

Carla & Robert Boroday, Associated Limousine Services, Inc., Fort Lauderdale, Florida, Named the TLPA 2006 Limousine & Sedan Operators of the Year

Carla and Robert Boroday, co-owners of Associated Limousine Services, Inc., Fort Lauderdale, FL, have been selected as the TLPA 2006 Limousine & Sedan Operators of the Year.

Carla and Robert got married in 1968, and got into the limousine business as a summertime job to supplement Robert's income as a school administrator. Carla ran the home-office answering the phone and scheduling trips while Robert drove in the summer. When their clientele grew, Robert decided to work full-time in their limousine business.

Soon, much of their work was for funeral homes in Canada. Everything went well until the Lake Placid Winter Olympic Games in 1980. Border security was enhanced and from that point forward it was difficult to run a cross-border business. Consequently, Carla and Robert moved their vehicle operation to Montreal. After regulations there became "intolerable" they moved to South Carolina in 1987, where Robert had decided to finish his degree in International Law.

In 1989, Carla and Robert moved to Miami, Florida to start a limousine service. There were regulatory hurdles in Miami, so they opened their executive sedan service in Fort Lauderdale. At that time, most of the limousines in South Florida were white due to the scorching sun. "But the people from the North were used to black town cars, so that is what we chose for our business."

"Business was good. We operated out of our house in Fort Lauderdale, however with only two parking spaces, we decided to affiliate with a company called Associated Limousine Management." After a while, Carla and Robert felt they could run the operation more efficiently so they purchased the company. "Now, 16 years later, we think we have found the right formula to success."

When asked about their formula for success, Carla and Robert say, "We try very hard to keep a hands-on policy. We give personalized serv-



Carla and Robert Boroday.

ice to each client including the little things that clients like, such as taking the same route home each time, knowing if the client wants the radio on, and providing a smooth ride in a clean car... Our philosophy is that one must keep on top of daily operations, especially dispatch. When problems arise, it is a team effort to resolve the problem for the client. Our goal is to keep clients happy."

That formula has led to the company growing from a few vehicles to an organization that now manages eight limousine companies that operate a combined total of over 50 vehicles, including executive sedans, stretch limousines, vans and minibuses.

Family member support is another element of Carla and Robert's success. "Our two sons grew up in the business, including working in the office on Saturday nights. Adrian dispatched for us beginning at age 14 and Derrick was able to take transmissions apart at age 16. Today, Derrick is our chief dispatcher and a mechanic and Adrian (a linguistics teacher) handles our payroll and bank reconciliations. Our daughter-in-law, Shelly, is also a tremendous help in operations."

When asked about industry changes, Carla and Robert say, "Government regulations have become too costly. It appears that local governments see the limousine industry as a cash cow. Really, limousines are more like taxicabs, a nickel-and-dime business. Government agencies are taxing limousine operators for everything: permits, seaport access, airport

access, inspection fees, etc. Locally, we pay permit fees to three counties on all of our vehicles."

Carla and Robert say that, "We joined TLPA five years ago because we wanted to see what the taxicab operators thought about limousine operators. What we learned was that both limousine and taxicab operators are harmed by fly-by-night operators. Illegal operators not only harm our businesses, but they are a serious danger to the public who have no recourse for accidents with no insurance, items left in the vehicle, overcharges, or worse. What we have learned is that it is best if we work together with the taxicab operators to jointly address regulatory concerns."

"Our involvement in the industry is exhaustive," says Carla and Robert. "We try to attend all limousine regulatory sessions in all three counties we operate in. We encourage all operators to join the state and national associations for our industry. We both have been President of the Florida Limousine Association. We also enjoy the camaraderie of the other operators we have met throughout North America, especially in San Francisco and New York, and we would like to thank Joe Cirruzzo, Sr. for introducing us to the TLPA."

Even with the press of business continually upon them, Carla and Robert are very involved with local charities. "We are members of the Prestige Club. This is an organization that raises funds to help children in need. We have made many wishes come true for kids with terminal cancer. We help sponsor clothing, books, outings, etc., for children with AIDS. We also contribute to the Boys and Girls Club in our area."

In recognition of exceptional management of an outstanding limousine company and their dedication to their industry, customers and community, TLPA is proud to honor Carla and Robert Boroday as the TLPA 2006 Limousine & Sedan Operators of the Year. ■