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WOMEN IN BUSINESS SPECIAL SECTION

Tough Times Don't Last, Tough People Do

Marla Letizia is the president and founder of Big Traffic Mobile Billboards Worldwide, one of the nation's largest outdoor mobile advertising companies. Prior to founding her own business, Marla served as vice president and CFO for the Letizia Ad Team, her husband's company.

After opening Big Traffic Mobile Billboards Worldwide in 2001, Marla hired her second employee and purchased a second truck that August. "I was excited and poised to make my firm the best in the nation," she says. "Then 9/11 happened. I wasn't sure where the country, much less the economy, would stand during the aftermath. Instead of giving in to fear, I ignored it and stayed focused on my goal. I never had a promise – only the hope – that Big Traffic would arrive at where we are now. Eight years later, we employ 102 people and have millions of dollars in revenue.



Marla Letizia

"I'll be the first to admit that it's hard to make it through the low times," she continues. "However, they exist to teach us lessons, and we emerge as stronger people. You learn more from your losses than you do from your wins. Just keep in mind that you can't do everything right, but you can't do everything wrong either.

"This is the beginning of a new cycle as much as it is the end of an old cycle," says Marla. "New and incredible opportunities are out there as long as we look for them. We are on the horizon of a new era, and there are so many exciting prospects to take advantage of – but we have to keep our eyes open for them. When our country recovers, don't wake up and think to yourself, 'I could have done this' or 'I should have done that.' Make it happen. It's only going to get better from this day forward."

Marla Letizia can be reached at 870-9850 or through www.BigTraffic.com. 