

[PROFILE]

He's Got the Flavor and the Fav(or)

“Big Rick” heads up a Las Vegas limousine company that has served celebrities, weekend partygoers, and a rapper star from a hit reality VH1 series

By Conor Izzett

When your nickname is Big Rick, you tend to get noticed. But Rick B. Head, standing 6 feet, 9 inches tall, never expected the kind of attention he gets now. His wife, Ursula Head, explains.

“We were staying at the Four Seasons, and these ladies had all their bags, and they all dropped them and said, ‘Oh my god, are you Big Rick?’ And he said yes. So then these ladies start digging through their luggage right there in front of the hotel, looking for their cameras. It was just funny.”

Big Rick, owner of Head Limo in Las Vegas, was a little blindsided by newfound celebrity following his appear-

ance as driver and sidekick to rapper Flavor Flav on VH1’s hit reality show, “Flavor of Love.” Opportunity first knocked when the production company working for VH1 was looking for a driver for Flav’s original show, “Strange Love,” co-starring former supermodel Brigitte Nielsen.

“They wanted a driver who knew Vegas, someone who was not camera shy, and was comfortable around celebrities,” Big Rick says. “They needed someone to do their job and not be intimidated by the camera. I said, ‘What camera?’”

After that, the audition was simple. “They said that Flav had to like me. So when he took a look at me, he said,



■ Big Rick got lots of attention for his role as chauffeur sidekick to rapper Flavor Flav on VH1. His experience working with celebrities and partygoers led to steady corporate work.

‘you’re one big mother—’ And the rest is history.”

Big Rick prefers to shrug off his celebrity, and says he’s a little “bashful” about the whole thing, but isn’t afraid to embrace it with a big laugh. “Now when people say, ‘you look just like...’ I say, ‘Yes, I am Big Rick.’”

In 1989, Big Rick moved to Las Vegas. “I left Los Angeles to do two things,” he says. “To start a business, and to get into the movie industry, whichever came first.”

He got a job driving for CLS Las Vegas and worked his way up. “I became Charlie Horky’s personal driver, and that got me in touch with a lot of celebrities. I also worked at Club Rio and met everybody, all the A-Listers.”

It was there that Big Rick really began to hone his craft, but he grew restless. “As much as I liked working for CLS, I needed to do this on my own because I can give customers the personal touch, and I can be in control of the situation.”

On Nov. 24, 2004, Rick was awarded a certificate to operate, and Head Limo was born. “My intention in starting a limousine business was to service the



■ “Peace Out” is one of Big Rick’s favorite expressions. His two-car operation serves a diverse mix of corporate clients.



■ Big Rick used this Ford Excursion SUV stretch limousine in VH1's "Flavor Of Love" reality show.

clientele my way," Rick says, "and my way is passion. I really like to drive, I like to talk, and if you tell a joke, or I tell a joke, I'm going to laugh, and I'm going to keep laughing because I've got that kind of personality."

Rick started out with a 1995 Cadillac. "At the time I wanted to service outgoing people at night, from casino to ca-

and his approach to service appealed to them as well.

Rick has no shortage of experience when it comes to serving VIP clients. In fact, a few clicks through the photo gallery on the Head Limo website reveal a multitude of celebrity passengers, from Michael Jordan to Jamie Foxx to Wolfgang Puck. Rick says the

eration: a 2007 Lincoln Town Car and a 2007 Chevrolet Suburban. Although Big Rick is big (and he is), for now he wants to keep things small. "It's mainly because of personal reasons," he says. "In a small operation I've got more control, and I can handpick just a few chauffeurs who are willing to work and give it their all."

Head Limo is very much a family affair. Big Rick's wife, Ursula, plays a big role. "She counts the money," he says with a laugh. "She's pretty good at that. Head Limo is a mom-and-pop business, and she's the manager."

Rick says that he's having fun being the boss, but that the main approach to his business is simple: Being a good chauffeur makes a better owner.

As for his unexpected fame, he seems to get a pretty big kick out of it, but never forgets what his business is all about: "I'm on TV, but that's not my life. My life is transportation. I dream it, I sleep it. I just love it." **LCT**

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..... BIG RICK

sino, nightclub to nightclub," he says.

Big Rick served this crowd for awhile, but eventually grew tired of the constant partying, the long nights, and the unruly passengers.

"They're having a good time, but they don't realize that they're giving the chauffeur a hard time because they're feeling good. I decided that I needed to work smarter and not harder. So I thought about getting into corporate transport."

Corporate businessmen and women are in and out of Vegas year round, whereas the party business exists mostly on the weekend, and almost exclusively at night. The no-nonsense, regular-hours life of corporate transportation appealed greatly to Big Rick,

experience gained serving celebrity clients transferred easily to the corporate world.

"When you're ready, you'll find me standing by my vehicle. When it's hot outside, the temperature inside my car is 72 degrees. If it's cold outside, the temperature in my car is 72 degrees. You'll always be comfortable. A good chauffeur knows these things."

This commonsense, service-oriented philosophy made his business ideal for his target clientele, and the restructuring has paid off.

"Corporate clientele are easier to deal with, and they appreciate good service, which is so hard to find in this business."

Today Rick runs a two-vehicle op-

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▼ INFO

HEAD LIMO

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LOCATION: Las Vegas
YEARS IN BUSINESS: 4
OWNERS: Rick B. Head and Ursula Head
FLEET SIZE: 2 (1 Town Car; 1 SUV)
CHAUFFEURS: 4
PHONE: (712) 315-0404
WEBSITE: www.headlimo.com

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