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## The Campbell commitment

This week saw the first public steps toward the birth of a new Hawaii-based company with \$2 billion in assets, a diverse portfolio of assets and a commitment to staying local.

After securing \$645 million in financing, The Estate of James Campbell announced its plans for continuing in business after the 2007 dissolution of the private trust by which it was established in 1900.

The new enterprise will be called the James Campbell Co. LLC. Beneficiaries, the descendants of James Campbell and his wife, Abigail Kuaihelani Maipinepine, will

become shareholders in the new company.

Until now, Campbell Estate's stewardship of 26,000 acres on the Ewa plain and its intelligent, well-planned development of Kapolei were the most visible sign of the family's commitment to Hawaii.

That commitment is solidified with the creation of the James Campbell Co. Rather than simply holding a fire sale, cashing out the assets and shutting down the trust, the Campbell trustees and beneficiaries took the long view and decided that, despite many challenges, Hawaii still has the potential to be a great place to do business.