

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS-NYC

IN PARTNERSHIP WITH
OPEN: THE SMALL BUSINESS NETWORKSM
FROM AMERICAN EXPRESS

SIGNATURE AWARD
10+ YEARS IN BUSINESS

TUESDAY, MARCH 19, 2002

WINNER

DIANA CLEMENTE

President, Big Apple Car, Inc./ Cloverdale Car, Inc.



At 16, Clemente laid the cornerstone for an enterprise with annual earnings exceeding \$30 million and 130 employees. The future President of Big Apple Car, Inc., and Cloverdale Car Inc., was a telephone operator and dispatcher for a yellow cab company.

Realizing she was at the top of the pay scale, she went to college, obtained her CPA and hired on with a Big 8 accounting firm. In 1984, she joined startup Big Apple Car as comptroller and four years later it was hers. Big Apple/Cloverdale Car is the only woman-owned ground transportation provider in the New York City area. The business has grown because of the policy that allows customers to request drivers of exceptional service encouraging all drivers to provide the best service and reap the rewards.

It survived the devastating blow of the the 1987 stock market crash. She has learned that although a successful business delivers financial rewards, the benefits come at a price. In her case, time missed with her family. The risks are great, the challenges many, she wouldn't change any of it.

Diana Clemente

FINALIST

LYNN MESTEL

President, Mestel & Co/HIRE Counsel



Fifteen years ago Mestel was an unemployed divorced mother with two children and a lifelong dream of building and running a business. Today she owns and manages both Mestel & Company, one of the largest privately held attorney search firms in the US, and HIRE

Counsel, a thriving temporary legal staffing company. She used virtually all her available savings to finance the first seven months including salaries for four people to make her stake in the legal search industry, which was a market full of small, independently operating entrepreneurs. She has grown into three offices and plans for two more by 2004.