

Winter 2013

DRIVEN

Our Industry. Our People



Quarterly Membership Meeting

Tues, March 12

6:00PM Start

Sheraton Needham Hotel

100 Cabot Street
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sheraton.com/needham

**Register online at nelivery.org or
Call the NELA Office (866) 736-6352**

\$45pp NELA Member
\$55pp Non-Member

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Guest Speaker

Chris Weiss

President & Publisher of Industry's New
Publication **Chauffeur Driven**

Chris will deliver a state of the industry
& talk about his latest projects
followed by a Q&A session

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A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done. - Ralph Lauren

NELA Board of Directors

- Michael Callahan, President
- David Lathbury, 2nd Vice President
- Georgianna Svenson, Secretary
- Mark Mollica, Treasurer
- Michael Pazzaneze
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- Steve Crispo, Affiliate Director
- Mark DiChiara, Director
- Becky Laramée, Director
- Don Libby, Director
- Daniel Perez, Committee Member
- Anthony (Corky) Renzi, Director
- Teale Smith, Director
- Brian Tardiff, Director
- Eric Tonkonogy, Director
- Brett Tyson, Director
- Gina Walker, Director

Visit our web site for contact info.

2013 Calendar

Board Meetings

- Mar 12 Sheraton Needham Hotel
- Apr 9 BostonCoach, Everett MA
- May 14 BostonCoach, Everett MA
- Jun 11 TBD
- Jul 9 BostonCoach, Everett MA

Quarterly Meetings

March 12
Sheraton Hotel, Needham MA
Sponsored by
Don Brown Bus Sales

June 11
Location TBD

December 10
Location TBD

Newsletter Ad Rates

\$500.00 Insert	\$250.00 Half Page
\$400.00 Front Cover	\$150.00 Quarter Page
\$750.00 Back Cover	\$ 75.00 Business Card
\$400.00 Full Page	\$ 20.00 Map Listing

Spring Issue mail date - May 28, 2013

Annual Events

- March 27
Livery Round Table Summit & Show
www.liveryroundtable.org
- April
DATTCO Show
- April 24-26
TLPA Spring Conference & Expo
Hyatt Regency, Savannah GA
www.tlpa.org
- May 23
NELA Golf Tournament
Olde Scotland Links, Bridgewater MA
www.nelivery.org
- July 8-12
TLPA Mid-Year International Conference
Le Meridien, Barcelona Spain
www.tlpa.org
- July 18
NELA Chauffeur Appreciation Day
www.nelivery.org
- September 10-11
BusCon
Navy Pier, Chicago IL
www.busconexpo.com

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Letter from the President



*Michael Callahan
Able Limousine*

Dear Members and Friends,

This is our first newsletter of 2013, and as we race through the first quarter, I wanted to share a few thoughts, accomplishments and an outlook for the future of our association. Over the last several months, the NELA has accomplished many items on its agenda, and has many more on its list. We have held successful quarterly meetings in June and December, which are an opportunity for the “community” that is our

industry, to assemble and interact. In June we held our annual elections for the Board of Directors. Last year the NELA quarterly newsletter was overhauled. *Driven* continues to provide industry updates, provide helpful tips, and share real-life useful information for operators of all sizes. We held another abundantly successful Chauffeur Appreciation Day in July, an opportunity for us to thank the frontline employees of our businesses. Also in July, we held our annual planning session, which included establishing our calendar through 2013. In August we held our annual golf tournament that saw a significant increase in golfers over last year. And in September, we had a successful trade show and conference, featuring the latest vehicles for our fleets, and seminars on the hottest topics affecting our businesses. Several months ago we developed a stringent vetting process for potential board members, and we have continued to fill open board seats. This has resulted in the addition of Brett Tyson of the Marcou Transportation Group, Teale Smith of Maine Limousine Service, Brian Tardiff of Early’s Custom Limousine, Tom Arrighi of A & A Metro Transportation, and most recently, Gina Walker of North Shore Shuttle/BeDriven.com, and Mark DiChiara of Gateway Limousine.

