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FACE TO FACE - OCTOBER 2006



Face to Face

Jaimee Yoshizawa and Roy Burson

Jaimee Yoshizawa

President

Pacific Concepts

Las Vegas

Years in Nevada: 9

Years with Firm: 9

Type of business:

Real estate development, brokerage, property management, civil engineering

Biggest business challenge:

Developing a project in general is a challenge. It takes years because the elements involved are constantly changing, which is also why I love it. Because nothing is set in stone, it is inevitable that just when I think I have something set and understood, a component changes. And because the parameters are moving targets, it is a challenge finding cohesiveness in the different elements and fitting them together like puzzle pieces, which is ultimately the formula for a successful project.

What do you like best about your job?

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As a developer, my mind is constantly on my projects, from start to finish. I love coordinating different elements so they come together seamlessly. Every day is about solving various problems that arise. And, when everything is finally resolved, the end product is something I am



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proud to say I developed.

How do you spend your time when you're not working?

On Friday nights, I bartend for fun at one of

my developments, The Cauldron Tavern. I also take a kickboxing class twice a week. They are both great ways to relieve stress.

What would you like your legacy to be?

I would like to be remembered for creating visually stimulating developments and completing them in a moral and upright manner, by doing what's right with perseverance and passion.

Best Business Advice:

Always do what is right, and do it with passion. When left with two choices, choose the high road – it may not always be the easiest way, but it is always worth it in the end.

Roy Burson, AIA

Architect

JVC Architects

Las Vegas

Years in Nevada: 40

Years with Firm: 12

Type of business:

Architecture firm

Biggest Business Challenge:

Building our firm in a self-contained manner, without riding the coattails of other companies during the recent real estate boom. We are conscious and deliberate about controlling our company's growth to ensure we are able to continue giving our clients high-quality, personalized service and take care of our team members as well.

What do you like best about your job?

The creativity. Every project is unique because every client's vision is different. I enjoy designing projects that fulfill the various goals of each client and troubleshooting the challenges that may arise with any number of variables. It is extremely rewarding when I am able to use my creativity to come up with a design that turns a client's vision into reality and see my design go from blueprint to finished project.

How do you spend your time when you're not working?

I like nothing more than spending time with my wife and my young twin boys. With two babies at home, there's not much time for anything else, but there's nowhere else I'd rather be.

Favorite Business Book:

Architecture in Details, by Carlo Scarpa

Best Business Advice:

Keep integrity and honesty in the business. Always keep learning and trying to do the right thing.

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