

# ANNUAL MEETING

## May 15, 2019



### Meeting Highlights!

#### DOT & Compliance

Presenters: John Murphy, MCSAP compliance officer, IDOT; Trooper Mark Pietrzyk, commercial vehicle enforcement officer, IL State Police; Trooper Brian Szfranski, passenger carrier inspection team, IL State Police

John and the IL State Police provided information regarding:

- Electronic logging device (ELD) regulations
- Drug & Alcohol Clearinghouse: all drivers must register by Fall 2019
- Interstate Commerce: a review of definition and requirements
- Drivers' Licenses Endorsements for CDL; medical exam certificates
- Overview of the detailed inspections the state troopers perform and what drivers should expect



#### Industry Updates

Presenter: Rick Versace, A1A Limo Service and NLA Board Member

- Emphasized benefits of association membership. Safety is highest priority of the NLA. All affiliate members of NLA are vetted—will make a state limo associations stronger, in sync and professional.
- Other benefits: NLA's PR firm and lobbyists working for limo industry; discounted buyers' programs
- New partnership with Chauffeur Driven and NLA: all shows will be a 50/50 share; NLA has ended partnership with LCT



#### Trends in the Industry

Presenter: Chris Weiss, CEO, Chauffeur Driven

- Mergers/acquisitions and new partnerships occurring to share resources
- Leisure/experiential travel: opportunity for limo industry, especially using vehicles that can go further across the country
- Rewards programs: travel points important to millennials; suggested operators consider starting these programs for clients



## Digital Marketing

Presenter: Maren Graham, VP marketing, Hudson Software

- Hudson can assist with website audit reviews of a company regardless of platform to ensure that name, brand, logo, URL and other information is consistent; review includes checking for duplicate content, quality back links, hashtags and low bounce rates
- Websites: quality and unique content is critical, app. 3-500 words per page; all pages should be fast loading; website mobile friendly for greatest number of users; FAQs, easy-to-find contact information; only one heading tag/page; focus on keywords, topics and competitors (what is on their sites); have an area where customers can leave messages; sites trending to be AI ready
- Social Media & Newsletters: include content that isn't just self-promoting (practical for readers); use action words, "how to" and "top 10" lists; discount offers or specials encourage open rates; interactive content (short videos), tag people/companies), links to website on all platforms
- Key takeaway: experience of users; people will always remember how you made them FEEL



## BACP Updates

Presenters from City of Chicago: Rupal Bapat, deputy commissioner business affairs & consumer protection (BACP) and Ivan Capifali, deputy commissioner of enforcement, BACP

- Overview of construction projects at O'Hare and Midway airports
- Charter Sightseeing Ordinance: discussed at length with attendees the difficulty of finding good companies with reliable guards; this industry is supposed to be regulated by the state, however, not all security guard companies comply. Deputy Commissioner Bapat reminded attendees to email them regarding the problems they are having with security guards
- It was noted that the city is issuing citations for companies or drivers who solicit rides, especially at airports (includes ride shares)
- Deputy Commissioner Capifali shared a checklist used by enforcement to verify Chicago and suburban livery during stops