There are always issues on the legislative and regulatory fronts. There are always threats to our businesses, as well as opportunities. New issues have presented recently in Connecticut. And Rhode Island has had a sales tax put into effect on a number of industries, including ours. While we continue to address that issue, at the invitation of regulators, we are working in Rhode Island on ideas that may make the state an easier place for livery and taxis to co-exist. An outcome of that effort may result in blocking “rogue apps” from taking a foothold in that state. This brings to mind Uber Technologies.

There is a lot in the lay press about Uber Car. The service involves the use of a mobile software application to call for a car. Uber does not own cars, but instead contracts with drivers and companies to be part of their network, and does not assume any liability. All liability falls on the drivers and/or companies

who elect to become part of the Uber network. Initially, there was a preponderance of positive comments from the public. The lay-public does not routinely stop to think about the safeguards regulators place on transportation companies. Municipalities, like Cambridge, MA, are concerned that Uber does not register as a taxi or livery company and therefore is not subject as an entity to all the requirements that taxi and livery companies must meet. Therefore, the controls that work to deliver public safety, consumer protection and fair competition, are potentially circumvented. The public is now catching on as demonstrated in recent articles. We know we have members who feel strongly that Uber is a threat, and we also know we have members who have joined the Uber network as a way to fill otherwise downtime. And we are not “anti-app”. There are plenty of apps currently in place, and many more being developed, which when utilized by compliant companies, will enhance the experience of our customers.

Your Board has been busy, and yet we have a daunting agenda ahead of us, the product of the annual planning session I mentioned earlier. Our list of goals for 2013 contains but is not limited to the following:

- evaluating a course into the paratransit segment of transportation to help operators who are interested in expanding their product offerings
- interfacing with both operators and affiliate members to establish a clear set of NELA values. These values will help focus the content of our events and activities towards the benefit of our industry.
- offering educational webinars and meetings on key industry topics
- an update of our bylaws

The list is challenging for a group of volunteer individuals, however it is critical to the success of the association and we could use your help. If you have a passion for our industry and are looking to help make a difference, please consider volunteering. There are many opportunities to get involved.

In closing, I would like to thank all of you, the membership. It is your membership that drives the Board of Directors to consistently bring value for your membership. Without you, there is no NELA and the strong voice that our organization brings with it. I would also like to give a special thank you to our many vendor members who have continued to support our organization and the events that we put on for the membership. It is because of their support and the hard work of your Board of Directors that we can bring you these successful events.

All the best throughout 2013.

Michael Callahan
NELA President

“If you have a passion for our industry and are looking to help make a difference, please consider volunteering.”

PCI Compliance: Plain & Simple (Part 1)



Lyndy Burnham
Marketing
Specialist

By Lyndy Burnham, *The Hudson Group*

Do you accept credit cards for payment in your business? If you do, then you must conform to Payment Card Industry (PCI) security requirements.

If you accept credit cards as a form of payment in your business then at some time in the past you signed a merchant agreement with a bank or credit card processor. A processor is an organization that gives you an approval code and then works to get money from your customer and deposit it into your bank account. If you review the fine print of your merchant agreement you will find a section similar to: Cardholder Information and Security Requirements. This section will contain language similar to:

“Merchant represents and warrants that it shall comply with all Cardholder Information Security Program (CISP), Site Data Protection (SDP), and Payment Card Industry Standard (PCI) requirements, as amended from time to time. Merchant has reviewed the CISP requirements as set forth at www.visa.com/cisp and the Site Data Protection requirements set forth at <https://sdp.mastercardintl.com> and the PCI requirements as set forth at www.pcisecuritystandards.org.”

The text above is then typically followed by sentences or paragraphs explaining some of what you must do to ensure that these security standards are adhered to.

Due mostly to an increase in the frequency of data breaches around the world, where social security numbers, credit card numbers and other sensitive client data have been compromised, banks, credit card issuers and credit card processors are beginning to aggressively enforce the data security measures that you have agreed to comply with. To make sure they get your attention, many of these institutions have begun assessing significant monthly “non compliance” fees or penalties if you cannot prove that you have met these security requirements. In some cases, card processors are dropping merchant accounts if they cannot prove their PCI Compliance, due to the significant liability involved should you experience a data breach and expose credit card information.

