

2016

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
HAWAII CHAPTER

KUKULU HALE AWARDS

RECOGNIZING EXCELLENCE
IN HAWAII'S COMMERCIAL
REAL ESTATE INDUSTRY

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OF THE YEAR**
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Christine Camp in front of her largest project to date, 7000 Hawaii Kai Drive.



Avalon Development's first project, 17 years ago, was a 9-unit housing project on Nehoa Street.

PHOTO COURTESY: AARON YOSHINO

DEVELOPER OF THE YEAR
KU HO'OKELA AWARD

CHRISTINE CAMP AVALON DEVELOPMENT

IT ALL BEGAN MODESTLY ENOUGH, with a nine-unit, single-family cluster housing project on Nehoa Street. Today, a mere 17 years later, Avalon Development owns and manages a \$350 million portfolio of properties across Hawaii. The current portfolio includes a \$145-million, 269-unit apartment complex in Hawaii Kai and a 178-acre industrial park in Kapolei.

The portfolio is supported by Avalon's staff of 25 who provide a full range of value-enhancing services including leasing, investment, construction management, project management, asset management and property management.

It wasn't too long ago when the company was fueled solely by the energy of one woman: Christine Camp, Avalon Development's president and CEO. Within the company's first three years, she parlayed a shoe-string budget into her first multi-million-dollar project. And she didn't stop there.

Avalon's other projects include Mill Town Industrial Park – a 15-acre industrial development, Plaza at Mill Town – a 2-acre commercial mixed-use development, Makini at Kinau – an 88-unit condominium project, Mariner's Alley – a resort retail redevelopment project, and Kapolei Pacific Center which includes the Cole Academy and the regional Social Security Administration building.

“When I first started the company, I subscribed to the 20/80 rule--spending 20% of my time seeking real estate



PHOTOS COURTESY: AVALON DEVELOPMENT



Aerial view of 7000 Hawaii Kai Drive, a \$145 million, 269-unit apartment complex opening in June 2016.

development deals and 80% of my time on the consultancy that paid my bills,” said Camp. “In three years, I was able to switch my rule around to 80/20—with 80% on development and 20% on consultancy.”

Camp will be the first to say that nothing came easy. She recalls the time in 2008 when she had to downsize her team by half due to the financial crisis and the time in 2010 when she was able to hire most of them back. She learned that even in the darkest hours, your deepest source of strength comes from those people who believe in you. She credits her team’s unyielding support for all of Avalon’s current success.

Camp has had a lot of experience in winning over adversity. She was 10 when she came to Hawaii from South Korea with her family. Life had been hard in Korea,

“I believe that there is an opportunity for development to contribute greatly to the social fabric of our community.”

—CHRISTINE CAMP

and it was hard in their new home. It was ingrained in her that “no matter who you are, if you work hard, you can be something.” These experiences from an early age forged her vision of life and her determination to shape

it. When faced with adversity some fold and a few can create from it.

So Camp created opportunity. The first of many breaks came with an office assistant job she got at age 17 with a small, local development firm. There, her boss caught her one weekend going through files to learn more about the business instead of going out with friends like other teenagers. She worked on small lot subdivisions and warehouse conversions for RK Development while attending college then worked in planning and engineering for Castle & Cooke where she primarily worked on delivering affordable housing units. She is proud to have been the project manager for many of the R&D projects that experimented on types of housing units that could be

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PHOTOS COURTESY: AVALON DEVELOPMENT

A blessing ceremony in early 2016 marked the completion of infrastructure at Avalon Development's Kapolei Business Park Phase 2.

delivered more affordably. She then worked as vice president of development for A&B Properties before starting her own company.

Camp worked her way through college, eventually earning a degree in finance and business administration from Hawaii Pacific University. She is a licensed real estate broker, a Certified Commercial Investment Manager (CCIM) and one of only 17 professionals who hold a Counselor of Real Estate (CRE) designation in Hawaii.

Camp is also highly active in the community and has held leadership positions and raised millions for a multitude of nonprofit organizations including Child & Family Service, YWCA, Goodwill and the Waianae Coast Comprehensive Health Center. She currently sits on the boards of Catholic Charities,



Plaza at Mill Town, a 2-acre commercial mixed use project

YMCA of Hawaii, Diamond Head Theater, Blue Planet Foundation, and Central Pacific Bank.

In the past she has served as Hawaii Chamber of Commerce board chair, Honolulu Police Commission chair as well as a board member of the Hawaii Community Development Authority, the Kapolei Chamber of Commerce, the Hawaii Opera Theatre, Boy Scouts of Hawaii, Aloha United Way and District Chair of the Urban Land Institute Hawaii and president of the Hawaii Developer's

Council, all before she even turned 40 years old .

"I believe that there is an opportunity for development to contribute greatly to the social fabric of our community," said Camp. She pointed to Avalon's Kapolei Business Park project which will bring more than 8,000 jobs over time and Avalon's 7000 Hawaii Kai project which integrates affordable communities with luxury communities. "These are all contributions we can be proud of." ◆