

## **Rick Versace, A1A Airport & Limousine**

### **Southeast Region Candidate**



#### **Bio:**

Born in Brooklyn, New York, Rick Versace was always intrigued by the glamour of Wall Street. He attended City University of New York Baruch College where he earned his Bachelor's degree in finance in investment while working at Kidder Peabody on Wall Street at night.

After graduating, Versace took a job as a driver at Value Fair Car Service in Brooklyn. He never actually got to drive because on his first day of work, the company's dispatcher failed to show up. As a result, the owner asked Versace to help dispatch operations until someone else could come in.

Within two weeks of being a dispatcher, the owners realized that Versace had substantially increased business and asked if he could stay on to help build the company. Instead, Versace made a proposition: If he could triple business within six months, he would be made equal partner. Sure enough, in six months, Versace was a partner and later bought out the remaining partners and went on to open three additional offices in Park Slope, Bedford Stuyvesant and Staten Island.

In 1996, Versace moved his wife, Peggy, and their five children to South Florida where they purchased multiple transportation companies in the area and began building what would eventually become A1A Airport & Limousine Service.

Upon relocating to Florida, Versace joined the Florida Limousine Association, serving as a board member for the past 20 years.

Versace is now in the process of franchising A1A Airport and Limousine across the United States.

#### **Reasons for Wanting to Serve on the NLA Board:**

I remember as a child watching them build one of the longest suspension bridges in the world, the Verrazano Bridge which connects Brooklyn with Staten Island, I was amazed at how those cables were able to support that massive roadway and the thousands of cars that would eventually pass over it. Those cables were made up of thousands of smaller wires all bound and twisted in the same direction who together were exponential stronger than the sum of the individual wires. To me the NLA is like those cables, uniting all of the Associations and companies around the county into a single bond. My goal whether or not I am elected is

work to strengthen that bond, and to assist with the formation of Association all over the United States and around the world. We have some pretty big challenges facing us, and new monster sized competitors that came from nowhere. We need to develop a unified strategy to compete in this new environment and move from a position of playing catch up to where we are the leaders in the industry that belongs to us.