

THE ARIZONA REPUBLIC

PRESERVING HISTORY

Name: Mike Hogarty, 65.

Title: Co-owner, Desert Viking Cos.

Resume: At age 27, Hogarty became the youngest vice president in Johnson & Johnson company history. He has served as a top executive and CEO of several major corporations, including CPC International Inc. and a division of Dreyer's Grand Ice Cream Inc.

His story: Hogarty left the corporate world as a success a decade ago.

He'd sold his international food- and beverage-distribution company and retired to the well-heeled beach town of Laguna Niguel, Calif.

"I think every time someone retires, they think it's permanent," he said with a laugh.

But Hogarty began helping his son-in-law, Niels Kreipke, the founder of Desert Viking Cos.

The Chandler real-estate developer specializes in restoring historic properties.

Hogarty found the work served a greater good. He helped save old properties in the Valley that were in danger of disappearing.

"Would I work if I didn't enjoy what I was doing? The answer is no," he said "I'm blessed that I don't have to work and further blessed I got a chance to do something I really enjoy."

Desert Viking is also developing San Marcos Commons, a \$100 million project in downtown Chandler that features 79 townhouses and retail, restaurant and office space.

"Running large corporations is a good deal of pressure, but this is far closer to rubber meets the road," Hogarty said. "This helps teach you that you run a business for cash, not for earnings — that you are responsible for a business rather than merely sitting behind the biggest desk."

His advice: Workers wanting to leave the corporate world to start a business should "do something that you truly enjoy," Hogarty advised. "Apply yourself the same way you did when you were 20 and were struggling to find a way to figure out how things worked."

