

Entrepreneur Profile:

OLLE LUNDBERG

RÉSUMÉ

Name: Olle Lundberg.

Title: President.

Company: Lundberg

Design Architects.

2005 revenue: \$1.6

million.

Employees: 12.

Founded: 1987.

Source of start up

capital: A \$4,000

loan on my car.

Background:

University of

Virginia School of

Architecture (1979),

two years working

for UVA architecture

professor, architect at

Marquis Associates.

Age: 52.

Residence: On an

Icelandic Ferry in Mission

Bay.

Web site: www.lundbergdesign.com



SPENCER BROWN

BIG PICTURE

Reason for starting business: I designed a house for my sister back East (in Washington, Conn.), and of course it came in over budget. I either had to redesign it or go back East and build it myself. I spent a year-and-a-half building it. After that, I was on my own, pretty much unemployable.

Most difficult part of decision: Getting the second job. The first job is easy, when that winds up you have to have the confidence to think you can keep the workflow going.

Biggest plus of ownership: I get to do my designs, I get to see my ideas get built — that's why I do it.

Biggest drawback: Being responsible for a family of employees.

Biggest misconception about ownership: A lot of people start off thinking they are going to make a lot more money than they are. You have the potential to make more money, but you have potential to lose a lot more money.

Biggest business strength: Our fabrication facility, a metal shop that lets us be a part of the construction process.

Biggest business weakness: Caring so much about our projects we are unwilling to let them go until they are perfect.

Biggest risk: Buying the building we're in and making the assumption that we would be able to carry it.

Biggest mistake: Early on, working for some clients that on a personal level I didn't resonate with.

Smartest move: Buying the building we're in, in the Dogpatch, right before the dot-com boom. We have luxury of space.

Biggest worry: That all of a sudden the phone will stop ringing. You're reinventing yourself every day, you're only as good as your last project.

Top source of inspiration: Swiss archi-

tect Peter Zumthor, artist Andy Goldsworthy.

DAILY ROUTINE

Most challenging task: Wading through the email.

Favorite task: Going around to people's desks and reviewing projects.

Least favorite task: My office manager, Debra, does them.

Biggest frustration: PR is challenging, particularly being a West Coast firm.

Source of support in business crisis: My wife Mary Breuer, office manager Debra.

DREAMS

Key goal yet to achieve: To design one of each building type.

First move with capital windfall: Develop some housing, so I could have my employees live in it.

Five-year plan: To continue to push the PR thing.

Inducement to sell: Nothing.

First choice for new venture: A product company.

PERSONAL

Most-admired entrepreneur: Larry Ellison.

Most interested in meeting: Calvin Trillin, Sean Penn.

Stress reducers: My dogs Carney and Chilli.

Favorite pastimes: Golf, and working on my cabin on the Sonoma coast.

Favorite book: "The Botany of Desire" by Michael Pollan.

Favorite films: "Blade Runner," "Babe," "13th Warrior."

Favorite restaurant: Slanted Door.

Favorite destination: Italy.

Automobile: 1983 Chevy Tahoe.

—J.K. Dineen ■