

# Conversations

with *Karen Davis-Farage*

**Co-founder & President  
Pole Position Raceway**



*This self-proclaimed Boomerpreneur "always played it safe," but when the Recession forced a late career change, Karen Davis-Farage shifted to life in the fast lane and never looked back!*

**Making a career transition:** *"I was 30 years in the software industry...My role in companies was business development & creating strategic alliances, so when a company isn't doing well there is no money to invest, so I was the first to go of the executive team. I was devastated. I literally went home for a year and didn't know what to do with myself. My entire professional persona was wrapped up in what I accomplished, who I knew, what I did. I had so much pride, and there were no jobs."*

**How the idea for Pole Position Raceway came about:** *"My husband and son were doing a cross-country trip as a bonding experience before he left for college...the last thing they did was go indoor electric karting. My son said "daddy, this is what you and mommy should do with the rest of your lives, you should bring this to New York... My husband listened to my son and found a karting company willing to license their brand out of California, Pole Position Raceway. I was going to go back to work in software, because I am not an entrepreneur. I've always been the one in our house who had a traditional job. I loved it that way and counted on a bi-weekly paycheck."*

**Entrepreneurial gamble:** *"We took everything we had in our lives, very few people would do that...we mortgaged almost everything, and started a company. We opened in December 2010. Now we will have our five year anniversary at our Jersey City location. We operate 5 racetracks that we built in 4 years and are planning for more like 15-20 in the next five years."*

**What it is like after decades of having a boss, to now being the boss:** *"When we saw the need for operational skills, I realized that my experience set was needed. I was selling and having fun, so powerful. I don't have to go to Monday morning meetings of executive staff. I am now ultimately responsible to my team, not to my CEO."*

**How do you run a business with your husband:** *"Find what you are each good at, respect each other's role & responsibility and stick to it."*

**Advice for young women looking to make a mark in their career:** *"It is about how you prepare yourself. If you come prepared with great ideas and you speak well, that's number one. The second is to be surrounded by great women friends and women mentors. People who have "been there, done that" and you know that you can rely on and go to."*