

Make-A-Wish Foundation®
of Greater Los Angeles
1875 Century Park East, Suite 950
Los Angeles, CA 90067
310.788.9474
310.785.9474 (fax)
www.wishla.org



January 30, 2013

Monalisa Limousine
5178 W. Pico Blvd.
Los Angeles, CA 90019

To Whom It May Concern,

On behalf of the Make-A-Wish Foundation® of Greater Los Angeles and the children we serve, I would like to a very heartfelt thank you for your donation of 100 donated gratuities on limousine runs in 2012.

Your generosity enables us to continue granting the wishes of children with life-threatening medical conditions here in Los Angeles County. Our outreach efforts continue to expand and grow so that we can enhance each child's treatment by bringing hope, strength and joy to their lives.

We are thankful for corporations and individuals such as you who have helped us create unforgettable experiences for thousands of children. On behalf of the Make-A-Wish Foundation of Greater Los Angeles, thank you for helping us *Share The Power of a Wish®*. **For your records, our tax ID number is 95-4107024**

Best wishes,

A handwritten signature in blue ink that reads "Kelly Schumann".

Kelly Schumann
Wish Coordinator

For federal income tax purposes, this letter will serve to confirm that no goods or services were provided to you for this donation. Please retain this letter for your records. Consult your tax advisor for further details.

If you are interested in adopting a child's wish, please call 310.788.9474.

Los Angeles Clippers

STAPLES Center
1111 S. Figueroa St., Suite 1100
Los Angeles, California 90015

213 742 7500

213 742 7550 fx

February 25, 2013



To Whom It May Concern:

We were fortunate enough to enlist the services of Monalisa Limousine for a special event over the weekend. The driver was an excellent host and knowledgeable of the Los Angeles area. The bus we received was well-stocked, clean, and spacious. It's so nice to be able to move around easily!

We utilized and particularly enjoyed the impressive electronic system on board, both to show a DVD and to play music throughout the evening.

I work in entertainment and events and it's always nice to receive exceptional treatment. All our guests were impressed with the experience.

Thank you, Monalisa! We'll definitely be calling again.

A handwritten signature in blue ink that reads "Ashley Hall".

Ashley Hall
Director, Group Sales and Ticket Analytics
Los Angeles Clippers



LCT VISIT SERIES: I stopped in at Monalisa Limousine on Pico Boulevard in Los Angeles last Friday. The owners attended their first International LCT Show in February, but these operators clearly are not novices. A look at their operations and practices reveal that they would be qualified to teach some of the seminars at the Show, given their hyper-focus on consistent customer service and rooting out any devils in the details.

Mona Marandy and her brother, Amir Marandy, both VPs of operations and COO and CFO respectively, run the business day to day that was founded by their father, President Ben Marandy, in 2004 with one sedan. Ben is a former airport shuttle operator who would always put his cash tips back into the vehicles and his service. He still works and leads the family business, but prefers the quiet but busy background, with his children being the face and the front of the business. All of them leave their immaculate Mediterranean-themed luxury offices when needed, with Amir occasionally chauffeuring and Mona doubling as an airport greeter at LAX.

In case you are wondering, the name Monalisa comes from Mona and their sister, Lisa, who works in another field. The name is perfect for the Los Angeles scene, which spans entertainment, the arts and a wealthy clientele that likes to make statements with the finer things in life. And that Monalisa expression best sums up the approach for a limousine company: Pleasant, low-key, a bit understated and reserved with a sense of mystery and style.

Mona and Amir come across as sharp executives who don't miss a beat, with a keen eye and ear for nuances. With a French-Persian background and high school years spent in Los Angeles, they speak impeccable English with elegant accents, suitable to interacting with an upscale clientele in one of the most diverse and global cities in the world. Any prospective employee facing a job interview with Mona should be very well prepared and mannered. She knows how to ask tough questions and get to the point quickly.

During our visit, I picked up on several creative ideas and practices, which may be in use by other companies, but certainly grabbed my attention as an LCT editor.

As expected, a chauffeured transportation company in Los Angeles handles entertainment executives, celebrities, V.I.P.s, and wealthy clients whose nights out routinely include a limousine or limo bus. Monalisa Limousine has 15 vehicles, including four Krystal Town Car stretches, a Cadillac Escalade, Mercedes-Benz S-Class, Town Cars, and a limo bus. [On the subject of replacing the Town Cars, the Marandy family is undecided on what to buy, as is the case for many limousine operators nationwide].

