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EXHIBIT B

KEITH VIEIRA

PART 2 OF 2



Kamehameha Schools®

TRUSTEE SEARCH 2025-2026

KEITH VIEIRA

PUBLIC COMMENT

submitted via mail / email



Kamehameha Schools®

TRUSTEE SEARCH 2025-2026

Inkinen Executives

From: David Kimo Frankel <davidkimofrankel@gmail.com>
Sent: Monday, December 1, 2025 8:03 AM
To: Inkinen Executives
Subject: Trustee Screening Committee

I wish to comment on the possibility of Keith Viera serving as a trustee of Kamehameha Schools.

On its webpage, Kamehameha Schools articulates its mission and vision that signify a bold departure from its activities in the '80s and '90s. Its transformation has been awesome to watch. Keith Viera would undermine that transformation. Viera is regularly featured in Allison Schaeffer's Star Advertiser stories in which he propounds on the need for more tourists to visit Hawai'i and on the need for the State to spend more money promoting tourism. He is entitled to his western perspective, but it would be a disservice to have Kamehameha Schools serve as a platform to put his ideological vision into reality.

David Kimo Frankel

About us
ksbe.edu



Inkinen Executives

From: Ronald Hee <Ronald.Hee@robertshawaii.com>
Sent: Monday, December 1, 2025 9:58 AM
To: Inkinen Executives
Subject: Trustees Screening Committee-Keith Vieira
Attachments: K.Vieira_Trustee_12.01.25.pdf

Please find attached letter in support of Keith Vieira

Ron Hee | Vice President – Business Development

438 Hobron Lane, Suite 500 | Honolulu Hawaii 96815

C: 808.927.9160

E: ronald.hee@robertshawaii.com | **W:** www.robertshawaii.com



Driven with Aloha



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December 1, 2025

Trustees Screening Committee

C/oExecutives@Inkinen.com

Dear Committee members,

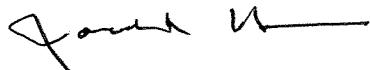
I have known Keith Vieira since 1982 when he and I both joined the Sheraton Hotels in Hawaii organization. Sheraton Hotels in Hawaii went through various changes in ownership from ITT to Starwood to Marriott. As Director of Sales for various Hotels that Sheraton managed, I have witnessed Keith's growth within the organization and his accomplished promotions from Director of Sales to his final climb to Regional VP of Operations for Starwood Hotels in Hawaii and French Polynesia. Keith's ability to grow from a Sales & Marketing Director to Regional Operations, which all the Hotel General Managers reported to is an indication of the capabilities of this gentleman. He had the respect and commitment from the various Hotel owners that he would successfully achieve financial goals that owners agreed to.

Keith currently is a respected community leader consulting several organizations in achievement of financial goals, reflecting on tourism expectations and challenges for Hawaii. He is all about achieving goals through strategic planning.

He is heavily involved in the School of TIM and helping the youth of Hawaii find a career path in Hawaii's tourism industry. Keith committed \$1 Million from his estate to an existing scholarship at the university of Hawaii at Manoa, Shidler College of Business

Similar to Elliott Mills, I believe Keith will bring his business acumen to the Trustees of Kamehameha Schools along with his dedication to helping the youth of Hawaii become the future leaders in Hawaii's Tourism and Hospitality Industry.

Respectfully submitted



Ronald Hee

5123 Keikilani Circle

Honolulu, HI 96821

Inkinen Executives

From: lyoshida@hawaiiantel.net
Sent: Thursday, December 4, 2025 12:37 PM
To: Inkinen Executives; Benjamin Ancheta Jr.
Subject: Mr. Keith Vieira for KS Board of Trustee

Aloha Mr. Ancheta:

I have submitted my recommendation for Mr. Keith Vieira through the Online form yesterday. I was also asked to send my comments to you.

I have known Mr. Vieira for over 50 years through my work in the tourism industry. He is highly respected in the visitor industry, not only in Hawaii but also nationally and internationally. Because of his knowledge and experience, I solicited his counsel many times in the past, especially when I was serving on the HTA Board of Directors from 2005 – 2012 (two terms). Mr. Vieira always took the time to meet with me because he truly cares about Hawaii.

