

Salute the Winners: Industry Greats Honored

LCT presents this year's Operator of the Year and Association Excellence winners. Congratulations!

OPERATOR OF YEAR - LARGE

Smile if You Work for Greene Classic Limousine

Being a second vice president as well as show chair for the NLA has given Jeff Greene of Atlanta's Greene Classic Limousines insight into the industry.

Greene also serves on the Georgia Limousine Association, represents the limousine industry on the Atlanta Airport Task Force and chairs the GLA Airport Committee.

With high industry involvement, Greene implements new ideas into this 44-vehicle company. He has a four-day new hire training program, which includes physical airport and hotel orientation. He also has had a representative from the Four Seasons hotel chain come and talk to his chauffeurs about their service.

"We really stress ethics, trying to anticipate what the customer wants, stress smiling all the time, making eye contact and using proper verbiage in greetings and not slang," Greene said. "We try to make it a refined relationship."

After implementing the training program, which also requires employees to take quizzes and earn a high score on a test at the end of the training session, Greene said he experienced a change with his staff.



The recipients of the LCT Magazine 2003 Operator of the Year Awards are, from left, Bill Goerl, Cheryl Berkman, Stephen Qua, Jeff Greene and, sitting, Rita Berkman.

"The quality of chauffeurs was just far superior than what we were used to," he said. "And a lot of it had to do with the fact that not all chauffeurs and employees make it

through the class. Our trainers can evaluate and find out through quizzes and the testing if they're grasping the information." — *Alisha Gomez*