

The logo features a central circular emblem with a blue background, an orange top arc, and a white lightning bolt. The text 'CHAUFFEUR' is in blue, 'driven' is in a large blue font, and 'SHOW 2023' is in white inside the circle. To the right is the 'NLA' logo in black with a blue swoosh and a registered trademark symbol. Below the main text, the dates 'OCTOBER 22-25' and location 'ORLANDO GAYLORD PALMS' are displayed in blue and orange, separated by a horizontal line.

CHAUFFEUR
driven **SHOW 2023** **NLA**[®]
OCTOBER 22-25 **ORLANDO** **GAYLORD PALMS**

Navigating Challenges and Opportunities for Small Operators

Alicia Hayes
American Classic Limousine

Quentin Shackelford
All Class Limo

Eli Thrift
St. Augustine Limousine by Atlantic Coach

Education Sponsor



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Welcome and Thank You to Our Sponsors

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Coffee Sponsor



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Pricing

- Understanding Fixed & Overhead Costs
- Leverage Your “Small Operator” Overhead
- Desired Margins
- Know Your Expenses
- Pricing Breakdown

Education Sponsor



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Scaling the Company Properly

- The Race to the Bottom
- Don't Be Afraid to Raise Your Rates
- Not Everyone Is Your Client

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Getting Out of the Driver's Seat

- Growing the Company
- Hiring Chauffeurs
- Marketing at Events & Attending the Shows

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Connections & Fleet

- Know Your Fleet
- Maintenance Over Revenue
- Know Your Market: What Works Best for YOU
- Building Relationships With Dealers and Reps
- Develop Local Affiliate Partnerships
- Stretches Are Not Dead

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A/V Sponsors



Advertising

- Your Website Is Your #1 Tool
- Driving Traffic to Your Website
- Online Booking Tools
- Reservation Platforms
- What Sets You Apart From Other Companies

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Let us know how we did!





Thank you for joining us!