What choices do you have?

1) Take a “wait and see” approach – Eventually, if not happening already, you will begin paying additional fees to your bank or processor, which could become significant if you do not document your adherence to the security guidelines mentioned above. Changing to a new processor or bank in order to achieve a better rate may also become difficult or impossible. The wait and see approach is dangerous and also brings considerable risk. By not ensuring that your data is secure, should a data breach occur, the cost in fines and penalties could be hundreds of thousands of dollars, or more (e.g. Massachusetts Law sets this fine at \$5,000 per credit card, driver license and / or social security number that is lost or exposed!). If the fines don’t put you out of business, the bad press and loss of client confidence in your business probably would. With cyber attacks on the steady increase, the likelihood of an attack on your systems will only continue to increase as well.

2) Pursue PCI Compliance - Like payroll and taxes, PCI Compliance is something you just need to do and make part of your routine business process. In its simplest overview, most small businesses have to do 4 key things:

a. Become familiar with the PCI DSS (Data Security Standard)

b. Implement procedures and processes in your business that address the 12 key elements of credit card security

c. Complete a Self Assessment Questionnaire that verifies you have addressed the previous 2 steps

d. Implement regular testing of security systems and processes

The good news is that for most small businesses, you can do this on your own and the cost involved is really only determined by the updates to your office systems security you might need to make. If you don’t want to do this yourself, you can retain the services of a Qualified Security Assessor (“QSA”) who is certified to come in and evaluate your business and coach you through the process of improvements that are needed in order to achieve compliance. A good value, a QSA knows all the rules and can help you quickly identify how to make your business more secure. They are NOT credit card “police” who will report you or levy fines; the QSA works for you and with you to improve your operation while ensuring you meet the minimum standards. Like hiring a plumber to fix a leaky pipe, the QSA works for you to “fix” your security vulnerabilities.

If you are using reservation software, and are processing your credit cards through this system, that software must be PA-DSS certified. Like the PCI requirements you must meet as a merchant, the software vendor has to have its systems certified to ensure that it does not expose or store credit card data in an insecure manner. The standards the software vendor must meet are even more stringent. Using a software package that is PA-DSS certified goes a long way to addressing many of the items identified in the 4 key steps outlined in the preceding paragraph.

Where to begin:

If you have been meaning to look into PCI compliance and making your business more secure, the first and primary resource you should consider is the PCI Security Standards Council website (link below). This website has all the information anybody needs to know about the standards and the requirements. You can also check this web site to see if your software system is listed as a PA-DSS certified payment application and to locate a QSA to help evaluate your business. You can also contact your bank or processor, or the various credit card issuers (AMEX, MasterCard, VISA, etc.) for detailed information regarding PCI compliance and certification requirements.

Accepting credit cards as a method of payment from your clients brings with it newly enforced security practices that must be observed in your business. Failing to implement and observe these practices places you at significant risk for data breaches, cyber attacks, crippling fines and potential closure of your business. When you become familiar with and implement the security requirements of the PCI DSS standard, you ensure that your client’s sensitive data and your operation will be as secure as possible and protected from most attacks. In the next installment, PCI Compliance – Part 2, we will look a bit more closely at the 12 key elements of your business that the PCI standards seek to address.

Quick Reference Guide: <https://www.pcisecuritystandards.org/documents/PCI%20SSC%20Quick%20Reference%20Guide.pdf>

For even more information: <https://www.pcisecuritystandards.org/merchants/>

Lyndy.Burnham@Hudsonltd.com | www.TheHudsonGroup.com | Lawrence MA

See related article “In the News”, page 10.

PSID Program is Key to Logan's Security

Submitted by Carla Myers, Massport Security Badge Office

Safety and security are the top priorities at Boston Logan International Airport and working closely with the airport community we've created a culture of ownership that includes continuous security enhancements and most importantly, recognition of those employees who actively engage in keeping Logan a safe and secure facility. For the 17,000 plus employees who work at Logan, their key to security starts with their airport issued security badge allowing them access to their work areas in the secure side of the airport.

