



NEW YORK POST

LATE CITY FINAL

MONDAY, APRIL 10, 2006 / Mostly sunny, 60-64 / Weather: Page 32 **

www.nypost.com

Wilson makes whims happen.



[DREAM JOB]

Robin Wilson

Your (almost) every wish is her command

By WENDY STRAKER

ROBIN Wilson's job is to make your dreams come true, no matter how obscure they are. Meet the CEO of Wallbounce, a provider of unique experiences — including everything from NASCAR racing with Dale Jarrett to the Queen of England's seats at Wimbledon — and find out why she won't take no for an answer.

What was your first paid job?

My grandfather had a general store in Texas, so my first job was to dust the cans and pull them to the front of the shelf. I was also able to give kids their bags of candy once I learned how to weigh them.

How did Wallbounce begin?

The idea was that

Wallbounce could be your personal assistant. When you think about a celebrity or politician, they can make that phone call to get backstage passes to a concert or the box seats at the Wimbledon finals. They can do things that everyday people may never get to do simply because they know who to contact. We want to be that contact for you.

What kinds of requests do you get?

We've had every request, from the 62-year-old grandmother who wants to go shark diving with her grandkids to the husband who needs us to create a diversion for his wife while he plans her surprise party. One thing we don't do is adult entertainment. We won't find you a stripper for your bachelor party.

Have you ever had a wish you couldn't fulfill?

We have a client flying to Italy this month, and his request was to visit the Ferrari race-car factory and take a tour. And we've been trying every which way to make this happen, but Ferrari won't give tours to non-Ferrari owners. Ideally, we'd like to create a Ferrari Fashion package. That way, the wives could tour the fashion manufacturing factories, like Manolo Blahnik and Hermes, while their husbands tour the racetrack. We're still hoping Ferrari will change their mind.

If you could buy one experience for yourself, what would it be?

I love to read, so my ultimate wish would be to sit down with authors and playwrights and be able to ask questions like,

"Where did your motivation come from?" I'd love to meet Ken Burns, the documentary maker.

Were you entrepreneurial as a kid?

I was definitely a planner. When my brother was in Little League, I was that kid organizing the fund-raisers, creating hot dog sales and things like that. I was always trying to do good things for the community.

What advice would you give a future CEO?

I would say that it's essential to appreciate the people who work with you and respect the fact that these people have their own lives. If you give people the freedom to take care of personal issues when they need to, they'll be sure to give you 110 percent when they're in the office.

ework <

New York Post, Monday, April 10, 2006 nypost.com

INDEX



GO TO GREG

Greg is in a generous mood these days. So if you'd like him to give you some pointers on your resume, just shoot it to: gotogreg@nypost.com.

ON THE MOVE

48

These Harlem kids are college bound, thanks to the help from a guy named Rick Dalton.

DREAM JOB

49

Robin Wilson wants to make your dreams come true, from shark diving to jaunts to Wimbledon.



WATER COOLER 50

Let's give it up for the 401(k)! Here's everything you need to know about saving for retirement, early.



POWER

LUNCH 51

It's time to get cable — and we're not talking about TV. Head to the gym and get on board the cable machine, pronto.

WE'RE TV STARS!

Tune in to "Good Day New York" on Fox 5 between 5 a.m. - 9 a.m. every Friday to find out what's new in Monday's NYP@Work.

