

THE 2011 LIMO DIGEST INDUSTRY ACHIEVEMENT AWARDS OFFICIAL SUBMISSION CRITERIA



Mail or fax submissions no later than **September 12, 2011.**

Operator of the Year

Small Operator of the Year (1-10 vehicles)

Midsize Operator of the Year (11-30 vehicles)

Large Operator of the Year (31+ vehicles)

We know you've heard the phrase "less is more." For the purposes of these submissions, we suggest you go with "more is more." Because we do not have the ability to visit your individual operations, you will wholly be judged on the quality and thoroughness (include aesthetics) of your submission package.

In order to qualify for this award, nominees must be legally registered to operate a livery service in their state and must include proof of proper permitting and insurance.

Submissions should include the following information:

- Company history/background information, including year founded, size of fleet, and number of employees
- Bio of the owners/management
- Outline/description of chauffeur/staff training programs
- Outline/description of customer relations and unique services
- Outline/description of community/charitable involvement and safety awareness
- Industry participation, including state, local, and national associations
- Letters of recommendation from customers and/or affiliates
- Photos and information about facility
- Copy of all current advertisements, collateral, and/or website pages

Chauffeur of the Year

Nominees are evaluated by their overall commitment to the professionalism and safety of their trade. Submissions should include no less than a one-page summary (on company letterhead) of why you feel the nominee is deserving of the award; training courses and documentation, certifications, or other awards won; testimonial letters or e-mails from clients and affiliates; community involvement; and photos of the chauffeur. Please also include the full name and title of the chauffeur as well the year they joined the company.

Employee of the Year

Nominees are evaluated for their ability to be leaders in their company and a dedication to providing excellent and thorough customer service to all clients. Submissions should include no less than a one-page summary (on company letterhead) of why you feel the nominee is deserving of the award; testimonial letters or e-mails from clients and affiliates. Why do they stand out among other employees within the company/industry? Please include the full name and title of the employee as well as a description of their job and the year they joined the company.

Image Award

Nominees are evaluated on the best overall marketing presentation that creatively or uniquely connects with customers. Submissions should include no less than a one-page summary (on company letterhead) of why you feel the nominee is deserving of the award; samples of collateral (including ads, brochures, presentation packages, billboards, etc.), promotional items, and website; samples of digital media; social media presence; and creative marketing initiatives. What does the nominee do that is different from others in the industry? Please include the full name of the company and the president/owner with submission.

Community Service Award

Nominees are evaluated on their (or their company's) altruistic contribution to their community and beyond. Submissions should include no less than a one-page summary (on company letterhead) of why you feel the nominee is deserving of the award; documentation of charitable organizations and fundraisers the company is involved with (including board of directors); list of charitable organizations and fundraisers they have donated time, vehicles, and/or money to; community involvement; and photos from events. How does this company or person make a difference? Please also include the full name of the company and the president/owner.

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Most Dedicated Association Leader/Member

Nominees are evaluated on the individual who has given the most of themselves to their association and the industry at large. Submissions should include no less than a one-page summary of why you feel the nominee is deserving of the award; documentation of associations or organizations they're involved with (including board of directors); and accomplishments. Please include the nominee's company name and their full title.

Association of the Year

Nominees are evaluated on the association that exemplifies dedication to its members and the industry as a whole. Size and age of the association are less important than the effectiveness it has had overall for the operators in its locale. Submissions should include no less than a one-page summary of why you feel the association is deserving of the award; legislative accomplishments; documentation of charitable organizations and fundraisers the association is involved with; list of charitable organizations and fundraisers it or its members have donated time, vehicles and/or money to; community involvement; creative membership drives; and a list and photo of the board of directors. Please include the number of members, area served, and year founded.

NEW! Sustainability Award

Special requirement: The nomination for this award **MUST** be submitted electronically to: chris@limodigest.com

This award was designed to reflect the importance and impact our industry has on our world today and how the nominee is helping to manage it in the future. Nominees are judged on the efforts they have taken to pioneer programs to help their company's overall sustainability or "green" initiatives in all areas. Criteria include originality, innovativeness, and demonstrated accomplishment improving gas mileage and/or reducing natural resource consumption, but are NOT limited to fleet improvements with hybrid technology or alternative fuels. Nominations will be judged heavily on creativity and thoroughness of program.

Nominations should include the company's full name and contact information as well as a brief summary of the company's background and its management. Please also include the fleet size (including any alternative fuel or hybrid vehicles), the number of employees, and the year the company was founded.

Some suggestions to include in your nomination:

- Company's overall plan toward sustainability in all areas of business operations, not limited to the fleet
- Any training programs employed that reflect the commitment to green
- Goals for reducing CO2 footprint, including a timeline for implementation and the success of current programs
- Any products or services that the company uses/purchases to achieve sustainability, such as cleaning products, recycled parts, pressure washers that use less water, etc.
- Any behavior modifications such as reducing idling, having select employees work from home, using GPS directions that calculate the most fuel-effective routes, using natural light or landscaping to reduce facility heating/cooling, switching to glass bottles instead of plastic in vehicles, recycling, computer and electronics efficiency, water conservation, etc.
- Community involvement in green efforts

NEW! Dean Schuler "Friend of the Industry" Award

Dean Schuler, founder of Signature Livery/franchisee of Carey New Orleans who passed away suddenly in 2010, was the epitome of an industry mentor and friend. Dean selflessly gave his time, expertise, and resources to other operators throughout his career without the anticipation of anything in return. His example of integrity and the attention to detail in the level of care he had taken to help someone is a benchmark of professionalism that goes way beyond the expected. This award was created to honor those who keep Dean's legacy of mentoring alive.

Nominations are open to all industry individuals who embody the above criteria. Nominations should include specific, detailed, and verifiable examples of how nominee mentors his or her industry peers, and is not limited to time, money, or resources (such as vehicles or use of facility, etc.). Please also include a brief bio of the nominee including the person's full title, company name, years in the industry, and community involvement.

For more info or if you have specific questions, please contact Chris Weiss at (609) 953-4900 ext. #221

**Fax nomination forms to: (609) 953-4958. Mail all supporting material to:
Limo Digest Achievement Awards □ 29 Fostertown Road □ Medford, NJ 08055**

DO NOT SEND IN NOMINATION FORMS WITHOUT INCLUDING THE RELEVANT DOCUMENTATION AND SUPPORT MATERIALS.