A similar program is in place for those employees who work at concessions, restaurants and news stands on the public side of the airport. These employees are issued a **Public Side IDentification** credential. These credentials display a photo of the employee and requires a Transportation Security Administration (TSA) security threat assessment that demonstrates to the public that the employee is officially recognized as part of the airport community.

Recently, the PSID credentials program has grown to include all commercial ground transportation employees, including livery drivers. PSID credentials are now required of all scheduled bus, shuttle bus, scheduled van services, hotel shuttles, livery service and other commercial drivers picking up customers at Logan.

If your company conducts business at Logan and you are not part of the PSID program, you are encouraged to contact Logan's Security Badge Office at (617) 561-1706 to receive more information. While operating on airport property, these PSID credentials are to be displayed on the driver's outermost garment between the neck and waist and be clearly visible to the public, Logan's Ground Transportation agents and law enforcement officers. Drivers who do not have a PSID will be denied a Limo Pool Ticket and may receive a Massport violation for not being in compliance with this security program.

PSID credentialed employees are also eligible for Massport's *Security Awareness for Everyone (SAFE)* program. This program was launched in 2008 to recognize front-line employees who demonstrate exemplary security awareness in their jobs. The SAFE program encourages all employees to be proactive in reporting suspicious activity to help maintain safety and security for the traveling public. The airport community (including transportation services) nominates employees who have made a positive contribution to security. Nominees who are selected for recognition will be invited to an award ceremony along with their families and the airport community. Since its inception, the SAFE program has earned national recognition.

In order to keep Logan safe and secure, please remind your drivers that if they see something, say something. Please report any suspicious activity to the Massachusetts State Police at 617-568-7300.

Logan is a community made up of the traveling public and the thousands of employees who support the traveling public. Wear your PSID with pride and commitment as you become part of our proactive workforce which is our best defense against unsafe conditions and security threats.

Driving: Attitude

By Georgieanna Svenson, Four Star Limousine



Georgieanna Svenson
Four Star Limousine

It took less than 3 seconds... A young adult, texting while driving, took less than 3 seconds to cross the solid yellow line and collide head on with one of our chauffeurs. The vehicles were both traveling at about 40 mph, the impact speed, upwards of 80 mph; both cars were totaled. Everyone walked away; everyone involved was wearing a seat belt. Less than a week later, in the next town over, a couple leaving a holiday celebration was involved in a similar head on collision, at a lower rate of speed, 3 people were involved, 2 died, neither were wearing seat belts. Now I know there are arguments on both sides of the seat belt laws. But I have a chauffeur praising the safety of the Town Car and knowing his seat belt could have been that one element of the safety system that saved his life. It was this accident that sparked this article.

We are charged with our client's safety, and it is that responsibility that warrants nothing less than exemplary driving habits.

Seat belts are one of the most significant safety devices ever invented, providing impact protection by keeping you from being tossed around the cabin of the vehicle. By keeping you in your seat, you are better equipped to keep control of your vehicle.

Keep your eyes on the road. You should be watching not only the car in front of you, but the car in front of them, and if you can see, even the car in front of them. By watching several car lengths in front of you, you can watch for early signs of breaking, debris in the road, or road hazards.

Know your blind spots, if you're unsure, look twice. Know where cars are on the road around you; keep a close eye on your mirrors.

I think it goes without saying that we all know that texting while driving is one of the most dangerous driving practices. Inattention can involve many things, some of which are daydreaming, distractions, sleepiness, fatigue, "highway hypnosis," talking, etc.

Know your equipment and keep it well maintained. Squishy breaks are not going to stop your car in enough time, bad windshield wiper blades won't let you see as well as you need to, balding tires are never going to give you the traction you need to stick to the road. A little preventative maintenance goes a long way.

DO NOT TAILGATE!! Leave yourself plenty of reaction time. I know how tempting it can be to want to just get around the guy in front of you...after all doesn't he realize your client's flight is landing in 3 minutes, and you're at least 15 minutes from the airport. But trust me when I say you will both get to the next red light at the same time.

