Barbara Campbell Receives Chairman’s Award

Yesterday (May 18), I had the great pleasure of presenting the Chairman’s Award to Barbara Campbell, Vice President of Retail Development and Leasing, at our Annual Conference.

This award is not given lightly. Over the years, the Chairman’s Award has honored a very select group of our senior management team members who have distinguished themselves through outstanding contributions to the success and future of the Outrigger companies.

Barbara certainly deserves to join this illustrious echelon. She has an exceptional ability to marshal the diverse interests, energies, and talents of colleagues, employees, and outside service providers, and guide them toward a common goal with single-minded focus. Her decision-making skills reveal a finely calibrated understanding not only of business, but also of human nature. All of this is evident in the phenomenal success she achieved overseeing the retail portion of our Waikiki Beach Walk™ project in 2006.

Barbara was responsible for setting up the leasing plan and process by which all 93,000 square feet of our available space would be leased out. She worked tirelessly with our leasing broker, Kaulana Corporation, as well as other brokers, to attract potential tenants to our project. In the leasing business, they say you have to “kiss a thousand frogs” to get a good tenant, and Barbara did just that, meeting with countless brokers and potential tenants to find just the right ones to make this project soar.

Once the major deal points were agreed upon with each tenant, a term sheet had to be generated, negotiated again, and then signed. This was followed by the drafting of formal lease documents by our attorney. Throughout the process, Barbara was there, ensuring that each and every detail was nailed down properly during the back-and-forth negotiations with each tenant and its attorney.

The next step was to review and approve the tenants’ plans, with Barbara then working with our construction management consultants to be sure the proposed plans matched our expectations.

Once this was done and building permits were obtained, the actual construction of the tenants’ improvements began – and Barbara oversaw our construction manager, who monitored the tenants’ construction activities.

An added complication to all of this was the fact that Outrigger had an overlay permit for the entire Waikiki Beach Walk project that applied to many of the tenants’ individual permits. For example, each individual tenant’s signage was covered by a special master sign permit. This was different from the normal sign permit process. This needed to be explained to each tenant and its design professionals.

Once construction was finished, the blessings and openings needed to be coordinated and attended to. To ensure a successful store or restaurant launch, each tenant’s special needs had to be considered.

Then came the glitches that are inevitably discovered after opening. However, Barbara took everything in stride and found solutions that ensured each tenant’s success.

Accomplishing all of this helped tremendously in creating significant value for the retail component of Waikiki Beach Walk. This was an extraordinary result, way beyond what was expected.

Beyond the pure financial results, however, Barbara accomplished all of this while keeping true to our values, especially kina’ole, kaulike, kuleana, and aloha.

Barbara has the uncanny ability to do the right things in the right way, at the right time, in the right place, to the right person, for the right reason, with the right feeling, the first time (kina’ole). She deals with tenants, brokers and all those involved with honesty, trust, fairness, and respect (kaulike). She is responsible in all of her actions and is accountable for their consequences (kuleana). She treats everyone with respect, compassion, and dignity (aloha).

It is easy to see why, only a little over a week ago, Barbara was recognized by Pacific Business News as one of Hawaii’s top Businesswomen of the Year!

All those who know and have worked with Barbara, both inside and outside the company, will agree that she is one of Outrigger’s greatest assets and is a deserving recipient of the 2006 Chairman’s Award.