

PODER

AUGUST 2008

ENTERPRISE



MIAMI'S
FUTURE

23

LEADERS
UNDER

40

THAT ARE
SHAPING
THE CITY

DWNTWN?

THE CITY OF MIAMI HAS A 'MEGAPLAN' FOR THE DEVELOPMENT OF DOWNTOWN. SHOULD IT BE STOPPED? AUTO-GIANT **NORMAN BRAMAN** THINKS SO.

\$3.95 USD





Karla Dascal

Event Designer
& Owner of Karla
Conceptual Event
Experiences
Age: 38

For Karla Dascal, life is comprised of defining moments, snapshots in time that "make me feel like, yes, this is what I was meant to do." Asked to select one, she thinks back to the time she procured Prince for a client's 40th birthday party. Yet engaging Prince is not about jumping into a situation unprepared. It's about considering the big picture, being equipped with the right tools, and even when she was a one-person shop, being prepared with a supporting cast as if she were much bigger. Though she wears multiple hats, each is specific to the situation—and no situation is worthy of losing her cool or sacrificing her health. Amid a healthy diet and exercise, she's built a team that today has become like family, "and this business wouldn't be what it is without my family."

Thinking back to the night Prince performed, Karla recalls the moment she saw him walk on stage. "I was just amazed and satisfied. I knew I had finally done it. I had finally made it." The business, though, remains about the clients, being in the moment, delivering for them. "In 10 years, I just hope to continue to be happy and to continue to do what I love, creating amazing conceptual events for peoples' greatest moments in their lives."

