

For Immediate Release

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Keawe Liu tapped for key development role at The Kohala Center

Kamuela, Hawai‘i—May 11, 2015—The Kohala Center today announced the appointment of Keawe Liu as its vice president of advancement and innovation. Liu will assume the newly created role on July 1.

Over the course of his 20-year career in education and advancement, Liu has established a successful track record in advancement, educational leadership, small business administration, and developing innovative partnerships and collaboration strategies to build collective support for community-based programs. He joins The Center from his current role as the executive director of the Pauahi Foundation, where he is responsible for developing strategic initiatives for the advancement of Native Hawaiian education. While at Pauahi he co-founded Mahi‘ai Matchup, a program that provides local farmers with access to agricultural lands held by Kamehameha Schools, and started the Paka Ua Movement, which leveraged community and corporate partnerships to increase scholarships for Native Hawaiians in schools across the islands and continental United States.

Born in Honolulu and a longtime resident of Waimea on Hawai‘i Island, Liu previously served as the assistant headmaster for external relations at his alma mater, Hawai‘i Preparatory Academy (HPA), from 2009 to 2012. He also held positions as the head of institutional advancement at Parker School from 2003 to 2009, and as an instructor in Hawaiian history, Pacific studies, and mathematics at HPA from 1996 to 2002. In 2011 Pacific Business News named Liu as its Young Community Leader of the Year, and also recognized him as one of Hawai‘i’s “40 under 40.” He holds a Bachelor of Arts degree in anthropology from the University of Colorado at Boulder and a Master of Education from the University of Hawai‘i at Manoa. Liu is an avid sports enthusiast and outdoorsman who enjoys rugby, football, paddling, camping, bodysurfing, diving, travel, and raising his two children.

“Hawai‘i Island is a special place for me, and I’ve long admired The Kohala Center’s efforts to uphold it as an example of sustainable living—for Hawai‘i and the world,” Liu said. “I’m thrilled and honored to be part of the momentum The Kohala Center has already created and to play a role in developing new and innovative ways to further its progress, especially through the

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development of its spectacular new campus on Kohala Mountain. This opportunity to join The Center and contribute to expanding its community of support for resource management, education, and sustainability in agriculture and energy is one I simply could not pass up.”

Founded in the year 2000, The Kohala Center is an independent, community-based nonprofit organization focused on research, conservation, and education. Over its 15-year history, The Center has evolved from zero employees and a first-year operating budget of \$7,500 to an organization with an annual operating budget of \$3.9 million, \$3.7 million in net assets, and 39 employees, all of whom are engaged in building ‘āina-based (land-based) programs for community well-being in the areas of energy self-reliance, food self-reliance, ecosystem health, and the development of intellectual leadership.

“Given his dedication to expanding educational opportunities for Hawai‘i’s youth and his work to move our islands toward greater food and energy independence, Keawe’s interests and accomplishments are in perfect alignment with The Kohala Center’s values,” said Dr. Kamanamaikalani Beamer, The Center’s president and chief executive officer. “With the recent gift of a magnificent campus as well as the continued support of our friends, donors, and community partners, Keawe will guide us as we develop a campus master plan and work to build an endowment for The Kohala Center’s perpetual success. He is joining our team at a most auspicious time in our organization’s history.”

About The Kohala Center

The Kohala Center (kohalacenter.org) is an independent, community-based center for research, conservation, and education. We turn research and ancestral knowledge into action, so that communities in Hawai‘i and around the world can thrive—ecologically, economically, culturally, and socially.