

From the Pacific Business News:

<https://www.bizjournals.com/pacific/news/2018/06/07/40-under-40-class-of-2018-part-4.html>

## 40 Under 40 Class of 2018: Part 4

Jun 7, 2018, 1:31pm HST Updated: Jun 15, 2018, 8:39am HST



[Enlarge](#)

### [Cayenne Pe'a, Partner, Alakai Development](#)

EUGENE TANNER

#### **Cayenne Pe'a, 35**

*Partner, Alakai Development*

Cayenne Pe'a segued into real estate development after overseeing accounting for more than \$1 billion in assets and investments for Forest City Hawaii's partnerships with the Navy and the state of Hawaii for 6,700 residential units, a 271-acre master-planned community and six solar photovoltaic farms. As a liaison between departments in the firm, she gained an understanding of the development process from start to finish, and was a leader in the development of Kapolei Lofts. She is now developing the state's first vertical public school as part of the 690 Pohukaina residential project.

## **Who is your business hero and why?**

Over the last couple of years as Jon Wallenstrom and I have built up Alakai Development, I have come to realize that owning your own business is completely different than doing business. Stacey Katakura, president and founder of Accumulus Advisors, has always been a mentor and friend, but now she adds successful business owner to her list of achievements. Stacey has always believed in me, but I admire her most for believing in herself. As an entrepreneur you have to trust your instincts, stay true to your values, and take risks all at the same time, and she does this all with the utmost integrity, strength, and determination.

## **By the time you retire, what would you have hoped to achieve in life?**

Alakai Development's mission is to meet the need of Hawaii's housing shortage by developing quality rental residences. And while it definitely drives our business it is also a bit of a personal mission, as well. Because I grew up here and am blessed with all of Hawaii's beautiful surroundings, energy, and people, it is important to me to give back. On a small scale, we are creating wonderful places for Hawaii's workforce to live. On a larger scale, my hope would be that it has a greater impact for those who live and work here — that eventually it will be easier for young adults to return home after college, for families to save for a down payment on a house.

## **What is the best piece of advice you've been given? Who gave it to you?**

Never settle. To me this can be seen in two ways: inward in the sense that I really need to know who I am, what my values are, and set expectations for what I want to accomplish and what I will not tolerate. But I also look at this statement with an outward mindset when interacting with others — it is about seeing them as people with their own needs and supporting them to flourish as they want to for themselves, not for my own expectations of them. It is about supporting everyone's individual vision of being the best version of themselves.

## **In one or two words, what is your secret talent?**

Weighing decisions