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ON THE LOOKOUT

Developer sizes up \$350 million portfolio that includes two office towers south of Mount Vernon Square.

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■ LESSONS LEARNED: What is the biggest challenge your business faces in 2001?



Lawrence N. Weinberg
CEO
BOWA Builders

"The biggest challenge for BOWA will be adapting to a slower market. Success is easy in an expanding economy. But with a slow-down imminent, only those companies with a true customer-driven focus and a keen eye on the bottom line will remain successful. BOWA will need to rededicate itself to those ideals."



John Murphy
President
Washington Workplace

"Our biggest challenge will be keeping everyone positive in light of what appears to be at-least-questionable economic activity for the first time in five years."



Luis Vasquez-Ajmac
President
Maya Advertising & Communications

"Maya's biggest challenge is convincing national organizations and the government that America is changing. There are many new faces, not just black and white. Among them, Latinos, who are having huge impact socially, politically and economically. The key to reaching them is to establish relationships with Hispanic-owned firms. We are proud to say, 'Made in America'."