But unlike some of the typical attitude you get in L.A., the Marandys make sure every client is a V.I.P. Here are some of the details I noted during my visit:



- The vehicles parked in their garage all had checklist sheets tucked under the wiper blades. Every chauffeur must go through the checklist for every trip, no matter how short or brief the previous trip in the vehicle was. Everything inside and outside must be copasetic before the wheels roll.

- Among the checks are the interior vanity mirrors. In particular, chauffeurs must look for and wipe away any fingerprints. "You don't want the client to think, 'Did someone just sit here?'" Mona Marandy said.

- Monalisa keeps detailed lists of client habits and preferences, i.e. the client who is diabetic who must have the sugar-free Red Bull in the car. "Clients expect certain things. If they didn't, they could call a taxi company. Here, clients have high expectations," Mona said.

- Dispatchers are trained to be matchmakers, making sure certain personality type chauffeurs mesh with the personalities of clients. That way, a client who likes to stay quiet and not be engaged is coupled with a chauffeur who isn't too chatty. The best clients are the repeat ones who like their chauffeurs.

- Amir Marandy, a former professional tennis player who now also coaches tennis, applies his rigorous training principles to the company's employee policies and practices: Consistency and repetition achieved through adding new skills while continuously layering in the basic ones.

- Fuel tanks must always be full on any vehicle leaving on a run, even if the previous trip only depleted the tank by five miles worth of fuel. Mona insists on seeing the fuel receipts of chauffeurs returning vehicles for the next run, "even if the receipt is just for \$4 worth of gas."

- Chauffeurs can wear solid ties only; no patterns, no stripes. No cologne and no jewelry, either. They must stay classy and consistent with quality black suits and crisp ties.

- The company uses only premium beverages in limousines, i.e. no Absolut Vodka, Grey Goose only. No generic liquor brands, period.

One related note: Mona said she is at times aghast at the lack of vehicle quality and slipshod appearance of some of the one-car operators who stop by wanting to be an affiliate: "When I inspect the vehicle, the overall look is offensive. . . What are they thinking when their company name is all over the vehicle?"

The Marandys prove how the most successful operations in the limousine industry find a way to apply their unique experiences, observations and creativity. The key lesson here is to organically build a customer service repertoire that reflects the needs and desires of the clients.

— Martin Romjue, LCT editor

**Greater Bay Area
Make-A-Wish Foundation®**
55 Hawthorne Street, Suite 800
San Francisco, CA 94105-3913
415 982-9474
415 982-0444 fax
www.sfwish.org



July 23, 2012

Monalisa Limousine
Attn: Krista
5178 West Pico Blvd.
Los Angeles, CA 90019

Dear Krista and Monalisa Limousine,

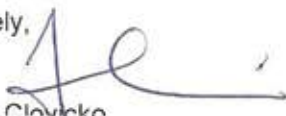
On behalf of everyone at the Greater Bay Area Make-A-Wish Foundation® and the brave children we serve, I want to specially thank you for generously discounting transportation to wish child Lydia and her family while she was on her wish trip to visit the American Girl Store in late June. Contributions such as yours allow us to grant and/or enhance the magical wishes of children with life-threatening illnesses.

The power of the Make-A-Wish Foundation lies in the simplicity of our mission. We are focused on the children who need us. Each of these children and their families believe that a life can be measured in memories, not just in years. We have fulfilled many memorable wishes in the last year, including Kevin's wish to be an Air Force Pilot, Andrew's wish to visit Wizarding World of Harry Potter, and Judson's wish to meet Woody at Disneyland.

Our chapter's mission is to provide each child and his or her family with a truly magical experience. Although the number of wishes we grant increases every year, we are proud that no wish is on a waiting list due to a lack of funds... and that is because of your generosity.

Thank you for being a part of the magic that becomes a pivotal experience in a wish child's life.

Sincerely,


Teresa Clovicko
Program Associate



Please hold onto this letter for your tax records, we suggest you consult with a tax professional to determine the amount, if any is tax deductible. No other goods and services were provided in exchange for your contribution. Your gift is tax-deductible to the extent allowed by law. The Greater Bay Area Make-A-Wish Foundation is recognized as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. Federal Tax ID: 94-2958481.