Mr. Vieira is an astute businessman as well as compassionate about Hawaii's culture, destination, and sense of place. He values residents' sentiment while at the same time recognizes the need for balance between their concerns and the contribution of the tourism industry to a strong Hawaii economy. He administered many employees and their welfare throughout his career. By understanding the importance of training, providing service with Aloha Spirit to visitors through his employees as well as educating visitors through wholesalers, airlines, and dotcom companies, Mr. Vieira provided a great balance to ensure everyone's satisfaction.

I strongly recommend Keith Vieira for the Kamehameha Schools Board of Trustee.

Aloha,
Leon Yoshida

Inkinen Executives

From: Dr. Blaisdell <dr.blaisdell@gmail.com>
Sent: Sunday, December 7, 2025 4:06 PM
To: Inkinen Executives
Subject: Letter in support of Keith Vieira, KS Trustee Finalist

Trustee Screening Committee
c/o Inkinen Executive Search
1003 Bishop Street, Suite 1477
Honolulu, HI 96813
Executives@inkinen.com

Dear Members of the Trustee Screening Committee,

I am pleased to offer my strong recommendation for Keith Vieira, whom I have known for over twenty years as both a neighbor on Aukai Avenue in Kāhala and as a committed, principled leader in our community.

Keith is a Native Hawaiian, born and raised in Hilo, whose life and career reflect his dedication to uplifting Hawai‘i and its people. Over nearly fifty years in Hawai‘i’s visitor industry, he rose through the ranks to lead one of the state’s largest employers. His leadership journey is especially significant in an industry where “local” professionals were historically advanced only to certain levels, while top leadership was often recruited from outside Hawai‘i. Keith broke through those barriers, opening doors for others to follow.

A graduate of the University of Hawai‘i Shidler College of Business, Keith continues to give back to his alma mater. He volunteers to teach branding courses, participates in MBA orientation programs, and serves as Advisory Board Chair for the School of Travel Industry Management. His commitment to education is long-standing, sincere, and rooted in his belief that strengthening local talent strengthens Hawai‘i.

Keith is equally passionate about improving the health and well-being of Native Hawaiians. He is guided by the four pillars of health—nutrition, exercise, relaxation, and sleep—and has worked with educators, parents, and students to incorporate these principles into school-based programs grounded in Hawaiian values. Together, we collaborated with Saint Louis School, where approximately 85% of students are Polynesian, and 67% are Native Hawaiian. While the school has an outstanding football program, many non-athlete students face early obesity and related physical and mental health challenges. Keith approached this issue with compassion, clarity, and a focus on culturally meaningful solutions.

Keith’s leadership is characterized by strategic thinking, clear communication, and the ability to motivate and unify others. His work at Saint Louis School is just one example of his broader community impact.

For ten years, Keith served as Chair of the Ho‘okako‘o Corporation, working to reshape the educational landscape for Native Hawaiian children. Under his leadership, the organization partnered with the Hawai‘i Department of Education to convert underperforming, high-need public schools into public conversion charter schools—Waimea Middle School on Hawai‘i Island, Kualapu‘u School on Moloka‘i, and Kamaile Academy in Wai‘anae, O‘ahu. These efforts reflect his belief in high expectations, cultural relevance, and access to opportunity for all keiki.

Keith has a clear understanding of what Kamehameha Schools requires from its Trustees: strategic direction, accountability, and stewardship of a sustainable business model that safeguards educational priorities for future generations. His professional experience, cultural grounding, and lifelong commitment to Native Hawaiian advancement make him exceptionally well-qualified to serve.

I am confident that he would be an asset to the Kamehameha Schools Board of Trustees.

