



# Fully Loaded: Introducing the All New 100th TLPA Annual Convention & Trade Show

By Deb LaGasse and Kathy Kolander

**W**ith a new format, new technology and new speakers, TLPA is gearing up for its landmark 100th TLPA Annual Convention & Trade Show, the world's largest gathering of for-hire fleet industry executives. Fleet operators from around the world will attend the October 27 to 29 event held at Caesars Palace in Las Vegas. The centennial convention for TLPA has been restructured into a new three-day, action-packed format, that features:

- two days of practical, informative business sessions, including our new interactive learning labs and high-impact general sessions featuring noteworthy keynote speakers;
- two days of hands-on exhibits in our new Transportation Solutions MarketPlace featuring our industry's top vendors;
- three days of exceptional networking opportunities at social functions and fun-filled events; and,
- a relaxing, rejuvenating and friendly atmosphere for all—first-timers and veteran hands alike—at the convention, in the exhibit hall and throughout fabulous Las Vegas!

## Practical & Informative Business Sessions

The TLPA is reaching out to top-notch speakers to deliver keynote addresses at each of our three general sessions. They will address vehicle technology, marketing through service differentiation and a convention-ending motivational presentation that will leave participants energized and ready to implement all of the new ideas learned while attending this world-class gathering of transportation fleet executives. Their stories and insights will inspire by sharing unique experiences, knowledge and ideas.

Also new this year, we are introducing 12 interactive Learning Labs focused on Innovation & Technology, Diversification & Market Trends, Workforce & Driver Management and presentations by our Premier Sponsors, Ford Motor Company and Flywheel. Each Learning Lab will feature an informed presentation followed by a moderated, interactive, open forum to discuss the topic, presenting a blend of instruction, case studies, peer learning and interaction.

See the preliminary convention agenda to find the educational topics and sessions that will help you move your fleet forward!

## Transportation Solutions MarketPlace

Are you still trying to find the right solution providers by doing a Google search? We have it all under one roof in our reinvig-

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orated trade show, now called the Transportation Solutions MarketPlace. It's a one-stop shop where you can explore 100 industry partners showcasing the products and services that will help your organization reach new heights. This is where participants can literally kick the tires of a new vehicle, see demonstrations of new dispatching technology, and talk to numerous vendors about how they can help improve service and your bottom line.

The Transportation Solutions MarketPlace, with its new two-day format, is filling up quickly, even faster than in years past,

owing to the historic nature of this year's gathering. Sales started on June 4 and nearly half of the available space is already sold. We anticipate 100 industry-leading vendors will present the latest cost-effective products and services that provide the solutions needed for today's modern fleet, no matter what the size of their operations.

Oh, and don't worry: There is so much to see, you won't want to leave the show floor, so we'll have plenty of food and beverage to sustain you while you find solutions that are perfect for your company! It's a tasty blend of food, fleets and the future!

### Networking Opportunities Galore

One comment we hear time and again is, "I wish I had attended this convention earlier." If this is your first TLPA convention, you'll quickly become part of a community of transportation company owners and managers who will become your key network. And you'll make friendships that last a lifetime.

Our surveys consistently show that networking with one's peers is one of the top three benefits of attending the convention for both operators and vendors. Attendees say our members share more valuable business information and insight than happens anywhere else. It's one giant master class with people who are grappling with—and have overcome—the very same challenges you face in your company. In just three days, you

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## Keynote Speaker on Autonomous Vehicles Confirmed

At TLPA's 100th Annual Convention & Trade Show in Las Vegas this October, Chris Jones, co-founder of Canalsys, will present the opening keynote address, titled "The Electric & Autonomous Vehicle Revolution."

The keynote will cover issues such as the evolving automotive-industry ecosystem, the four major disruptions affecting the industry, the different levels of vehicle autonomy, when "robotaxis" will be launched, opportunities in managing and supporting a dynamic robotaxi fleet, issues traditional fleet operators need to address now, and much more.

In 2016, Jones launched Canalsys' Autonomous Vehicle Analysis service, the industry's first dedicated, global autonomous vehicles market analysis service. He leads a global team of analysts providing ongoing analysis of this highly dynamic and geographically diverse market.

With a portfolio including IT, consumer electronics and telecommunications, Canalsys is a leading provider of consulting and market analysis for the high-tech industry. Recognized globally, its team members are respected and influential across such diverse sectors as smart mobile devices, IP telephony, and enterprise security and computing. The Canalsys brand has become synonymous with quality, timeliness and accessibility among a prestigious client base that includes most of the world's leading technology brands.