Driving safely is all about attitude. If you've been driving for a while, you know the rules—you know how to drive "defensively." What we often lose sight of are the dangers of driving—it is such a normal part of our lives that we don't consciously think about how dangerous it really is. Thinking about this occasionally is a good thing.

Be safe out there ~

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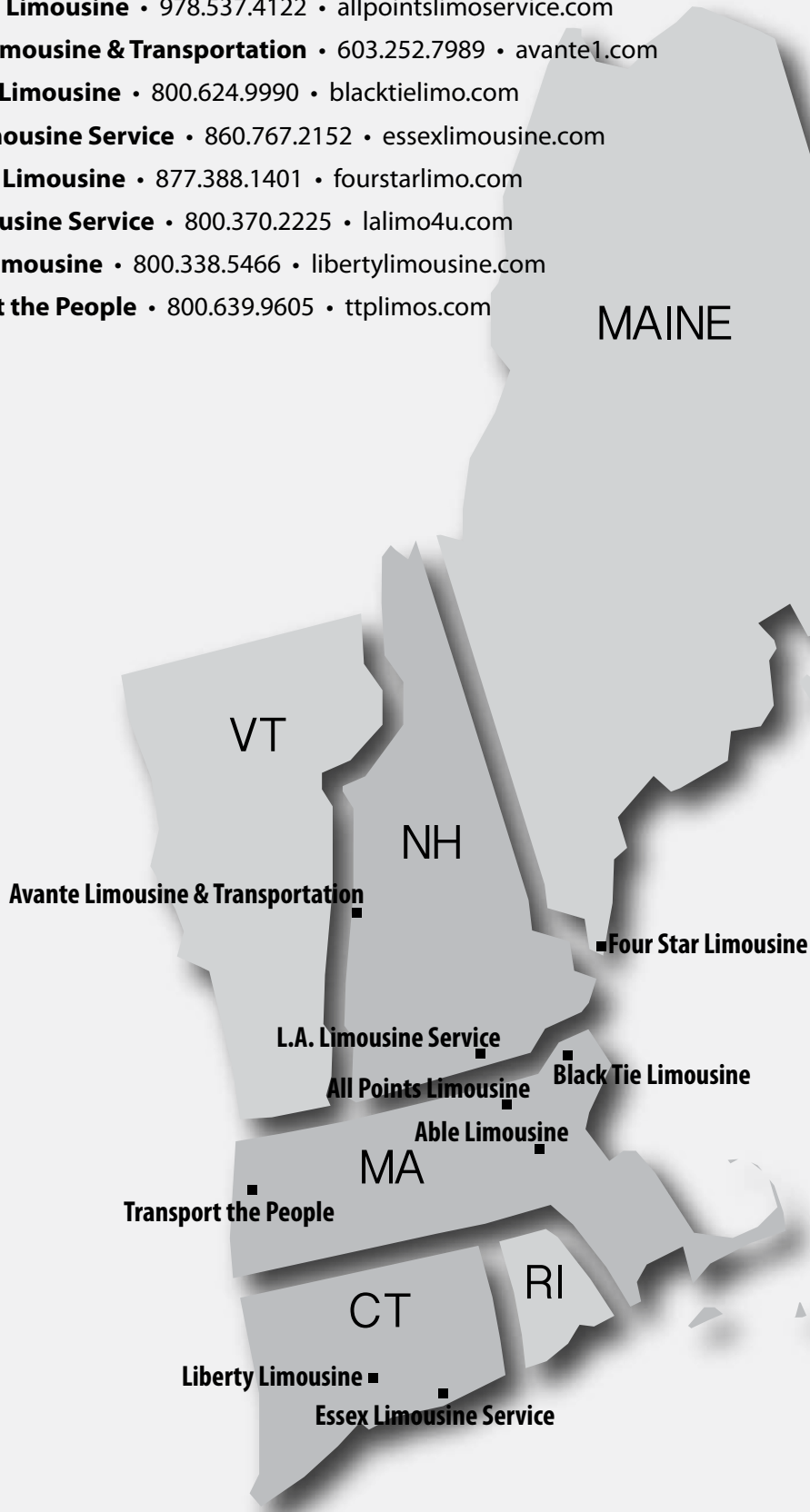
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MASSPORT Insurance Compliance: Workers Comp

