

Industry Awards Finalists Announced!

January 12 2010

Limousine, Charter & Tour Magazine has just announced the list of finalists for their coveted Operator of the Year Awards. Categories include fleet sizes of 1-10, 11-30, 31-50, and 51-plus vehicles.

Winners will be announced at the 2010 International LCT Show Industry Awards Gala sponsored by Ford Motor Company. Tickets are available for purchase online or onsite.

1-10 vehicle category

Four Star Limousine (Salisbury, Mass.), Brion and Georgieanna Svenson
Red Bank Limo (Tinton Falls, N.J.), Bill Atkins
Apollo Transportation (Boca Raton, FL), Rebekah Urbina

11-30 vehicle category

Dynasty Limousine (Jacksonville, Fla.), Anne, Pierce and Shelly Fleming
ETS International (Quincy, Mass.), John Greene
Eco-Car (Los Angeles), Ben Bloch

31-50 vehicle category

Regency Global Transportation (Pittsburgh, Penn.), Tom Miller
Lindsey Limousine (New Haven, Conn.), Michael Lindsey
Broadway Elite Chauffeured Services Worldwide (E. Hanover, N.J.), Jason Sharenow

51+ vehicles category

Partners Executive Transportation (Mineola, NY), Sergio Sanchez
Leros Point To Point (Hawthorne, NY), Jeff and Chris Nyikos
Valera Global (New York City), Naomi Glaser

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Valera executives Naomi Glaser, Bob Mackasek, and David Eckstein at a Long Island, N.Y. boardwalk. Eckstein and Glaser founded the company in 1986.

2010 LCT OPERATOR OF THE YEAR AWARDS

■ 51+ VEHICLES CATEGORY

Valera Global

BIGGEST SUCCESS IN 2009

"Being able to ride the wave of the economy while trying to create more efficiency and maintaining and ensuring a quality product while ensuring customer satisfaction," says Naomi Glaser.

WHAT WORKS FOR YOU?

- Run leaner by reducing overhead and fixed expenses wherever possible. Approach vendors for reductions, review expenses such as company events, gifts, bonuses, and supplies. Government programs may supplement an employee's salary.
- Make sure the "right people are on the bus" so when the upturn comes they're better prepared. Cross-training allows employees to help each other when one is overwhelmed and enables the employee to look at the company from different angles.
- Look for hidden opportunities. Branch out to new markets that potentially will bring more income. Through various sales initiatives, Valera was able to attract and increase the demand for events.
- Review what sales initiatives work. Google Adwords did not give them the ROI to justify the expense, leading to a review of this and other marketing initiatives. They have meetings with clients, attend networking groups and philanthropic events, and belong to online communities.
- Stay close to customers by communicating regularly and by looking at the business from the client's perspective. They try to understand the client's financial and corporate goals and align the service with them. **LCT**

— Thi Dao, LCT Magazine

THE FACTS

NAME: Valera Global
LOCATION: New York City
PRINCIPALS: David Eckstein, president, Naomi Glaser, senior vice president, Bob Mackasek, CEO, Rod Barfield, executive vice president, Dolores Battelli, vice president finance
FOUNDED: 1986
SERVICE REGIONS: Greater New York tri-state metro area
FLEET SIZE: 145
TYPES OF VEHICLES: Sedans, SUVs, Mercedes R320
EMPLOYEES: 60 employees/145 I/O franchisees
2009 REVENUES, ESTIMATED: \$18 million
WEBSITE: www.valeraglobal.com
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