

focus: NLA Director

Ron Sorci

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NLA Executive Director



When Ron Sorci talks, people listen.

Be it in the NLA boardroom, the International LCT Show classroom, or his own Aventura Worldwide Transportation office, Ron Sorci gets – and keeps – listeners' attention by being a man whose natural intelligence, financial prowess, analytical

dexterity, operational know-how, sound judgment, cool head and executive level experience simply cannot be denied.

Sorci began his career in the early '70s when he was asked to step up to the CFO job at Fugazy at the amazingly young age of 21. He later took the same role at Carey, then broke away from chauffeured cars for some years, came back to launch his own livery firm, left the industry again for a short while, and finally returned in 2002 when he joined Neil Goodman's expanding Miami enterprise Aventura Worldwide Transportation as chief financial officer.

As Goodman's son Scott Tinkler revealed this past March 18 when he accepted the 2008 LCT Operator of the Year award on behalf of his father, "Asking Ron Sorci to be Aventura's CFO was one of the very best decisions Neil Goodman ever made." In fact, the company has grown from \$7 million to \$17

million in the past six years, the duration of Sorci's tenure. Currently, in addition to ensuring Aventura maintains its reputation for premiere chauffeured transportation service, especially with its top corporate, celebrity and hotel clients, Goodman and Sorci are devoting time and resources to acquiring ancillary businesses, including a vehicle repair operation and a coach company.

Revealing one of the many ways his financial expertise has helped Aventura attain success, Sorci offers this advice to other operators and their financial professionals: "Have multiple banking relationships and be open with each of them. Give your bankers more information about your company than they want, than they ask for – and do so regularly. Taking this approach will make all the difference – all the positive difference – to you and your business."

No doubt, it's this kind of straight talk that has made Sorci one of the most popular faculty members at the NLA-designed education sessions offered each year at the International LCT Show and LCT Eastern Conference. His facility for explaining finance, operations, training and other industry-specific topics in an easy-to-comprehend way and backing up his explanations with examples from his own experience, is exactly why operators come to his classes – and listen when he talks.



Board of Directors

This is the fourth in the "Focus: NLA Director" series designed to acquaint NLA members with their elected leaders. This segment features Ron Sorci, chief financial officer of Aventura Worldwide Transportation, a Miami company that has been a NLA member since 1993 and was named "2008 LCT Operator of the Year."

Sorci, who now is serving the first year of his second successive term of office, was elected 2008 NLA first vice president by his peers on the NLA Board of Directors this past March. He also currently serves as chair of the NLA Management Oversight Committee and as vice-chair of the NLA Legislative Committee.



Ron Sorci (left) is joined by his Aventura colleagues, chief executive officer Neil Goodman (center) and vice president Scott Tinkler, at the entrance to the company's office in Miami.



Scott Tinkler (left) and Ron Sorci proudly accept the 2008 LCT Operator of the Year award this past March 18 – on behalf of Aventura Worldwide Transportation's owner Neil Goodman who was unable to attend the awards event.



Ron Sorci and Toni Goodman of Aventura Worldwide Transportation enjoy the company's chauffeured services along with members of the LCT staff (not pictured) immediately preceding the 2007 LCT Leadership Summit, which was held in Miami.