In mid to late December, many of you received a letter from Insurance Tracking Services, Inc. (ITS), sent on behalf of MASSPORT, requesting certificates of insurance coverage as required in MASSPORT's contract. ITS' inquiries are not limited to confirmation of Automobile Insurance. They are also requesting information relative to Workers Compensation insurance (WC). NELA CEO Rick Szilagyi, contacted John Faro at MASSPORT who has confirmed that ITS is in fact, an agent of MASSPORT. NELA's Affiliate Director, Steve Crispo of Herlihy Insurance Group, contacted ITS.

Steve learned that ITS is not seeking to enforce any operator to be included for coverage whether it be a Sole Proprietor, Partnership, Members of an LLC or, Corporate Officers of a Corp. ITS is merely requesting verification of coverage that is in place. WC questions addressed to smaller operators can result in confusion, due to "Opt-in" and "Opt-out" conditions based on organizational type, i.e., Sole Proprietorships, LLCs, etc. Below are the regulations by organizational classification. However, this information is not to be misconstrued as legal or accounting advice. Please consult your attorney and CPA.

Corporations

Corporations are required to have, by law, Workers Compensation insurance for their employees. However, the corporate officers can Opt-In or Opt-Out for WC coverage on them. If they Opt-In, they are subject to a minimum payroll and a maximum payroll basis which are set by each individual state. (For example, MA has a minimum of \$10,400 payroll and a maximum of \$52,000 of payroll for corporate officers.)

Sole Proprietor, Partnership, Members of an LLC

Opt-Out

In order to satisfy MASSPORT requirements the operator will not have to Opt-In and will only have to obtain a minimum premium Workers Compensation insurance policy to satisfy MASSPORT (costing approximately \$350+ per year). However, it would cover

drivers hired by the operator during the year and would be based on their final annual payroll. It will not cover any Sole proprietor, Partner in a Partnership or, Managers of an LLC.

Opt-In

If the operator of a Sole Proprietor, Partnership or Member of an LLC chooses to Opt-in, it would cost a minimum of approximately \$2,300 per year for a Sole Proprietor, \$4,000 for a Partnership and \$2,000 per Manager of an LLC; all based on a minimum payroll determined by state. (MA minimum is \$42,700) Any hired driver's payroll would be in addition to these minimums.

Appeal for Waiver of Coverage

ITS has indicated that anyone can appeal through them and ask for a waiver of this coverage requirement by MASSPORT. However, please keep in mind if you have any drivers working for you they must be covered by law under a WC policy.

This information is not meant as a replacement for direction from your CPA or attorney. Workers' Compensation insurance is regulated on a State-by-State basis, and so there can be important differences in the way employers handle their Workers' Compensation exposures in various states, and important differences in how premiums are calculated. For additional information, state by state, the following websites should be consulted:

MA <https://www.wcribma.org/mass/Information/faq.aspx#OfficersSalaries>

NH <http://www.nh.gov/insurance/pc/workerscomp/faq.htm>

CT <http://wcc.state.ct.us/>

ME <http://www.state.me.us/pfr/insurance/>

RI <http://www.dlt.ri.gov/wc/>

VT <http://www.labor.vermont.gov/Business/WorkersCompensation/tabid/114/Default.aspx>

UPCOMING SURVEY

We will soon be contacting our members to solicit information with an eye towards continuing to develop the NELA's benefits of membership!



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December Membership Meeting



Terry McCart, Don Brown Bus Sales

With the nip of winter's arctic blast just on the cusp of the evening, Frosty had not yet paid us a visit, but we knew it wouldn't be long now. We gathered at Kowloon's restaurant on Rt. 1 in Saugus. Established by the Wong Family in 1950, Kowloon's is a multi-concept dining establishment that has hosted live stand-up comedy for almost 20 years. Everyone was abuzz with the coming holiday festivities, family plans and the potential and promise of 2013. Our last gathering of 2012, it was good to see old friends, make a few new ones.

