

Special delivery

Chandler limo company woos resort concierges with cupcakes

It's not the best time to own a limousine company.

High gas prices and consumers spending less on travel and entertainment have hit that business. Plus, summertime in the Valley usually means a drop in tourism.

NY 54 Limousines in Chandler, however, has a unusual marketing plan that could drum up new business with Valley resorts.

The company recently bought Sprinkles cupcakes from the newly opened store in Scottsdale and handed the goodies — along with marketing materials — to concierge officials at 32 Valley resorts. At \$36 per dozen, Sprinkles don't come cheap. Of course, they arrived for the presentation in a limo.

Owner Darren Pascale said the move has already prompted a few calls from resort officials.

The Buzz thinks that 54 Limousines should take the strategy further and stock its fleet with Sprinkles cupcakes. Customers can really work up an appetite riding around in a limo.

Government wants you

Are you unemployed? Would you like to work as a cog in the wheel of bureaucracy?

There's always government, which has added more than 50,000 jobs nationally in 2008, according to Challenger, Gray & Christmas, Inc.

The Chicago firm predicts specific talent shortages in accounting and information technology. The firm's review of Web sites found about 250,000 listings.

In Arizona this year, government jobs are set to jump 4 percent — the second-highest increase in employment out of the major job categories, according to the state's Department of Commerce. That compares with a nearly 24 percent *drop* in construction.



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