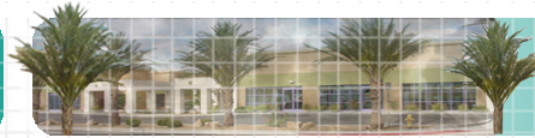


Designed For You



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architecture/engineering/site
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planning/interiors
STUDIOS...

The Green Scene

Ask The Architect

Ever wonder what becomes of the paper collected from your "recycle" boxes each week? It's put to very good use at Silverado Puppies + on Maryland Parkway @ Silverado Ranch. Owner, Helene, began the program while at Green Valley Pet Center about 9 years ago. Such a success, she continued it when she opened at this location 4 years ago.

Instead of confining the puppies to the standard small cages or glassed in boxes, she allows them to run freely in plastic wading pools, surrounded by wire fencing. The little bundles of fur play, exercise, eat, and sleep together—all on top of our shredded drawings and documents. The pools are scrubbed down, and paper shreds are replaced daily to make sure the puppies live in a clean—and green—environment.

Customers can pet and coo over the prospective family members directly. Helene is adamant about matching the right breed with the new owner's lifestyle and physical needs. In some cases, she'll arrange a special order through one of the many breeders she knows throughout the Mid-West.

Up until the "9/11" terrorist attack, McCarran International Airport was their primary source for recycled paper. When document security measures were tightened, Silverado Puppies + had to depend on private businesses. Currently, about 3 provide paper. Once it's collected, Helene and her staff manually tear it to fit through their in-house shredder. It's tedious, but it works!

So, the next time you toss a piece of paper into the box by your desk, know that it wasn't wasted! The puppies thank you, and we thank Silverado Puppies + for being so environmentally conscious!

Shopping Center Redevelopment Campaign

SPOTLIGHT

The "Shopping Center Redevelopment Campaign" postcard mailer represents a tangible materialization of the combined forces of real estate, architecture, and engineering forces. Targeting 174 owners of older valley shopping centers, over 3 different mailings, the campaign allows owners to learn how they can survive and conquer in the highly competitive Las Vegas market.



SPOTLIGHT Selena A. Perez

A key player in the "Shopping Center Redevelopment Campaign" is Selena A. Perez. A Commercial Real Estate Broker with Commerce CRG/a Cushman & Wakefield Alliance (Commerce) since 2004, she represents both tenants and landlords in sales and leasing for their property.

Selena, the eldest of 3 daughters, grew up in the Southern California area. She first earned a Bachelors in Industrial and Systems Engineering from U.S.C, which blended a technical and business focus. Selena joined A.T. & T. in San Diego as Operations Manager, supervising nearly 20 installation and repair technicians. She held this post for 2 years before returning to U.S.C. to receive a Masters in Counseling Psychology.

While at U.S.C. this second time around, Selena worked in Student Affairs in the Residential Life Program for a building of 250 students. Selena managed a team of 8 Residential Advisors (a role she, herself, played while at U.S.C. the first time) and also coordinated academic, social, and cultural events for her residents.

However, the more affordable housing market and career opportunities in the educational field at CCSD lured Selena to Las Vegas in July, 2004. With her counseling degree, she sought a position at the middle or high school level.

While waiting for a bite, Selena saw a different opportunity with Commerce. She was hired as Marketing Coordinator in November, 2004 and within 6 months had worked her way up to Commercial Real Estate Broker for the industrial sector, after getting her real estate license. Her corporate management skills and counseling background gave her the ability to both address problems and sell solutions—something she now does on a daily basis at Commerce.

Selena's focus is in redevelopment areas. Her responsibilities include showing property to potential tenants, keeping up on market data, making cold calls to potential clients, and coordinating marketing efforts. Selena is working toward growing a larger team of people to manage, her strong point, so that a larger volume of work can be performed.

In Selena's first 2 years at Commerce, industrial land increased from \$3.00 to \$12.00 per square foot. The changing Las Vegas market presents a challenge, but she believes "the growth potential is still there. The commercial side is still very strong, and it's a great time to invest. There is a huge demand for industrial development."

Selena's involvement in the "Shopping Center Redevelopment Campaign" will make it that much stronger. Her extensive career and insight are critical ingredients toward success.

GGWArchitects²