

TLPA's 92nd Annual Convention & Trade Show

JW Marriott at L.A. LIVE, Los Angeles, California

October 27-31, 2010

Tentative Agenda *

(As of 10/19/10)

Wednesday, October 27

9:30 a.m. – 5:30 p.m.

TLPF/Gateway Insurance Golf Tournament & Reception (separate fee)

Golf Tournament Sponsored by Gateway Insurance Company

Golf Reception Sponsored by BCAC/The Black Car Fund

Putting Contest Sponsored by BB&T – John Burnham Insurance

Transportation Sponsored by TecTrans/Anaheim Yellow Cab

2:00 p.m. – 5:00 p.m.

TLPF Women's Spa Program (separate fee)

3:00 p.m. – 6:00 p.m.

TLPA Registration Desk Open

Registration Bags Sponsored by Digital Dispatch Systems

Name Badges Sponsored by Mobile Knowledge Corp.

Hotel Key Cards Sponsored by TaxiPro by AequiCap

7:00 p.m. – 8:30 p.m.

Past President Purple Ribbon Council Meeting (by invitation)

7:30 p.m. – 10:00 p.m.

Pre-Opening Night Cocktail Reception with Hors d'oeuvres

Sponsored by Taxi Magic, Digital Dispatch Systems and L.A. Yellow Cab Co-Op

Thursday, October 28

9:00 a.m. – 6:45 p.m.

TLPA Registration Desk Open

9:45 a.m. – noon

TLPA Board Meeting (closed)

9:45 a.m. – noon

Tour of L.A. Yellow Cab Co-Op

Transportation Sponsored by L.A. Yellow Cab Co-Op & Taxi Equipment Co.

1:00 p.m. – 5:00 p.m.

TLPA Shopping Shuttle

Transportation Sponsored by City Cab/San Gabriel Transit

1:00 p.m. – 4:25 p.m.

2 Sets of 9 Concurrent Roundtables

1:00 p.m. - 2:05 p.m.

Public Relations: How to Achieve Positive PR
Competition: Courtesy Vehicles Providing Unlicensed Passenger Service
Internet Marketing: Web Site Features that Produce Passengers
Contracting: Veterans Administration & Other Non-Transit Opportunities
Airports: Fees, First In - First Out, Starters, Enforcement Against Illegals
Insurance: How to Conduct an Accident Investigation
Regulations: Wheelchair Accessible Mandates
Call Center: Hiring, Training & Motivation of Customer Service Reps
Payment Systems: Credit/Debit/Private/Prepaid Cards, Charge Accounts, PIMS

2:15 p.m. – 3:15 p.m.

Public Relations: Image Goal for the Limousine Industry
Industry Meeting: Taxicab Paratransit Association of California (TPAC)
Board Meeting
Internet Marketing: Google Positioning, Viral/Social Marketing, Negative Posts
Contracting: Private Insurance Transportation Opportunities
Vehicles: Original Equipment Manufacturers
Insurance: How to Quickly Settle Claims
Regulations: Alternative Fuel Mandates
Call Center: Evaluations and Productivity Tracking
Payment Systems: Credit Card Fraud and PCI Compliance

3:25 p.m. – 4:25 p.m.	Opening General Session Premier: TLPA's New Web-based Driver Education Program Operator of the Year Award Presentations
4:30 p.m. – 7:00 p.m.	Exhibit Hall Open
4:30 p.m. – 6:00 p.m.	Grand Opening Cocktail Reception with Hors d'oeuvres in the Exhibit Hall <i>Hors d'oeuvres Sponsored by BB&T John Burnham Insurance</i>
7:00 p.m.	Exhibit Hall Closed for the Day
7:30 p.m. – 9:30 p.m.	Women In Transportation Optional Dinner <i>Featuring Rita Robinson, General Manager of the City of Los Angeles DOT</i>
 <u>Friday, October 29</u>	
8:00 a.m. – 5:00 p.m.	TLPA Registration Desk Open
8:00 a.m. – 8:45 a.m.	New Member & First Time Operator Attendee Breakfast <i>(By invitation only)</i>
8:15 a.m. – 8:45 a.m.	Deluxe Continental Breakfast <i>Sponsored by Paratransit Insurance Company</i>
9:00 a.m. – 10:00 a.m.	1st set of 3 Concurrent Breakout Sessions A) New Freedom: How it Works and the Successes and Problems B) Management: How to Develop an Organizational Chart for Your Company C) Vehicles: DOE's Clean Cities Program for Alternative Fuels for Fleets
10:10 a.m. – 11:10 a.m.	2nd set of 3 Concurrent Breakout Sessions A) Private Pay Clients: Marketing Unsubsidized Paratransit Service B) Management: Sales Rep Recruiting, Training and Payment Practices C) Airports: Ground Transportation Management Systems – Contracted vs. Open
11:20 a.m. – 12:25 p.m.	Second General Session & Keynote Speaker State of the Industry Address by TLPA President Dizengoff Legislative Update by TLPA Legislative Counsel Butler Driver of the Year Award Presentations
12:30 p.m. – 5:30 p.m.	Exhibit Hall Open
12:30 p.m. – 2:00 p.m.	Lunch in the Exhibit Hall
1:30 p.m. – 5:30 p.m.	TLPA Shopping Shuttle <i>Transportation Sponsored by City Cab/San Gabriel Transit</i>
1:45 p.m. – 3:55 p.m.	TLPF Board Meeting (closed)
2:15 p.m. – 4:00 p.m.	Canadian Taxi Association Membership Meeting
4:00 p.m. – 5:00 p.m.	Member Appreciation Cocktails in the Exhibit Hall <i>Open Bar Sponsored by TaxiPro by AequiCap</i>
6:30 p.m. – 7:30 p.m.	Private Reception for the Board of Directors (by invitation only)
7:45 p.m. – 10:30 p.m.	Private Dinner for Operator Members from Overseas (by invitation only)

Saturday, October 30

8:00 a.m. – 1:00 p.m.

TLPA Registration Desk Open

8:15 a.m. – 8:45 a.m.

Continental Breakfast

9:00 a.m. – 10:15 a.m.

Third General Session: Annual Business Meetings

Outstanding Industry Service Award Presentation
Foundation Report & Video by TLPF President Houston
Presentation of Foundation Scholarship for 2010
Election of New TLPA Officers & Directors
Speech by New TLPA President McBride

10:30 a.m. – 1:30 p.m.

Exhibit Hall Open

11:45 a.m. – 1:00 p.m.

Lunch in the Exhibit Hall

1:00 p.m.

Prize Drawings in the Exhibit Hall

1:45 p.m. – 4:00 p.m.

3 Concurrent Breakout Sessions

A) Taxicab Steering Committee Meeting

Review How to Draft a Pedicab Ordinance
Review the California Independent Contractor Litigation
Determine How to Respond to Adversarial Activist Groups

B) Paratransit & Contracting Steering Committee Meeting

Class Act – New National Voluntary Disability Insurance Opportunities
New Medicare Opportunities Under Health Care Reform
Important Lessons Learned from the National Paratransit Dialogue

C) Limousine & Sedan Steering Committee Meeting

Determine How to Respond to Competition from Courtesy Vehicles
Review Independent Contractor Litigation Cases
Determine the Desired Image Goal for the Limousine Industry

6:30 p.m. – 10:30 p.m.

Banquet, Silent Auction & Entertainment

Entertainment: Dr. Arthur Benjamin's Mathemagics Show
followed by The Surf City All Stars Band

** This agenda is subject to change without notice.*