

Close-up

Owner of limo company learns to delegate day-to-day functions

BY LINDA OBELE | Contributing Writer

For Darren Pascale, owning a successful business is all about what he can learn and how he can apply it.

Take, for example, the lessons he gathered from running two successful East Valley restaurants prior to opening his limo company, **NY 54 Limousines**.

"If I knew then what I know now...." he said. "I didn't delegate when I was in the restaurant business. I was always, like, move over, I can do it."

Burnout was inevitable. But this time around, Pascale is taking a different approach. He's hired an attorney, a public relations consultant, a Web designer and a manager to free himself up to star in what he considers his most important role: building the business.

The strategy appears to be working. Pascale started NY 54 Limousines in 2004 without a single employee — or a single vehicle. To save on overhead, he marketed his services first, then purchased a car when the phone started ringing. In the meantime, he subcontracted with other local limousine providers and used the NY 54 name.

Today, the business has a nine-vehicle fleet — including two sport utility limos, a stretch Hummer and a Cadillac — nearly a dozen drivers and a manager to handle day-to-day matters. NY 54 Limousines also offers concierge, jet charter and protection services.

"I'm a sponge," Pascale said. "I learn something new every day."

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Pascale