Since co-founding Canalsys in 1999, Jones has launched several research areas. In 2000, he pioneered market-specific analysis in smartphones and PDAs, helping Canalsys become the leading global provider and standard source of smartphone data and analysis. In 2003, he initiated Canalsys' research into LBS and GPS navigation and in 2013, Jones initiated his company's wearable-technology analysis.

Jones has given keynote speeches and moderated sessions at many conferences and has worked on numerous consulting projects for Canalsys' clients over the years. He is regularly quoted in influential business and trade press on mobility issues.



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can gain practical insight into solving nagging problems, learn of new business opportunities, and find the right vendor solutions for your business.

Anyone who has been to a TLPA convention knows that the members themselves are the greatest source of business information. So what are you waiting for? Come join this exceptional professional network, make high-level contacts at social events, and find the tools that will propel your company forward in the year ahead.

### Relax, Have Fun and Rejuvenate in Las Vegas

If you want to relax, have fun and rejuvenate your passion for your career, Las Vegas is the place to be. It's called "The Entertainment Capitol of the World" and is famous for its mega hotels and casinos, gambling, shopping, fine dining, entertainment, sports and nightlife. Las Vegas has great weather, with an average of 310 sunny days per year and is among the sunniest, driest and least humid cities in North America. In late October, the daily temperatures average a high of 75 degrees and a low of 53 degrees. Caesars Palace, where the convention will be held, is just minutes away from McCarran International Airport, a destination with direct daily flights from dozens of cities across the country.

What could be better than amassing a stack of new business solutions prospects at the trade show, expanding your business network by the pool, or talking shop with a peer from a different city over a sumptuous Las Vegas dinner?

And let's face it: You've earned a break. Las Vegas is your reward.

### Optional Events / Extra Networking Opportunities

This year's convention offers a number of optional events. You can register and pay for all optional events when you register online. Here's what we have in store:



### Annual TLPF/Atlas Financial Holdings Golf Tournament, Saturday, October 27, from 8:00 a.m. to 3:00 p.m. at Bali Hai Golf Club.

The tournament benefits the Taxicab, Limousine & Paratransit Founda-

tion and the awards ceremony and transportation are again sponsored by Atlas Financial Holdings. The course is unique: It's the only championship golf course remaining on the famed Las Vegas Strip. Golf Hall of Famer Joe Kelly said, "When you play in Vegas, you want it to feel like Vegas, and at Bali Hai, you're hitting tee shots shadowed by dramatic resort views, listening to a Bluetooth speaker in your cart playing your favorite songs... all in a fabulous golf setting on a challenging and playable golf course in a perfect location, minutes from any Strip resort." Sign up to play today, meet old friends and make new acquaintances with a five iron in your hand! And on top of it all, the legendary Hal Morgan, TLPA's long-serving executive vice president, has just retired,

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### Keynote Speaker Confirmed

Dennis Snow, a renowned customer service expert and a 20-year veteran of Disney, will present, "Delivering World-Class Customer Service: Lessons from the Mouse."

Consumers have more choices than ever today, resulting in most products and services increasingly being seen as commodities. So, in today's market, differentiating your service is the key to attracting and retaining customers—while driving bottom-line results. More than ever, customers are focused on value, and will choose services that other organizations cannot or will not do. Part of customers' decision-making process is based on knowing a particular brand is focused on earning their ongoing and undying loyalty.

Drawing on his 20 years with the Walt Disney World Company, along with his many years of consulting for organizations around the world, Snow will provide a "how-to" program for creating a service-driven culture that earns loyalty. This program will provide you with strategic tools that can be used to raise the bar for service throughout your organization, resulting in "walk-through-fire" customer loyalty.

#### Participants will learn

- approaches that help your workers move from a task mindset to an experience mindset;
- a process for ensuring that your organization's "backstage" environment never impacts the "onstage" customer experience; and,
- four specific strategies for wowing customers every time.

So, ready to learn lessons from the most famous mouse on the planet? It's all happening at the 100th TLPA Annual Convention & Trade Show in Las Vegas, Oct. 27 to 29! Make your plans to attend today!



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but we're bringing him to Vegas so you can have one last chance to beat the master. There is a fee for this event.



