



Operator of the Year Winners Announced at the LCT Show

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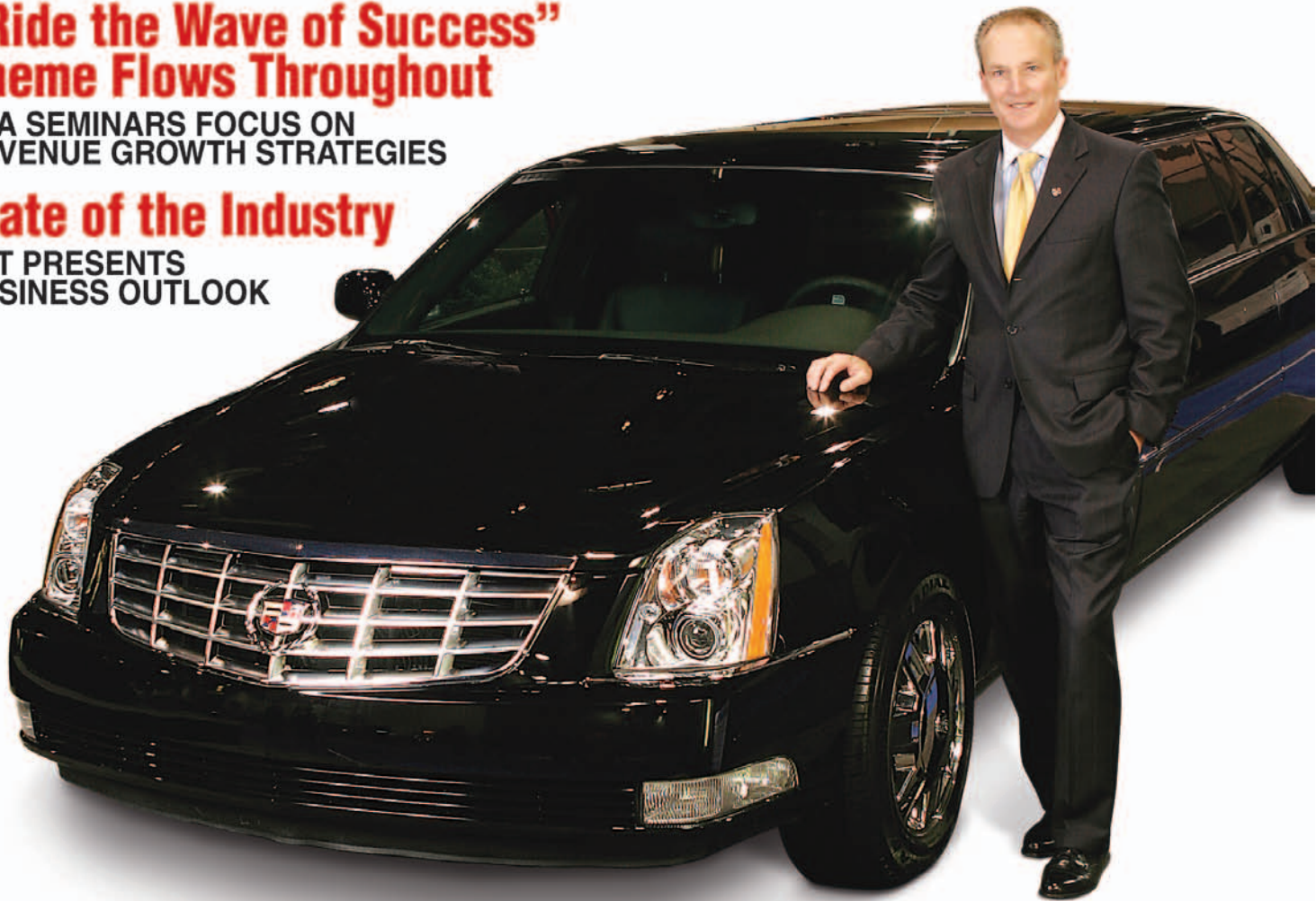
EXCITING NEW PRODUCTS FOR '05

"Ride the Wave of Success"
Theme Flows Throughout

NLA SEMINARS FOCUS ON
REVENUE GROWTH STRATEGIES

State of the Industry

LCT PRESENTS
BUSINESS OUTLOOK



Cadillac General Manager Jim Taylor
Unveils the New Cadillac DTS at LCT Show

LCT INTERNATIONAL DIRECTORY
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La Costa Limousine, Carlsbad, Calif. NAMED OPERATOR OF THE YEAR 51-PLUS VEHICLES



Rick Brown (right) and Dale Theriot, La Costa Limousine, Carlsbad, Calif.

Situated in the beautiful community of Carlsbad, Calif., La Costa Limousine serves a high-end clientele in the greater San Diego area. Co-owner Rick Brown has his plate full with company activities and serving as president of the Greater California Limousine Association (GCLA). The GCLA celebrated a

WE HAVE VIRTUALLY NO MARKETING COSTS — PROBABLY 98% OF OUR BUSINESS COMES FROM CLIENT REFERRALS."

major legislative victory last year defeating an Assembly bill that would have created a quagmire of municipal regulations across the state.

Q: *How did your role in the GCLA evolve into becoming president?*

A: I'd served on the board before, including being the treasurer. After previous president Jon Chester died, there was a need for members to get more involved again. I got back on the board and was elected president about a year ago. We have an excellent group of industry people who work well together. We realized we needed help in managing the association,

so that's why we hired our executive director.

Q: *What is the real value of local industry associations?*

A: They're invaluable — they protect our livelihood. I don't do this just for the good of the industry — it's also for selfish motives. We get better representation if we join together and work on a larger scale. We act as members of a group when we go before government agencies.

Q: *How did the GCLA nearly triple its membership this past year?*

A: A few factors allowed us to grow from 70 to 200 members. One was the merging of the Northern and Southern California chapters into the larger association. Another was the bill in Sacramento, which motivated a lot of people to join the GCLA and get involved. A third reason was creating a chapter system and starting up new chapters in Sacramento and San Diego for better local representation.

Q: *La Costa will handle any special request from a client. How do you do this and still make a profit?*

A: Our client base is people who want service and are willing to pay for special treatment. We drove somebody from San Diego to Ontario, Canada, for a family reunion. For one client, we take their dogs to and from the groomer. Another client in Ranch Santa Fe loves food from a deli in Los Angeles. We have virtually no marketing costs — probably 98% of our business comes from client referrals.

Q: *Running a business, leading an association and doing charitable work is a lot to keep up with.*

A: My partner Dale Theriot is very disciplined and oversees the operational details. When he's away from the office, he usually monitors the dispatch and calls in. He keeps us focused on our primary mission: to show up on time with a clean car. I'm better at schmoozing and being the visionary. I figure out where we need to go and Dale makes it happen. As for the charity work, we'll typically give away three hours in a limo as part of a package the charity offers during a silent auction. For us, it's good good company policy and great PR.