NELA President Mike Callahan opened the meeting with a year-end update on the NELA's activities. Chauffeur Appreciation Day ~ Golf Tournament ~ Trade ShowMike also gave a glimpse into the goals of the board for 2013.

We welcomed a new member to the Board of Directors Mr. Tom Arrighi, of A & A Metro Transportation. Tom comes to the Board with exceptional credentials. He has served on the TLPA Board of Directors for over a decade, as well as being a member of the Board of Directors for the School Transportation of Massachusetts, a member of the NLA, United Motor Coach Association and NELA. I could go on and on about Tom's accolades. The NELA is proud to have Tom Arrighi as a new member of our team.

Dawson Rutter of Commonwealth Worldwide addressed the membership in representation of the NLA. Dawson updated us on the Department of Labor ruling on the need to charge overtime on gratuities. He reported that Richard Kane has been a huge activist at helping to "Squash this D.O.L. issue". Dawson reminded us that you keep your gratuities categorized as "recommended gratuities" to avoid any misrepresentation.

Special thanks to our sponsors Terry McCart of Don Brown Bus Sales, Mickey Bayard of Lancer Insurance Company, and Steve Crispo of Herlihy Insurance Group.

We were entertained by the wit, charm, and incredible hair of Nick Locapo. "Known for his suave approach and extraordinary confidence within the magic community, he has attracted audiences from around the world. His famed tuxedo and bow tie, coupled with his impeccable way with words, bring viewers back to twentieth century high-class entertainment... with some modern twists." (-Bio) Whether through skillful sleight of hand or grand illusions, Nick entertained us with card tricks, balloon creatures and FIRE!



Eric Tonkonogy, Exceptional Limo & Becky Laramee, All Points Limo



NELA board members Steve Crispo of Herlihy Insurance Group (left) and Dave Lathbury of BostonCoach (right) congratulate newly appointed board member, Tom Arrighi of A & A Metro Transportation (center).



*Mickey Bayard
Lancer Insurance Company*



*Dawson Rutter
Commonwealth Worldwide*

In the News

HGTS First Ground Transportation Software System in Industry to Achieve Acceptance by PCI Security Standards Council

The Hudson Financial and Technology Group LLC, (“The Hudson Group”), an application service provider for the ground transportation industry, is pleased to announce that it has achieved Payment Application-Data Security Standard acceptance (PA-DSS) for its HGTS (Hudson Ground Transportation System) application suite. This acceptance has been awarded by the PCI Security Standards Council, the governing body that establishes credit card processing and data security standards. With this acceptance, The Hudson Group and its HGTS application becomes the first ground transportation software system in the industry to be evaluated and accepted to the new PA-DSS security standard (v 2.0).

With a rise in the incidence of data breaches occurring around the world, credit card processors have begun enforcing the contractual obligation that merchants achieve PCI Compliance in their business operations. These PCI security standards help merchants to ensure that their customer data remains protected and secure. With Hudson’s HGTS applications achieving PA-DSS acceptance, the process for Hudson clients to achieve PCI Compliance will now be easier.

“As fraudulent activity becomes more sophisticated, it is vital for software companies to take the steps necessary to ensure the safety of customer data,” said Mark Ustik, President of The Hudson Group. “At Hudson, we have always taken security extremely seriously, which is why we were able to achieve PA-DSS compliance status with minimal modifications to our core system. The advantages of obtaining this status will certainly filter down to our clients when they are undergoing PCI compliance themselves.”

The acceptance achieved by Hudson is demonstrated by the fact that Hudson and its HGTS application suite is now listed on the PCI Security Standards Council’s online directory of ‘Validated Payment Applications’ which may be viewed here: https://www.pcisecuritystandards.org/approved_companies_providers/validated_payment_applications.php

“The Payment Card Industry Security Standards Council, or PCI SSC – often termed simply “the Council” – is an open global forum, launched in 2006, that develops, maintains and manages the PCI Security Standards, which include the Data Security Standard (DSS), Payment Application Data Security Standard (PA-DSS), and PIN Transaction Security (PTS) Requirements.”

