



## PRESS RELEASE

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For further information, please contact:  
Alfred LaGasse, TLPA Chief Executive Officer (301) 984-5700  
David Eckstein, President and Founding Partner of Valera Global, Long Island City, NY (718) 433-1111

### **David Eckstein, Valera Global, Awarded Limousine & Sedan Operator of the Year 2008 by the Taxicab, Limousine & Paratransit Association (TLPA)**

WASHINGTON, DC, NOVEMBER 21, 2008. David Eckstein, President and Founding Partner of Valera Global, Long Island City, New York, has been selected as the TLPA 2008 Limousine & Sedan Operator of the Year.

Eckstein grew up in Queens, New York, and paid his way through school by driving a taxicab. Not long after graduating, Eckstein began his lifelong career in the transportation industry as a proprietor of Osborne Taxi Corporation, a mini fleet medallion taxicab company. Immediately after starting Osborne Taxi Corporation, Eckstein joined a two-way radio taxicab cooperative company, Communicar. At Communicar, Eckstein recognized a need to move from the manual dispatch system to a more efficient computerized dispatch system. He was able to apply his knowledge of information systems and experience in the transportation industry to create one of the first computerized dispatch systems. This computerized system allowed for more efficient communications between dispatch and the driver and allowed the company to increase overall revenue. The Aleph dispatch system is currently the largest and most used system for the vehicle transportation market in the NYC Metro area.

Eckstein was soon elected to Treasurer at Communicar. In this position he was able to head the research and development of new technology, propelling Communicar in the transportation industry and re-focusing the company from a yellow taxi service to a corporate car/black car service. Soon, with Eckstein's leadership, Communicar was able to purchase Corporate Car. Eckstein was asked to lead as President, to oversee sales and finance divisions and IT and communications systems. In 1986, Eckstein was able to pull a great team together. By 1997, Computer Car moved to a multimillion-dollar facility. Following the move, Computer Car perfected their rigorous chauffeur-training program, which has become a trademark of their business. The company also expanded its service offerings, adding guaranteed and personal chauffeur services, and expanded its fleet, through the introduction of specialty vehicles and luxury brands. Computer Car continued to grow through their network of partners across the United

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States and soon began to offer international service. This expansion, along with an increase in luxury and executive clients, led to a rebranding of the company, creating Valera Global. Robert Mackasek was Computer Car's general legal council since operations began in 1987 and finally joined the company in 2005 as CEO, with the original founders still playing an active role in the company.

As President, Eckstein has been able to develop their affiliate base, creating a stronger presence for Valera across the nation, as well as into Canada, Asia and Europe. Eckstein has also been able to flex his muscles in the integrated information systems arena by developing another new dispatch system along the way. In 1987 the new start up Computer Car couldn't afford the cost of the Aleph dispatch systems. Eckstein proceeded to search for programmers to develop from scratch the next big computer aided dispatch system, which is now known in the industry as the Odyssey dispatch software program from GT3. In addition to Valera Global, where the Odyssey program still runs all dispatch services, hundreds of other transportations companies throughout North America currently use it to meet their dispatching needs.

He joined the TLPA in 1984 as a way to immerse himself in the transportation industry and learn from his peers. "The more you learn, the more options you have to make the right decisions and do the right thing," said Eckstein. "The TLPA has been a great resource for me through the years, especially when I started my own business. Having a set network of people already in the industry to turn to with questions has been invaluable and I take pride in being recognized by such an outstanding organization."

*The Taxicab, Limousine, & Paratransit Association established in 1917, is an international organization representing owners and managers of taxicab, limousine, sedan, airport shuttle, paratransit, and non-emergency medical fleets. TLPA consists of more than 1,000 member companies operating more than 100,000 passenger vehicles, which transport over 2 million passengers each day, more than 900 million passengers annually. This for-hire vehicle industry is vital to a community's commerce and mobility, aiding in the relief of traffic congestion while promoting environmental improvements. The specialized paratransit services furnish more than half of the transportation needs of the physically challenged, while other facets of the industry provide feeder services to major transit stations and airports. The elderly and economically disadvantaged rely on the industry for fast, affordable transportation.*

For information, contact: **David Eckstein**

Valera Global, Inc.

(718) 786-222

david.eckstein@valeraglobal.com

**Please note: An electronic copy of this press release and a photograph of David Eckstein are available from a link at TLPA's web site at [www.tlpa.org](http://www.tlpa.org).**

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