



SPOTLIGHT ON DWL ARCHITECTS



DWL Architect Peter Pascu (left) with Republic Bank of Arizona CEO Ralph Tapscott

CREATING “PEOPLE PLACES” THAT CONNECT DESIGN WITH THE ENVIRONMENT

To know what you want to do with your life and have the ability, determination and confidence to successfully pursue that goal is quite an accomplishment. For Peter Pascu, his dream of becoming an architect started at age 17 and never wavered.

"I've always had the ability to think three dimensionally, and that in many ways led to my interest in architecture," said Pascu, executive vice president of DWL Architects, a firm that has successfully weathered the economic ups and downs for nearly 70 years. Joining the firm in 1985, Pascu has been part of the firm's successful evolution.

IT'S NOT ABOUT US

"We learned that it's not about us, and it never should be about us," said Pascu in reference to the firm's long-standing success. "It's about the client and the services we provide them." He also points to the firm's ability to be diversified yet somewhat specialized. "Having more than one specialty has helped bridge the gap during some of the low spots in the economy."

In Pascu's view, there are three core principles that have remained strong throughout the firm's success:

- Relationships. DWL's foundation is built on relationships, according to Pascu. "About 85% of our business is made up of repeat clients," said Pascu. "I think that's a strong indication that we're doing something right. We are excited to continue the relationships we have established with many industries across the Valley, as well as develop new relationships with different clients throughout Arizona and beyond."
- Collaboration. The firm sees its role more as a partner and advisor to clients, focusing on a collaborative design approach. "With any new project, we get our team together to discuss the program needs and gather ideas on how to accomplish our objective," Pascu explains. "This always leads to a more comprehensive approach and unique solutions."
- High-Performance Design. With a tradition of creating people places in the community, including landmark locations like Phoenix's Sky Harbor International Airport Terminals and the Mesa Arts Center, DWL Architects has helped shaped the region's urban fabric by connecting design with its environment. "Every project needs a strong balance between the design side and the technical side," which is where DWL is known to excel, said Pascu.

RAISING THE BAR WHEN IT COMES TO BANKING

When it comes to their bank, DWL Architects believes it should be about them ... which is what ultimately led the firm to Republic Bank of Arizona. "We realize that any bank can perform routine banking transactions, but that is not the only thing we're looking for when it comes to choosing a bank," explained Pascu. "The most important thing to us is having a banking partner that understands our business, tailors their services to meet our business needs, and conducts their business on a one-to-one basis.

"Our former bank kept changing our account representatives at a rapid rate. When it got to the point that our account representatives no longer understood the nature of our business, did not understand our business needs, and we became just another account number for them, we knew we needed to make a change. So we did. Switching to Republic Bank of Arizona proved to be just the partner we were looking for."

Republic Bank of Arizona certainly understands the importance of a personal, one-on-one relationship Pascu values. "DWL Architects and Republic Bank of Arizona share many similarities in their core values," explains Ralph Tapscott, Republic Bank of Arizona CEO. "We too believe strongly in building relationships and truly understanding our customers' needs so we can do what's right for them. We are proud to have earned DWL's business and strive to continue serving the firm's financial needs for years to come."