“The PCI Security Standards Council’s mission is to enhance payment account data security by driving education and awareness of the PCI Security Standards. The organization was founded by American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa Inc.” More information about the PCI Security Standards Council is available at: <https://www.pcisecuritystandards.org>”

The Hudson Group is an application service provider for the ground transportation industry that delivers innovative, scalable ground transportation solutions to help clients reduce costs, increase revenue and gain competitive advantage through technology. Our highly configurable, state-of-the-art ground transportation system is designed to manage all facets of a ground transportation business.

Visit <http://www.thehudsongroup.com> to learn more.

Chauffeur Driven New Industry Magazine and Trade Show

Chris Weiss and Eric Alpert have launched the industry’s newest publication and trade show—*Chauffeur Driven*. The magazine, to be published monthly, made its much-anticipated debut in February 2013. Each issue of the publication will contain valuable, hands-on information for achieving a more profitable and efficiently run company—complete with proven tips and insights into best business practices from successful operators across the country and around the world. It will feature articles written by industry authorities and outside experts, in-depth profiles, association and event coverage, as well as all of the latest trends and hot-button topics that affect you. The magazine’s team of talented, knowledgeable and experienced professionals have many fresh ideas and ground-breaking sections planned, and are in the process of assembling advisory boards and committees of the industry’s most progressive minds. In addition to the print edition and digital version, there will also be a *Chauffeur Driven* e-newsletter and a robust social media and Web presence to help dispense timely industry news.

The first annual *Chauffeur Driven* Trade Show & Conference will take place November 3-6, 2013 at the Trump Taj Mahal in Atlantic City, N.J. It will provide attendees with unique networking opportunities, an educational program packed with take-home value, and an overall feeling of industry camaraderie. It will be affordable, easy to get to, and, of course, fun. With all events conveniently located under one roof, the venue delivers a close-knit, inclusive setting that is perfect for building and strengthening friendships and strategic alliances. It helps give the show a real sense of community and unity. Whether it’s after a seminar, at one of the networking functions or theme parties, or even at the popular Ego Bar & Lounge, it’ll be the show where connections are made.

To request a complimentary subscription, please send your contact info and the mailing address where you would like to receive the publication to megan@chauffeurdriven.com.

www.chauffeurdriven.com will be launching soon.

In the meantime, you can follow *Chauffeur Driven* on Facebook. “Like” to receive news as it is posted.

Dan Morgan

Regional Manager



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Welcome New Members!

**Do you have news
you want to share
with the industry?**

**Submit an e-mail
with 'Newsletter' in
the subject line to
4starlimo@comcast.net**

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- A Boeing 747s wingspan is longer than the Wright brother's first flight.
- Average number of people airborne over the US any given hour: 61,000
- Club Direct, a travel insurance company in Britain, provides insurance plans for protection from falling coconuts.
- The world's busiest airport by passenger traffic is Hartsfield-Jackson Atlanta International Airport (over 80 million passengers in 2010).
- Donkeys kill more people annually than plane crashes.
- The world's most expensive plane ticket cost Sydney millionaire Julian Hayward a staggering \$123,000. He was the first person to buy a seat on the Airbus A380 maiden flight between

Singapore and Sydney in 2007.

- The shortest scheduled airline flight is from the Scottish island of Westray to its neighbor island, Papa Westray. Flight time: 2 minutes!
- The world's first travel agency was founded by Englishman Thomas Cook in 1850. Not only did he introduce the concept of the hotel reservation, Cook also personally organized and led the first round-the-world tour, lasting 222 days and covering over 40225 kilometers!
- American Airlines saved \$40,000 in 1987 by eliminating 1 olive from each salad served in first-class.

*Creativeholidays.com *Butlerweb.com
*daytimer.com

Chauffeur Appreciation Day

Thursday, July 18

Lunch is Free for Chauffeurs!

brought to you by New England Livery Association



It won't be long now!

We're shakin' things up this year!
Different Season. Different Course.

10:00AM Start
Thursday, May 23

Olde Scotland Links
695 Pine Street, Bridgewater MA
Check out the course here www.OldeScotlandLinks.com



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