and mother owned a



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chain of paint and hardware stores in Brooklyn. From a very early age, I worked every weekend and all my summers in their stores until I went away to college. That working experience was equivalent to an MBA degree from Wharton School of Business."

After attending the University of Pittsburgh, he spent four years in the U. S. Navy including two tours to Vietnam. When Anthony was in the Navy stationed in San Diego, he met and married his wife, Barbara. Anthony notes, "I also had the opportunity to meet a gentleman named Don Swortwood in the early 1980's and in 1983, he asked me to join his team at Yellow Cab of San Diego and learn the taxicab business. In 1989, I was promoted to VP and GM and operated Yellow Cab of San Diego as if it was my own business. I was not born into the taxi business like many people I know, but it is definitely in my blood. Most people can't wait to reach a certain age and retire. I honestly enjoy this business and the challenges associated with it and have no vision of moving on to the 'golden years.'"

Anthony declares, "Outstanding 'management' comes from dedicated intelligent people. My basic philosophy is to surround myself with excellent people that compliment my weaknesses. That is why in Los Angeles I had Bill Rouse and Kia Tehrani and in San Diego I have Sharon Geraty and Akbar Majid.

One of the keys to this company's success is the term 'small staff.' Everyone is cross-trained and nobody including myself is above doing even the smallest task like answering the phones. I know that Yellow Cab of San Diego is the number one taxicab company in this city, and just as in sports staying number one is always harder than becoming number one. My goal is to never give up that number one position."

Anthony attended his first TLPA Annual Convention & Trade Show in 1986. He served as the association president in 1998 and will be the Treasurer in 2007. Anthony and Barbara have four children: Madelyn, Anthony, Matthew and Michael, two grandchildren: Alyssa and Brandon, and a new granddaughter named Isabella due in November. For hobbies, Anthony enjoys playing the stock market, fishing and boating, but mostly he just loves being with his family. He says, "As I get older I enjoy being around my grandchildren as they definitely have a calming effect on me."

Asked his reaction to receiving this award, Anthony stated, "Of course I am deeply honored to receive from my peers this award of recognition. We all have personal families that we love and I am so proud to say that I truly love my extended family, which of course is the TLPA. Most importantly I must thank, with all my heart, my close friend Mitch Rouse for giving me the opportunity to own part of this company and for sharing his knowledge so openly with people he trusts."

In recognition of exceptional management of an outstanding taxicab service focused on professionalism, customer service and safety, the Taxicab Limousine & Paratransit Association is very proud to honor Anthony M. Palmeri as the TLPA 2006 Taxicab Large Fleet Operator of the Year. ■