



*Kathy Chrisovergis with a happy customer, Greek pop star Sakis Rouvas.*

## Everyone is a celebrity for Kathy

Twenty five years ago Kathy Chrisovergis had an idea: to make everyone who moved with her new company feel like someone special – a celebrity, in fact.

And that gave the name for her company Celebrity International Movers which this year is celebrating its quarter century.

She learned her craft under the tutelage of Orphee Moschopoulos Beinoglou when she was his secretary. He was a tough but benign taskmaster and she learned quickly. After she married Kathy moved to the USA but returned a few years later and decided to start her own business.

Her husband George was the practical man so he took care of anything connected with operations and Kathy handled sales. She used their meagre savings on taking out small advertisements, sending mail shots, making door to door calls and networking at local business meetings.

George began ordering plain packing materials (cheaper than printed) and rather anxiously signed up for a small 200 sq m warehouse. Meantime he taught his wife about volumes so she could do surveys in the evenings.

"We grew, but not in big leaps," says Kathy. "We didn't want to grow faster than we could manage: It was more important to make sure we could pay our bills, do the job well and only start what we could finish. We know exactly

where our strengths lie and we like to stay within them."

Celebrity was fortunate that it was able to buy its own office premises and has the lease on an attractive warehouse just outside the city.

The new building provides space for long term storage but also the facilities to cope with Celebrity's growing art handling business.

It also acts as the centre of the company's European work, made up of two large drawbar units that provide fortnightly services to the UK and to the European mainland.

In 2009, Celebrity won the One-Group Quality Award which recognizes the best quality service among its members based on FIDI FAIM reports.

That was nice, but the Celebrity team also enjoy the fact that over the past few years it has won repeat business for several celebrities in music, sports and politics including Greek pop-star Sakis Rouvas and European football players, Didier Domi, Juan Franco Garcia and Darko Kovacevic as well as the Royal Family of Spain.



*From left: George Chrisovergis, Hara Panagiotakou, Katie Eviadou, Bilbil Xhepa, Tassos Alexopoulos, Christina Chrisovergis, Myrto Polbitou, Kathy Chrisovergis, John Aliferis and George Elias (both kneeling).*