With warm aloha,

Nalani Blaisdell

H. K. Blaisdell-Brennan, MD, FAPA

Board of Governors, Honolulu County Medical Society

Councillor, Hawaii Medical Association Board

Assembly Executive Committee, American Psychiatric Association (APA)

President, APA American Indian, Alaska Native and Native Hawaiian Caucus

Assistant Clinical Professor, Department of Psychiatry, JABSOM

<https://drblaisdell.com/>

https://www.youtube.com/watch?v=r_QMeUWLP-g

This electronic message is not an offer to contract, the acceptance of an offer to contract, or any other way intended to obligate HK Blaisdell- Brennan, MD contractually; neither is it intended to change the terms of any existing contract unless expressly stated. The information in this electronic message (or attached hereto) is intended only for the individual or entity to which it is addressed and may contain confidential information protected by law. If you are not the intended recipient of this e-mail, using its contents in any way is prohibited and may be unlawful. If you have received this communication in error, please notify the sender immediately, return the original message by e-mail to the sender, and permanently delete the original message and any attachments. Thank you.

The views expressed are those of the author and do not necessarily represent the views of the American Psychiatric Association.

December 7, 2025

Trustee Screening
Committee C/O Inkinen
Executive Search
1003 Bishop Street, Suite 1477
Honolulu, HI 96813

RE: Recommendation for Keith Vieira, Trustee, *Kamehameha Schools*

I am submitting this letter of recommendation, with confidence and enthusiasm for my lifelong friend, Keith Vieira, in support of his appointment as a Trustee at Kamehameha Schools.

Keith and I have shared a friendship for more than 65 years. This friendship began in Hilo as kindergarteners and continued throughout high school and into our adult and professional lives. In all that time, I have known Keith to be a man of deep integrity, compassion, and an unwavering commitment to help others

Following my graduation from Chaminade University my career included experience as a Police Officer, High School Teacher, Athletic Director and a County Recreation Director. During my career I have had the privilege of working with and being supported by many people, but very few have demonstrated the consistent character and generosity that Keith has shown.

During the time I served as an Athletic Director in Hilo, Keith was always available to offer guidance, support, and encouragement whenever it was needed. His willingness to help without hesitation always spoke volumes about his character.

One of the most personal examples of Keith's selflessness occurred when my elderly Aunt suffered a stroke in Hilo and was medivacked to Queen's Medical Center in Honolulu. Due to my own medical condition (MS), I was unable to be there for my Aunt as she recovered. Without being asked, Keith and his wife stepped in and took exceptional care of her, ensuring she was not alone and was well supported during a very difficult time. This act alone reflects the kind of

'heart, responsibility, and kuleana Keith carries into every part of his life.

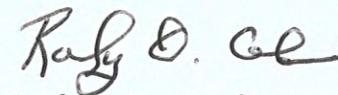
Professionally, Keith brings an extraordinary background in business, finance, and in the hotel and hospitality industry in Hawai'i and the Pacific Region. He has held leadership roles that required sound judgment, fiscal responsibility, inter-personal skills and people-centered management.

Although he could have eased into retirement after his successful career at Starwood Resorts he formed his own consulting firm and is also serving as a faculty member at the University of Hawai'i at Manoa's Shidler Business School. His focus demonstrates his lifelong dedication to the education and development of our future business leaders.

Keith's combined experience in education, business, leadership, financial management, and community service makes him exceptionally well qualified to serve as a Trustee for Kamehameha Schools. More importantly, his genuine love for Hawai'i's youth and his lifelong commitment to service make him the kind of leader who will always place students, families, and the community first.

I am proud to recommend Keith Vieira without hesitation or reservation. I am confident that he will bring wisdom, compassion, accountability, and a deep sense of purpose to the Board of Trustees. Kamehameha Schools would be truly fortunate to have him serve in this capacity. Please feel free to contact me should you need any additional information.

With respect,



Rodney D. Cambra
(808) 896-1874

R. CAMBRA
Merry Christmas
1229-A Puuhau Pl. Hilo, HI 96720



HONOLULU HI 967
9 DEC 2025 PM 2 L

Trustee SCREENING Committee % Inkiner
Executive Search
1003 Bishop Street, Suite 1477
Honolulu, HI.
96813

36813-644652

Edgar A. Palafox

December 5, 2025

6770 Hawaii Kai Drive #405

Honolulu, HI 96825

RE: Trustee Screening Committee - Keith Vieira (Letter of Reference)

To Whom It May Concern,

I am pleased to offer this letter of reference for Keith Vieira in support of his candidacy for a position on the Board of Trustees for Kamehameha Schools. I have known Keith for over 50 years in the capacity of colleague and family friend, and during this time I have developed a strong appreciation for his integrity, leadership, and commitment to service and family.

