

## ETS INTERNATIONAL MOVES PRECIOUS CARGO

*As one of the fastest growing providers of chauffeur-driven services in the U.S., ETS was chosen to deliver an extremely rare, giant sea turtle to its mate at China's Changsha Zoo in May.*

Although ETS International routinely offers "romance" limo packages as part of its extensive menu of services, an 813 km trek across scenic China in early May brought together a high-profile couple unlike any other we have served in the past. In fact, it was a rendezvous that had the whole world watching—and required not only a special climate-controlled vehicle for the passenger himself, but also a separate van for a team of doctors and a mini-coach for a traveling press corp.

ETS was entrusted by a group of scientists and conservationists with the special task of delivering the world's last giant male Yangtze soft-shell turtle from his home at a Suzhou, China zoo to the last known female of the species, which waited patiently in her special tank, behind bullet-proof glass, in a zoo in Changsha.

According to experts, this is the last hope of saving a species believed to be the largest freshwater turtles in the world—she at about 80 years old and weighing almost 90 pounds; he at 100 years old and weighing about 200 pounds.

"It was a great honor to be chosen for such a historic event," admits ETS International President/CEO, John Greene. "The safety and comfort of our passengers is always our top priority, but there was a whole other level of responsibility when it came to this job."

The fact that ETS was chosen to transport such valuable cargo was a testament to the level of service we consistently provide, and is further proof that we are truly a global company, adds Greene. Although ETS is little more than a year old, Greene has nearly two decades of experience as an award-winning business owner and consultant to some of the most successful businesses in the industry.

ETS was started with one car and a phone number in January of 2007, and now operates 20 cars in Boston and a vast network of global affiliates, with sales revenue projected to exceed \$2 million in 2008.



*"While other businesses are feeling the pain of the economic slowdown, we have actually grown month over month since we started," says Greene. "We primarily serve a corporate client base—and these days, corporations are looking for the kind of real value that we provide."*



**John Greene,**  
ETS Founder

John can be reached via email at [jgreene@etsintl.net](mailto:jgreene@etsintl.net).

## INTRODUCING *New Employees*

*At a time when many companies have been suffering from the sluggish economy, ETS International has been growing steadily and adding new personnel. The following are some of the latest additions to our "dream team."*



### **Scott Mezzetti**

A 20-year veteran of the limousine industry, Scott is our Night Dispatch Supervisor/Affiliate Manager. He oversees our staff and all reservations afternoons and weekends. He also helped set up our affiliate network, which now includes over 400 companies in 60 countries internationally.



### **Lisa Coull**

Lisa has 20 years of experience in accounting—the last three years specifically for the limousine industry. As our Controller, she handles all day-to-day accounting functions, including financial reporting.

### **Tom McSweeney**



Tom brings with him 15 years of industry experience. As our Night Dispatch Manager, he expertly handles customer service, reservations

and dispatch for our company. If you have a question about your trip, Tom is the guy to call.

**ETS**  

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**International**

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## THE GREENES GO GREEN

There are so many compelling reasons to reduce your carbon footprint these days—which is why ETS International owners, John and Peter Greene introduced a gas sipping (but surprisingly luxurious) Toyota Camry hybrid into their fleet in June.

Some of our biggest clients have been asking us to develop a "green" program. We wanted to make an informed decision so we did some research and found that the Camry hybrid was the best fit for our industry at the moment.



The Greens have pledged to add more fuel-efficient vehicles to the ETS fleet in the coming months, and they will continue to monitor what's available—including other technologies, like clean diesel.

## ONLINE BOOKING TOOLS: *Make Life Easier for Many*

Since introducing online reservations this past January, we have seen a tremendous migration to web booking at ETS International. A full 65% of our reservations are now taken through our website ([www.etsintl.net](http://www.etsintl.net)) and our Saturn/GT3 GDS module.

Clients enjoy our easy-to-use (but comprehensive) system for booking transportation, receiving automatic confirmations, and managing their accounts. They are better able to track their travel spend and even save time (and money) in the process.

According to Paul Chasse from the Massachusetts Association of Realtors (Waltham, Mass.), "ETS's online reservation system is actually the reason we chose them. The electronic confirmations are easily forwarded via email to our clients, prior to having them picked up. And it offers instant 24-hour access to our account online. We have never had a service issue with ETS, and are so confident in their performance that we trust our clients with them without reservation. We even recently started using them for pick-ups outside of our local area."