**Autonomous Shuttle Ride, Saturday, October 27, from 1:30 to 3:30 p.m.**

Join TLPA member and event sponsor Keolis for a ride in the first completely autonomous, fully electric shuttle ever deployed on a public

roadway in the U.S. The autonomous shuttle, which seats seven passengers and an attendant who answers questions, runs a fixed route along Fremont Street in the East Entertainment District in downtown Las Vegas. Keolis has arranged for free shuttle transportation between Caesars Palace and the autonomous shuttle stop at Container Park with its open air shopping, unique restaurants and live entertainment. There is no fee for this event, but TLPA badges are required.



**Kick-Off Party with Dueling Pianos, Saturday, October 27, from 7:30 to 9:30 p.m.**

Kick back with complimentary cocktails as two pianos duel away for the entertainment of the crowd. Flywheel is sponsoring the food, The Black Car



Fund is sponsoring the open bar, and Taxi Butler and zTrip are co-sponsoring the interactive dueling pianos entertainment. There is no better place, and no better way, to kick off this three-day extravaganza than by attending the best party in Vegas. Nominal fee required.



**Closing Reception & Silent Auction, Monday, October 29, from 6:30 to 7:30 p.m.**

The evening will feature free libations, tasty appetizers and the silent auction to benefit the TLPA's legislative

arm, the TLPA Action Fund. Remember, anyone can donate an item to the auction (valued at \$50 or more—no company or vendor branded products, please). Just bring your item to the convention and give it to one of our staff members at the TLPA registration desk. Enjoy yourself, network at this final conven-

tion event, and win a treasure at the silent auction. Nominal fee required to attend.

**Need to Know Convention Info**

Here is some key information you should know about this convention.

**Convention Registration:** Register with TLPA by August 31 to save \$83 per registrant. You can register at [www.tlpa.org/Annual-Convention](http://www.tlpa.org/Annual-Convention) (if you are a member, make sure you sign in to take advantage of the special member fee) or by completing and returning the printed registration form in this issue. If you are not a member, join now and save even more on your registration fee!

**Room Reservations:**

Attendees are encouraged to make their room reservations early to take advantage of TLPA's discounted room block at Caesars Palace and across the street at the Flamingo. By booking through Caesars' dedicated link on TLPA's website, you will reserve a great room at a great price and **you won't have to pay the \$30 per day resort fee** now mandatory on rooms at these hotels. Book your room through the TLPA website today—it's quick, easy and secure! TLPA does not endorse or work with any third parties for hotel reservations.



**Convention Updates:** Visit the convention website—[www.tlpa.org/Annual-Convention](http://www.tlpa.org/Annual-Convention)—and follow the event on Facebook and Twitter (@TLPAtweet) with #FleetForward for frequent convention updates.

With this landmark convention, the question isn't, "Should I go?" It's "What will I miss if I don't go?" This small investment of your time will open the door to everything you need to thrive in providing improved, efficient and essential service to your community. Our goal is your success, and it all happens Oct. 27 to 29.

See you in Las Vegas!





# Share Your Memories of Past TLPA Conventions

**F**ashion has changed over the past 100 years, but one thing hasn't: TLPA's commitment to our members' needs.

Come to our 100th Annual Convention & Trade Show and take a walk through history with a visit to our "Walk Through 100 Years" photo wall. It's sure to evoke fond memories of friends and colleagues.

How many people you can identify? I spy Joe Chernow, John Davidson, Jeff Feldman, Marvin Glassman, Bill Knaus, Al LaGasse, Bill & Jan Lazar, U.S. DOT Secretary Mineta, Representative Moody, Hal Morgan, Neal Nicholas, Murray Rosenberg, Mitch Rouse, Don Somers, Ron Stoppelmann, Jerilyn Ugaste, Bill Williams, Martin Zilber and Sigmund Zilber. If you can identify anyone else, please send an email to Deb at [dlagasse@tlpa.org](mailto:dlagasse@tlpa.org).

If you would like your pictures included, please send hard copies or print-quality scans to us by August 31, 2018. We're looking for anything representative of the for-hire transportation business—pictures of your parents or grandparents at work, or fun pictures from past conventions, especially of the trade show floor.

Please send your photos to TLPA Meetings Manager Deb LaGasse at 3200 Tower Oaks Blvd., Ste. 220, Rockville, MD 20852, or [dlagasse@tlpa.org](mailto:dlagasse@tlpa.org). If you would like your hard-copy photo returned to you, please indicate that in a note accompanying your photo.