Throughout my experience working and friendship with Keith, he has consistently demonstrated the qualities essential for effective board governance, including sound judgment, strategic thinking, and the ability to collaborate with diverse stakeholders. His approach to decision-making is informed, thoughtful, and grounded in a deep sense of responsibility to the community he served.

Keith and I have also coached JV Boys Basketball together at Kaiser and Kalani High School. Keith was supportive, empathetic, and trustworthy coach who communicates clearly and listens actively with the players, parents and coaches.

Some of the key strengths that make Keith an outstanding candidate for a trustee role include:

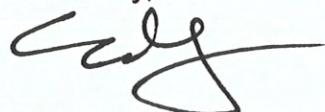
- Leadership grounded in transparency and accountability
- Strong communication skills and the ability to engage respectfully and productively in discussions
- A demonstrated commitment to organizational mission, ethics, and long-term oversight
- Experience in finance, governance, education, community service, human resources
- Dependability and a proven record of follow-through

One example that stands out was having more women in executive leadership positions in the tourism/hotels corporate environment, which highlighted his ability to manage complex issues with professionalism and fairness. This experience underscored the value they bring to any organization's leadership structure.

Based on my professional and close friendship interactions with Keith, I am confident that he would be an asset to the Board of Trustees. His character, insight, and commitment to ethical governance uniquely position him to contribute meaningfully to Kamehameha Schools.

If you require any additional information, please feel free to contact me by phone: (808) 282-8629 or email: edgar808@gmail.com

Sincerely,

A handwritten signature in black ink, appearing to read "Edgar Palafox".

Edgar Palafox



HONOLULU HI 967
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6770 Hawaiian Drive
205
Honolulu, HI 96825

Trustee Screening Committee
c/o Inkinner Executive Search
1003 Bishop Street, Suite 1477
Honolulu, HI 96813

56813-544652

Trustee Screening Committee
c/o Inkinen Executive Search
1003 Bishop Street
Honolulu, Hawaii 96813

12/08/2025

Dear Trustee Screening Committee,

Thank you for allowing comment on the vacant KSBE trustee position.

I am Duane Rapoza Sr. and I am a retired Administrative Captain with the Hawaii County Police Department. I am commenting on Keith Vieira, candidate for the KSBE Trustee Vacancy.

Keith and I and several others have been friends for 65 years. I am only commenting on Keith's character and not his achievements as I assume will be on his resume to the committee. Over the 65 years of friendship, I have personally witnessed his qualities which will be an asset to the KSBE trustee position. I have known Keith, where he has demonstrated compassion for his fellow man. His professionalism is unwavering which compliments his generosity, respectability, unbiased, and knowledge of issues facing our State.

When we get together, facetime, text, or traveling, he is always aware of his audience. He is proud of his Hawaiian ethnicity and the plight of the Hawaiian people. When he appears on a different panels and forums, he does provide a possible solution to the topic of discussion. Very impressive. Of course, we always talk about our early years and our rearing. Keith is fun to be around and makes everyone feel comfortable. He does not flaunt his success and treats everyone as equals. Keith is a great listener, well read, and well traveled.

I will site a brief example of his above stated qualities. When one of our destitute classmates passed, he spear headed with our classmates to pay for the funeral expenses to eliminate the burden for the family. When on the Island, he makes it a point to visit our family members who are now aging. Keith will go to the care centers, care homes, and hospitals if necessary. Keith and others willingly helped out nuns with maintenance at their covenant. His monetary donation to many establishments dwarfs his dedication to serving several organizations.

Lastly, on one of our trips to Las Vegas, I was lucky enough to be a winner. I took care of our dinner, show tickets, and of course, cigars. Several weeks after our trip, I received a thank you card from Keith. Within that card he quotes "Sometimes it's harder to be a winner than it is to be a Loser." I still have that card.

With great confidence, I submit the above comments for the committee's favorable appointment of Keith Vieira to the trustee position to KSBE Board.



