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Pacific Concepts, Jaimee Yoshizawa

BY TONY ILLIA

Jaimee Yoshizawa can do it all. She has catwalk-ready good looks, seductive charm and brains to spare. Oh yeah, she is also president of Pacific Concepts, a 10-year-old, nine-employee, local, multi-disciplinary real estate firm that specializes in a little bit of everything.

Her company develops commercial office, retail and residential projects for itself as well as others. Pacific Concepts also does civil engineering, property management and real estate brokerage. Yet Yoshizawa, a native of Oahu, Hawaii, initially wanted to be a school teacher.

"I was going to be math or science teacher, since both my parents were teachers," said Yoshizawa. "But they encouraged me to look into other things."

So she transferred majors at the University of Hawaii from education to civil engineering. Her strong background in math and science helped make the unlikely transition an easy one.

"I liked the problem solving," she said. "An engineering background makes you think outside of the box."

Yoshizawa, after working in Hawaii for a short time, left the islands for Las Vegas in 1995. She worked for Poggemeyer Design Group as a civil engineer and got her real estate license on the side. But her restless energy and out-of-the-box thinking drove her to do more.

"I like development because I always got bored doing just doing one thing," she said. "Development puts all these different facets together. You have to be very dynamic with your thinking. And there's no



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school to learn it."

When Pacific Concepts began in 1996, Yoshizawa moonlighted as a waitress in order to make ends meet during the first few years. She refused to take out a loan or go into debt. It's a strategy that has paid off.

Today, Pacific Concepts works on projects like The Village at The Cauldron, at the northwest corner of Russell Road and the I-215 Beltway. The \$53 million, 168,000-square-foot, mixed-use complex will consist of five three-story buildings, with ground-level retail shops and offices above. Pacific Concepts is the project's at-fee developer, engineer and commercial broker. Yoshizawa additionally owns and runs the 6,823-square-foot, 20-employee Cauldron Tavern.

"Doing a bar is very tangible," said Yoshizawa, who is now looking at opening a second one. "I like the interaction. You can touch it and talk to customers."

Pacific Concepts is also responsible for the \$8.7 million, 23,000-square-foot Terraza D'Allesio, a retail/office center in Henderson; the \$8.2 million, 16-lot The Gables at Pecos/McCleod residential subdivision; and the \$12 million, 41,000-square-foot Mountain Dream Center, a restaurant, retail and office complex in Henderson.

Yoshizawa's various businesses keep her constantly busy. When she's not working, she's kicking butt in kickboxing exercise classes a few times a week. She also enjoys relaxing at home with her two Jack Russell Terriers -- Poppi and Sanbuca.

"My weekends are for catching up with work," Yoshizawa said.

"Development forces you to be innovative. It has everything that I want in a job."

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