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40 UNDER FORTY

## Fast forward!

Young leaders are driven, committed and successful

# 40 under forty

**Age:** 31  
**Title:** Manager  
**Company:** Perfect Productions/  
Luxury Travel and Vacations  
**Company location:** Farmington  
**Residence:** Avon

Elissa  
Mary Fallo



I really grew up with this company; it was my mother's, so I have lived with planning other people's vacations and events since I was really young.

I went off to college with the idea that I was going to be a lawyer, but I was never really happy with the non-creative legal briefs I was writing. As the social chair for my sorority, I spent a great deal of time planning formals and socials, which brought me right back to the family business.

I decided to do an internship with the Walt Disney World Co., where I was able to take advantage of its extraordinary leadership and management training programs, which provided me with an irreplaceable business education. After five years with Disney, I started to miss New England, so I completed the circle and returned to the family business.

### Community involvement:

I like the feeling of volunteering; to do something good for someone else is such a great feeling. I spent much of this past winter teaching swimming lessons locally — and I can't tell you how great it felt to see those kids every day. I actually looked forward to being with them more than

spending time with my own friends.

A lot of charities in the area ask us to help decorate for their events or give them ideas on how they should run a function. This year, we donated décor items to both the Juvenile Diabetes Research Foundation and the American Diabetes Association fundraisers.

### Biggest success:

Perfect Productions was just recognized by the International Special Events Society (ISES) as one of the premiere event production companies in the New England area. We recently won an award for the best event planned by a team of ISES members. My biggest success professionally was being part of that award-winning team.

In addition to that, I am currently working on attaining my CSEP (Certified Special Event Producer), the highest level of designation in the industry. It has been a two-year process, but definitely one that I have learned immensely from.

### Dream job:

I really like what I do now. If I could create a job especially for me, I don't think I would change much. I would like to do high profile events — the Emmys, the Grammys, something with a big budget where you could really make visions a reality.

### Businessperson you most admire:

I think that Walt Disney is the businessperson that I most admire, mainly because he had the vision and foresight to believe that any dream can become a reality. Disney believed in everything he did wholeheartedly, always saying that dreams will come true if you have the courage and drive to pursue even the craziest of them. He was very optimistic, even in the worst of times. I think that that is the best outlook to take both in life and in business. You have to go after what you want wholeheartedly, but no matter what, you have to have fun doing it. ■