



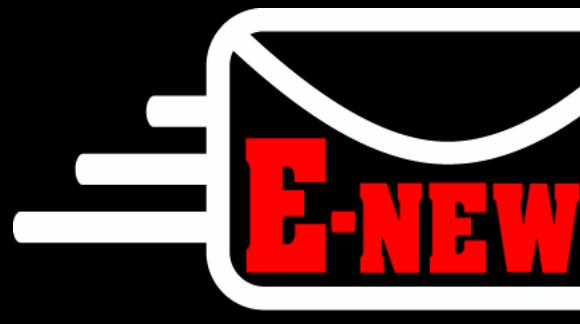
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OPERATIONS

## Happily Ever After

LCT Staff

Posted on March 1, 2004

Many brides take years to plan the day they've been dreaming of since they were little girls. Finding the best florist, caterer, dressmaker and the perfect location to ensure an unforgettable wedding day takes a lot of time and effort. Once that day has finally arrived, the bride should enjoy her special day without having to worry about the flowers, the food or the transportation.

That's why Jennifer Brugliera, director of Le Limo Limousine Service in Medway, Mass., has made it her focus to establish an outstanding wedding department.

"I enjoy working within the wedding industry," she says. "Each wedding is unique and special. By being a wedding vendor you get to participate in one of the most important and special day of peoples' lives."

Le Limo started out in 1986 with a 1966 Lincoln Continental stretch limousine and has since grown to a fleet of more than 30 vehicles that primarily consists of all new Lincoln limousines, Lincoln Town Car sedans and vintage vehicles.

Brugliera joined Le Limo three years ago when the company was primarily focusing on corporate transportation. She proceeded to build up its wedding business and expanded its fleet and services.

"I felt it was important at that time to diversify our actual client base and the type of services we offered, so we really started to get into more of a high-end wedding venue," Brugliera says.

One of the first things Brugliera did when she started with Le Limo was joining the Boston Wedding Group, a network group of industry professionals in Boston.

This enabled her to network with all of the downtown Boston hotels, the high-end caterers, the high-end cake makers, the bridal dressmakers and the catering managers of different locations and venues.

"The marketing of a wedding service should be done through networking and not through advertising," Brugliera emphasizes. "People like to put a face to a name and they will tend to book your services based on their personal relationship with you versus picking a name out of a phone book."

Brugliera says that aside from making connections it is also important to nurture those ties by making a commitment to go to the meetings and to stay in touch with the vendors.

Thanks to Brugliera's networking and reputation, Le Limo recently finished filming a segment of a wedding documentary with Real Visions Productions of Boston, showing brides what goes on behind the scenes of a wedding.



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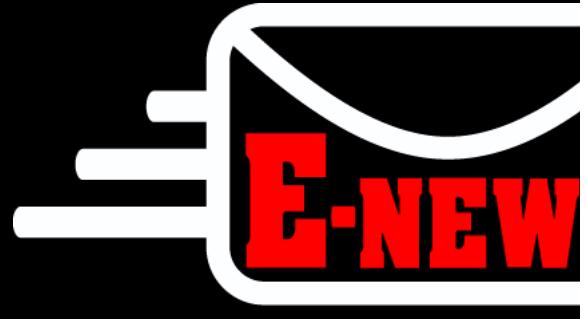


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The six-hours long class consists of demonstrations, handouts and standards of service discussions. Upon completion, the drivers will work with a mentor on a series of weddings. They will then be allowed to work a wedding under supervision of a wedding captain and only if they pass the captain's critique, they can join the wedding team.

"The biggest thing with a wedding is that you only have one shot," Brugliera says. "It's not an airport run. You can't make it up to the customer if you are late."

But not only the drivers are specially trained for weddings. Brugliera has a full-time wedding coordinator and she makes sure that her office staff can assist brides with every question they may have.

"Something new that we are doing this year is that all of my women in the office that service our brides are going to a wedding consultant training program where they'll become certified wedding consultants," says Brugliera. "Not only will they be able to book ground transportation for the wedding, they will actually be able to offer insight to the brides that call and give them some pointers and tips."

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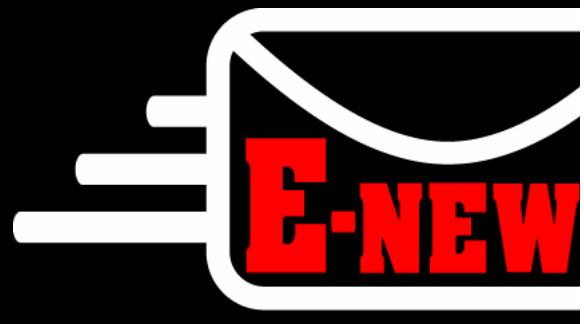


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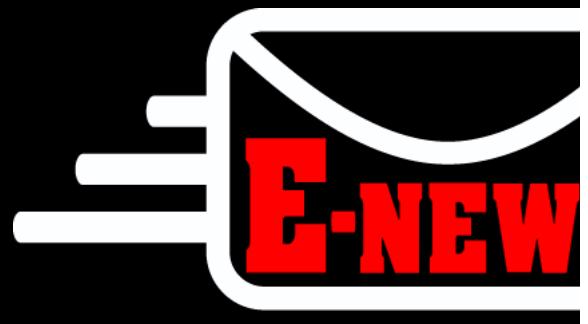


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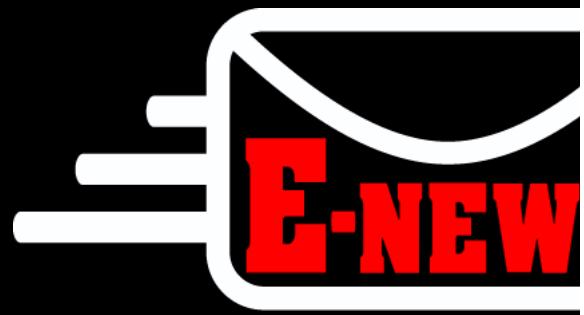


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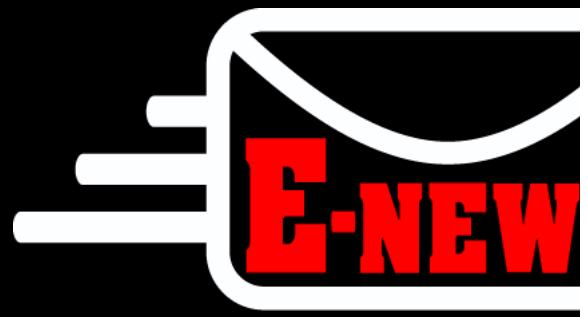


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