

Andrew Choy, President, and CEO of Lake Olympia.

## WORK WITH A VIEW

BY CINDY ZIERVOGEL

Sometimes, going to work can seem like drudgery; a real chore and an effort to say the least. Lack of excitement and a void of stimulating scenery can make your enthusiasm dwindle.

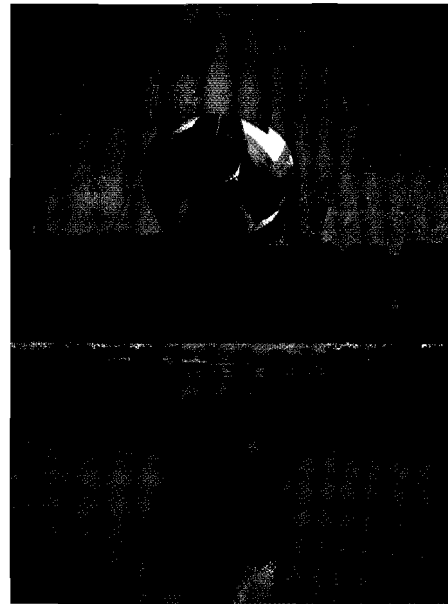
Well, not for Andrew Choy, President and CEO of Lake Olympia. How would you like to look out your office window and view 130 acres of beautiful lakes, 9 miles of shore line, trees, wild life and beautiful luxury homes in a serene setting? Andrew likes it very much thank you. And he also likes to boast of Lake Olympia's abundance of assets that sit in the master-planned community off Hwy 6 in Missouri City.

Lake Olympia provides a beautiful setting that is "environmental sensitive" to the contrast of Houston's hustle bustle of urban living and working.

Andrew Choy grew up in Shanghai, China and he understands contrast very well. "In a communist country, everyone follows the leader (government)." There is not much room for free thinking. But free thinking, initiative and innovation is exactly what rose Andrew Choy and Lake Olympia to great success. Prior to Lake Olympia's inception, Andrew developed other projects. Then, after looking at an aerial map of the future community, he was hooked.

Andrew has been in the U.S., and more specifically, the Houston area, for 20 years and as he puts it, he's very "Americanized". But as a little boy in China, he remembers one school year having to learn the Russian language because the Chinese and the Russians were "friends". Then, the following year that friendship was broken, no more Russian was taught. So all of the students were required to learn English instead.

Andrew is a futurist of great proportions. He sees Lake Olympia as "the" place to be in the 90's. "Any good project takes four to five years to get established." And Lake Olympia is five years old. A waiting list is necessary for the great demand of luxury homes. "The next 300 lots are already sold."



Choy was instrumental in establishing the Missouri City Balloon Festival (now Ft. Bend Balloon Festival) for the past two years.

Homes range from \$100,000 to \$1 million. In a master planned community there needs to be many "large scale subdivisions, mixed residential-commercial-retail, a variety of home prices and heavy amenities. Golf, tennis, boating and fishing." Lake Olympia has it all, and more.

Andrew was crucial in his role of establishing the Missouri City Balloon Festival for the past 2 years. The idea sprang when the Missouri City Business Association approached him for two things: funding and a scenic location. So Lake Olympia spent \$200,000 and it helped promote Missouri City, which was a shot in the arm for their image. Although, Andrew's image didn't need help. He has been quoted numerous times in the Houston Post, Houston Chronicle and the Houston Metropolitan Magazine.

When running such a large scale operation gets to be a little too much with agents, builders and customers all vying for his time and attention, Andrew can sit back for a few moments, and enjoy the scenery. He's the envy of most, with his work with a view.