## CELTIC PRIDE!

*ETS International would like to congratulate the Boston Celtics on their 17th World Championship!*



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## **NEW LIMOUSINE PROCEDURES** *For Terminal B/C*

As you are aware, since August 2007, limousine/livery vehicles have been instructed to wait at the limo pool until 10 minutes after the customer's flight has arrived before proceeding to the limo stand. Regrettably, due to an overall lack of cooperation, the situation has worsened. The overcrowding of vehicles on the limo stands in Terminal B and C has now become a matter of Public Safety. Livery vehicles triple parked in Terminal B have made it impossible to move through the terminal. At Terminal C the overcrowding of livery vehicles has backed up traffic onto the outbound upper roadway causing the entire upper level to come to grinding halt.

Given the current situation, we are forced to revise the policy once again. The new policy is as follows:

Effective Tuesday, July 15, 2008 all limousines and livery vehicles making pick ups at terminal B and Terminal C will not be allowed on the Limo stands until confirmation has been received that the customer is on the curb and ready for immediate pick up. Any vehicle found at the curb that is not actively loading a customer will be told to leave the area immediately. Failure to strictly adhere to this policy will result in disciplinary action up to and including termination of your Massport agreement to operate at Logan International Airport.

We value the role limousine industry plays at Logan airport and want to continue to work together to continue to provide our customers the level of customer service they deserve. To help ensure limousine customers are aware of this policy we will be placing signage at the limo curbs at Terminal B and C.

We realize this change will have an impact on your customers. However, after trying a number of different procedures to address the issue we must implement this change to ensure the public safety of everyone at Logan.

If you have any questions, contact  
**Peter Greene** at [pgreene@etsintl.net](mailto:pgreene@etsintl.net).



## **OUR CUSTOMERS** **Speak Out**

**It was very satisfying to see the overwhelming response we got on our first Customer Service Survey, which we placed in vehicles during the month of May. At ETS, we understand that people are busy and often don't want to be bothered with a survey, but we received nearly 100 responses and scored 5.8 out of a possible 6.**

They didn't pick up the survey to complain—instead, they took the time to tell us how pleased they were with the services we provide.

The following are actual quotes from our recent survey:

**"I have never had any problems booking an appointment through ETS and the service has always been excellent."**

*Greg Bourne*

**"I am very happy with the service and mostly with the personnel who I speak to when booking. They make all the difference in the world and are always so patient, even when I have difficult arrangements and/or changes. I truly appreciate that. Thank you so much."**

*Cheryl Ferruccio*

**"The drivers are always prompt and courteous. Very reliable service."**

*Mark Gryc*

**"This has been a smooth transition from CTS. Keep up the good work!"**

*Brian D. King*

# ETS International

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- **The Greene's Go Green**
- **Our Customers Speak Out**
- **New Limousine Procedures At Logan**
- **And More**



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## **BUSINESS TRAVEL TIPS:** *Traveling With a Laptop*

*Fortunately, for those of us who spend time on the road, laptops have consistently gotten less expensive, lighter and more powerful over the years. So now for the difficult part: What to buy?*

### **SPEND TO SAVE**

Upgrades for laptops can be costly and often require installation by a pro—so buy a laptop with as much memory and hard-drive space as you can afford. Also, choose one with plenty of USB ports.

### **TEST-DRIVE THE KEYBOARD**

Getting used to a new keyboard is always annoying, but some are inferior ergonomically and performance-wise. Before you buy a laptop, pay attention to the layout; the size of the board and the keys; and the overall “feel” of the response when you type.

### **WEIGH YOUR OPTIONS**

Laptops can range in weight from three to nine pounds or more. While some of the heavier units offer tremendous power, speed and larger, widescreen-style monitors to watch movies and other videos - the extra weight can be brutal when you're lugging it around airports and hotel lobbies. If you never leave home without a laptop, consider a thin, light and “portable” machine. They may cost twice as much as other units and entail some functional trade-offs, but your back

and shoulders will thank you.

Data on mobile devices is also vulnerable, and getting physical access to the device is not required. Some business executives have picked up tracking bugs and other security vulnerabilities on their mobile devices during international business trips. Experts advise leaving such devices home and using a temporary, disposable one while overseas.

Source: [msnbc.com](http://msnbc.com)



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Visit our new website, [www.etsintl.net](http://www.etsintl.net), for quick and easy reservations! It's easy and convenient.