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December 31, 2013

Monalisa Limousine
Attn: Krista Jones
5178 West Pico Boulevard
Los Angeles, CA 90019

Dear Krista;

On behalf of the Make-A-Wish Foundation® of Greater Los Angeles and the children we serve, I would like to extend a heartfelt thank you for donating limousine services in calendar year 2013. Please see the attached statement for a list of those wish children.

Your generosity enables us to continue granting the wishes of children with life-threatening medical conditions here in Los Angeles County. Our outreach efforts continue to expand and grow so that we can enhance each child's treatment by bringing hope, strength and joy to their lives.

We are thankful for corporations and individuals such as you who have helped us create unforgettable experiences for thousands of children. The memories these children made during their wish experiences will last a lifetime!

On behalf of the Make-A-Wish Foundation of Greater Los Angeles, thank you for helping us *Share The Power of a Wish*®. For your records, our tax ID number is 95-4107024.

Best wishes,

A handwritten signature in blue ink, appearing to read "Eric Happe".

Eric Happe
Director of Finance and IT

For federal income tax purposes, this letter will serve to confirm that no goods or services were provided to you for this donation. Please retain this letter for your records. Consult your tax advisor for further details.

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December 31, 2013

Monalisa Limousine
Attn: Krista Jones
5178 West Pico Boulevard
Los Angeles, CA 90019

Dear Krista;

These are the wish children Monalisa served in calendar year 2013:

Jessica M., Brandon R., Austin J., Jasmine L., Kazuma H., Delilah L., Kaitlyn S., Cindy I., Doris S., Destiny R., Kevin V., I'Joni J., Ashley G., Jennifer E., Lilyana B., Samantha M., Amanda M., Rocio S., Arianna M., Nicholas B., Elida B., Naysa D., Aileen L., Sydney W., Anica T., Sophia H., Sebastian S., Elisa V., Brandon V., Diana A., Braydon P., Melissa P.

This list accompanies the letter dated 12/31/13 acknowledging the donations of limousine services in 2013.

On behalf of the Make-A-Wish Foundation of Greater Los Angeles, thank you for helping us *Share The Power of a Wish*®. For your records, our tax ID number is 95-4107024.

Best wishes,

A handwritten signature in blue ink, appearing to read "Eric Happe".

Eric Happe
Director of Finance and IT

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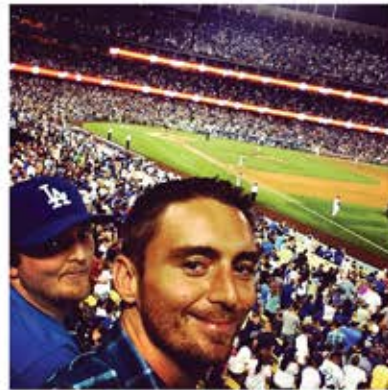
Going Major League With Limo Service

Posted on September 11, 2014 by Tim Crowley - Also by this author



I had been wanting to get the three of us to a ballgame for a while. The year had been moving by fast and me, my dad, and brother had yet to go on our annual trip to Chavez Ravine. When we got the tickets a month out, I knew I wanted to surprise them with a limo. Since working at LCT, I figured it was time to try out a little industry service.

A week before the game I called Mona Marandy of Mona Lisa Limousine in Los Angeles. I let her know I was looking for a modest stretch to chauffeur us to and from the game, and she said no problem we will get that all taken care of for you. (I was worried I was too late to book, following an industry trend toward more last-minute scheduling).



The limo pulled up to the house right on time: a Tiffany-built, eight-passenger, Town Car stretch with full bar and mood lighting. Dad was stoked and said it was one of the few times he could ever remember being in a limo.



The stretch made a huge difference in our perception of time when fighting the traffic in and out of the stadium. As the chauffeur, James, inched us through congestion at the gates, we just relaxed listening to jazz, with air conditioning, beverages, and old Dean Martin videos playing on the TV. The Dodgers won that night, too. Kudos to Hanley Ramirez for his two-run shot in the 8th to put the nail in the coffin against the Diamondbacks.

And thanks to Mona Lisa Limo for the fantastic service and making the night memorable.

— Tim Crowley, LCT senior editor