



Jaimee Yoshizawa is president of Pacific Concepts and owns her own neighborhood tavern.

# a drive to **Succeed**

Work ethic pays off for developer Jaimee Yoshizawa

BY **Tiffannie Bond** PHOTO BY **Jim Laurie**

**PACIFIC CONCEPTS  
PRESIDENT** Jaimee Yoshizawa is full of energy. You need to be energetic to have her life.

It is a life she created out of ambition and motivation.

When she sees something she wants, she goes after it — many times not realizing she's navigating through rough waters.

"(My parents) told me if you work hard you can do anything you want," Yoshizawa says. "I work so hard. How much harder can I work?"

Her determination comes from bosses at engineering firms in Hawaii advising her to "take care of the kids" and not try to be a "superstar."

"I think they really thought they were trying to help me," she says. "I think after I worked with them, those ideas went away."

Yoshizawa parlayed her experience into a business of her own. Her company's credits include Tuscany Grill in Henderson and a 16-home

development in southeast Las Vegas. Currently, she is working on a commercial mixed-use development surrounding The Cauldron Tavern, which she owns, near Russell Road and the 215 Beltway.

The first phase of the \$35 million, 168,000-square-foot project should be completed by year's end.

"We'll be the management at the end," she says. "Why not build all around the bar since I'm here all the time anyway?"

On Friday nights, neighbors can find the Southern Highlands resident behind the bar at The Cauldron. It's a throwback to when she worked for an engineering firm during the day and as a waitress serving cocktails or food at night. Bartending used to be work, but now she says it's the only social life she has.

Until someone mentioned it recently, Yoshizawa didn't realize men dominate the development field in the Las Vegas area. It doesn't feel that way to her, she says.

"This town is what you make of it," she says. "The world is at your fingertips. I feel that everyone is given an opportunity." ■