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William Rouse of Yellow Cab of Los Angeles Elected TLPA President

ROCKVILLE, Maryland—William Rouse, the General Manager of Los Angeles Yellow Cab and a fourth-generation leader in transportation, has taken the helm of the Taxicab, Limousine & Paratransit Association (TLPA) as its new president.

Rouse, whose fleet of 1,200 vehicles is the largest cooperatively owned taxi company in the western United States, was sworn into office at the TLPA's 94th Annual Convention & Trade Show in Las Vegas on October 29.

The TLPA presidency is a one-year term. Rouse takes over following the presidency of Mary Smarelli of Transit Express in Milwaukee, Wisconsin.

Rouse delivered a humorous and at times emotional acceptance speech in front of hundreds of industry peers within the nearly 100-year-old trade association that was founded by taxicab and rental car industry icon John Hertz. Looking ahead, Rouse laid out several priorities for his term in office including continuing the fight against rogue apps used to hail taxicabs and limousines that ignore regulations aimed at protecting the public.

"We must insist on full compliance with the law and a level playing field," Rouse said in his acceptance speech.

Rouse also said that his agenda for the next year includes: working on distracted driving legislation; promoting TLPA's new Driver Education Program; launching Community Connections, the charitable giving program for TLPA members; continuing to educate members on new technologies to maintain a competitive edge; helping members understand the new federal transportation re-authorization law; expanding TLPA membership; and ensuring the association has the appropriate resources to meet the growing needs of its members.

In his acceptance speech, Rouse described his family's 75-year history in the industry, including his grandfather's service as President of the organization in 1957 and his father's service in the same capacity in 1996.

Rouse graduated from the University of Southern California in 1988 with a Bachelor of Science degree in Business Administration with an emphasis in Finance and Business Economics. He received his law degree from the University of Southern California and was admitted to the bar in 1992. After working at a law firm and then establishing his own practice, Rouse first joined his family in the business in 1998 as in-house counsel.

Today, as General Manager, Rouse oversees a total of five fleets made up of 1,200 vehicles serving six million passengers a year. The company's five taxicab fleets in the greater Los Angeles area include Yellow Cab of Los Angeles, Long Beach Yellow Cab, United Checker Cab, South Bay Yellow Cab and Fiesta Taxi.

Rouse is also affiliated with the management of San Diego Yellow Cab, with 330 vehicles in service; with California Yellow Cab in Orange County, California, with over 200 vehicles; and with the largest taxicab fleets in Nashville, Tennessee and Charlotte, North Carolina.

Rouse is a past President of the Taxicab Paratransit Association of California (TPAC), the industry's statewide trade association. He is also the current Chair of the Long Beach Area Convention and Visitors Bureau, and a member of the Board of Trustees of the Los Angeles Chamber of Commerce Jobs PAC.

About TLPA:

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Its extensive membership spans the globe to include 1,100 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, and paratransit services. For more information, please visit www.tlpa.org.

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