

Work & Money

Your Wish Is Their Job

By Stacy Gilliam, Special to AOL Black Voices

What do the rich and famous have over regular folk besides a bottomless bank account? Access to a world that most can only daydream about.

That is, unless you're a client of Wallbounce.com, where wishes come true and then some. Let's say you wanted tickets to a Stevie Wonder concert in Los Angeles. For the right price, the staff at Wallbounce.com could fly you in first class, set you up at a posh hotel, have you spruced up by top-notch stylists and, after the concert, get you backstage to meet Mr. Wonder himself.

"If we can make it happen, it will happen," says Robin Wilson, 36, chief executive officer and founder of Wallbounce.com, a Virginia-based Internet company that creates out-of-the-box experiences for the willing and adventuresome. "My goal is to help people have fun."



Updated:2006-05-30 11:21:11

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The Austin, Tex. native, who as a kid, sold snow cones and hotdogs at little league baseball games, is reaching it, too. After a successful spin in the corporate arena – working for both a consulting firm and executive search company – Wilson decided she had the stuff to kick off her own venture. Before Wallbounce.com came to be, she launched WSG Consulting, LLC, a New York firm that takes on renovation projects for businesses and individuals, including one client by the name of [President Bill Clinton](#). Then in 2005, she listened to her friends gab about things they wished they could do, like be invited to a backstage concert party. A light bulb clicked on in Wilson's head.

Three months later, she expanded her lifestyle brand and introduced Wallbounce.com, a quirky name the avid tennis player invented, on the worldwide web.

How does it work? With the aid of strategic partnerships and a valuable Rolodex filled with powerful names, the company takes the average vacation or evening out and adds the oomph to make it an unforgettable experience. What Wilson calls "branded, experiential adventures" are the latest in such services that go above and beyond what a typical travel agency or personal concierge might do.

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Kurt Rader didn't have a whole heck of a lot of money to spend. Still, he wanted to impress his girlfriend with a memorable Valentine's Day, after watching a romantic episode of 'The Bachelor.' Problem is, he didn't know Washington, D.C. too well, having just moved from [Pittsburgh, Pa.](#) Rader, a business banker at PNC Bank, expressed his ideas to Wilson, who he helped open a business account. Three hours later, Wallbounce.com arranged a horse and buggy ride through the District, dinner and a night at the Capitol Hilton hotel, where both enjoyed a massage.

"I didn't have to organize anything," says Rader, who lives in Falls Church, Va. "I saved a lot of money, and it was great. Now my friends are upset because I set the bar so high!"

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Rader enjoyed his experience enough to spread the word about Wallbounce.com, like many others apparently are. Since November 2005, the web site has received 1.3 million hits, and by mostly word of mouth, Wilson says. Hundreds are taking advantage of the free memberships that come with cool benefits. Forward-thinking companies are using Wallbounce.com packages (and gift certificates, by the way) to reward high performers.

"This is a great opportunity to change the face of someone's vacation experience," Wilson says. "It's for people who want to enjoy life."

About the Author

Stacy Gilliam is a freelance writer based in Washington, D.C.