

# SCOTTSDALE Airpark News

NOVEMBER 2015

## BUILDING 'PROMISE'

The Desert Southwest Chapter of JDRF to host annual ball at Scottsdale Airport

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## CAN-DO ATTITUDE

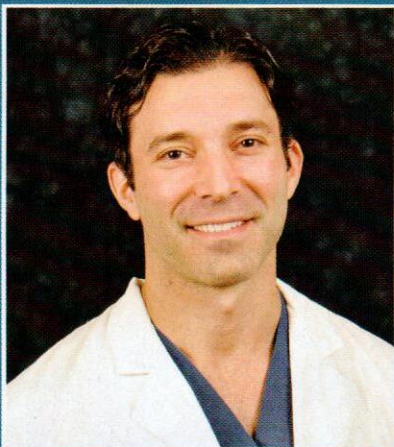
Race for the Cure makes an impact on breast cancer

# driving SUCCESS

Exotic car sales in North Scottsdale boost the Airpark's profile as a hub of high-dollar automotive power.

Chad Morgan, general manager,  
Scottsdale Ferrari/Maserati.





**DR. PABLO PRICHARD,**  
Owner, Advanced Aesthetic  
Associates

- Year company was founded: 2005
- Years in the Scottsdale Airpark: 3
- Number of employees: 25, including associated companies
- Industry: Medical/Plastic Surgery
- Annual revenue: Undisclosed



**Scottsdale Airpark News: How is business going relative to last year?**  
Business has increased 15 percent.

**What kinds of plans for growth can you share that might give insight into some of the other things happening in your industry?**

Opening up the surgery center to other surgical specialties to increase efficiency.

**Are you planning to do any hiring in the next six months?**

Yes.

**How do you find it best to recruit new team members in this age of technology?**

Job posting sites and social media outlets are good sources of outreach, but personal referrals still play a major role in this industry.

**How optimistic are you about the economy getting better in the next year?**

We are quietly optimistic that the economy will improve in the coming years, but with the uncertainty in the

business and political environment, we take measures to diversify our practice with medical procedures that are non-elective in nature, which makes us more stable in an uncertain environment.

**What is one thing about your business you believe other businesspeople in the Airpark would be surprised to know?**

Plastic surgery encompasses a diverse field of procedures which varies from elective cosmetic surgery to cancer reconstruction, trauma reconstruction, hand surgery, wound care management and microsurgical reconstruction.

**What are some of the challenges faced by your industry and how is your company working to overcome them?**

Fraudulent and misleading advertising are some of the biggest challenges facing our industry. Patient education is one of the best ways to address this.

**Who is a role model in business whom you look up to?**

Steve Jobs, for his innovation and creativity.

**What are your business goals over the next 12 months?**

Always being ahead of new technologies and procedures. Continuing to improve customer experience. ■