

Feel-good factor

Who: Paige Martinez

Title: CO-owner. Business partner, William Nelson, N.M.D.

Company: Skinovative Laser Center of Chandler, 1900 W. Frye Road, Suite 1; (480) 855-7546; www.skinovativeusa.com

Services offered: “We focus on what we call Ageless Beauty: laser treatments for skin tightening, skin resurfacing, cellulite and fat reduction, acne and scar reduction, hair and tattoo removal and naturopathic treatments.”

Personal: A true native, graduated from Tempe High School – Bachelor of Fine Arts from New York University, Tisch School of the Arts, in film.



Paige Martinez

What ignited the spark in you to start a new business? “The only business I started from scratch was Frontier Films – a documentary filmmaking company. That was ignited by my passion for art, history, culture, and social-economic politics. The first business I ran, an archival records management firm, was started in 1974 by my father, Ricardo Martinez. The opportunity to co-own Skinovative Chandler grew from the success of the business my dad had provided me with.”

What is your favorite aspect of owning a small business? “Creating opportunities for our clients to look and feel better and researching, finding and bringing into our practice new trends in the industry. I enjoy the freedom of deciding the company’s direction and focus, such as insuring proper pre-treatment for ethnic skin.”

Important business milestone: “When we decided to move out of a retail mall setting into our own private facility.”

Excluding yours, what company do you admire most: Rather than focus on specific companies per se, I’ll tell you that I really admire the leadership and vision of Ted Turner, Robert Redford and Deepak Chopra.

Advice to other Latinos or Latinas wanting to open their own business? “Have a clear vision of what you want to create. What are you really offering your clients? Commit yourself to a business that pleases you while you are working and leaves you satisfied at the end of the day. The last item is from the book, *From Good to Great*. In terms of your team: get the right people on the bus, the wrong people off the bus, and then figure out where the bus is going.” ■

Inside Information

In one word, your life as an entrepreneur: “Fortunate.”

Top three skills needed to be a successful entrepreneur: “Perseverance, vision and discipline.”

Book that has inspired you the most: “*Shrimad Bhagavad Gita*, a real inspiration, particularly chapters 16 and 17.”

Historical figure you would like to talk to: “U.S. Senator Dennis Chavez (D–New Mexico) an early civil rights leader, a vigilant protector of civil liberties during the McCarthy era, and an environmentalist before it was popular.”



To suggest an Entrepreneur, and to read more Entrepreneur profiles visit www.latinopm.com