Duane Rapoza Sr.
320 Malaai Road
Hilo, Hawaii 96720
808-937-9374

Duane Rapoza Sr.
320 Malaai Road
Hilo, Hawaii 96720

Trustee Screening Committee
C/O Inkkinen Executive Search
1003 Bishop Street
Honolulu, Hawaii 96813



Inkinen Executives

From: Nada Ashrafi <nashrafi@saintlouis.hawaii.org>
Sent: Tuesday, December 23, 2025 1:15 PM
To: Inkinen Executives
Subject: Letter of Recommendation for Keith Vieira from Saint Louis School Board Chair
Attachments: Scanned from a Xerox Multifunction Printer.pdf

Aloha e Kamehameha Schools Trustee Screening Committee,

Please see the attached letter of recommendation for Keith Vieira from the Saint Louis School Board of Trustees Chair, Marlene DeCosta.

Please advise if anything additional is needed.

Mahalo,
Nada

Nada Ashrafi, M.B.A., M.I.B.
Executive & Communications Manager

Phone: (808) 739-4828
Cell: (808) 761-6495
Email: nashrafi@saintlouis.hawaii.org
Website: www.saintlouis.hawaii.org

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Saint Louis School

3142 Waialae Ave. Honolulu, HI 96816



“Brotherhood for Life”

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SAINT LOUIS SCHOOL

Trustee Screening Committee
c/o Inkinen Executive Search
1003 Bishop Street Suite 1477
Honolulu, HI 96813

Re: Keith Vieira

Aloha e Kamehameha Schools Trustee Screening Committee,

As the Saint Louis Board of Trustees Chair, I am writing to endorse Keith Vieira as a qualified candidate for a Kamehameha Schools Trustee. My association with Keith began 7 years ago during the first year of our service to Saint Louis.

As a fellow Trustee, he consistently has brought wisdom to our deliberations, always challenging both Administration and fellow board members to quantify our expectations and to deliver timely results.

He has led two Board Committees, Athletics/Health and Marketing/Development, taking the primary role of Committee Chair, especially in the last two years. In this capacity, he has taken the lead working with Administration, focusing on the current and future health of all of our students, not only those who play sports, although approximately 80% of our students play some sport. This commitment to our students is especially important for all ethnic groups attending Saint Louis, although approximately 60 % of our students self-declared as Hawaiian. This Health initiative extends to the families of our students and will create a foundation that will carry with them into their adulthood, affecting generations to come.

As the Chair, I am grateful for Keith. He is always prepared, always on time, always bringing the broader viewpoint. If he cannot attend a meeting, he provides the information that will allow the others to continue the work at hand. Currently, this Board is in the process of establishing the Board Strategic Plan, focusing on significant policy positions for 2025-2030. Keith has brought his best to this process. He does not hesitate to keep the focus on the discussion essentials until the entire Board understands the position at hand. He is persistent, yet accommodating.



SAINT LOUIS SCHOOL

A lot is known about Keith's business acumen but it is Keith's character that is immeasurable. Honest, amiable, operates with integrity and responsibly delivers. His final Board term expires on 6/30/27 as does mine. I will miss working with him in the years to come. I am hopeful he will continue to make a mark in our community as perhaps as a Kamehameha Schools Trustee.

Aloha for now,

Marlene R. DeCosta, Board of Trustees Chair

Inkinen Executives

From: tvericella@gmail.com
Sent: Sunday, December 28, 2025 11:55 PM
To: Inkinen Executives
Cc: 'Tony Vericella'
Subject: RE: Public Comment In Support of KS Trustee Finalist Keith Vieira

Aloha Kamehameha Schools Trustee Screening Committee,

On behalf of my wife, Dana I Mehau-Vericella (Janice I Mehau, KS Class of 1971) and myself, Anthony S Vericella, we are happy to submit comment in strong support of Keith Vieira to become the new Kamehameha Schools Trustee.

We have known Keith and his family for forty years.

Keith, a native Hawaiian, born and raised in Hilo, has always exemplified excellence, innovation, cultural stewardship, and aloha throughout his outstanding leadership career in Hawai'i's hospitality and tourism sector. His overall expertise and tenacity, in taking on tough issues, are recognized locally, nationally, and internationally.

He has also served on the Board of Directors of several Hawai'i Companies as well as Education and Community non profit Boards.

Although he has attained various achievement awards, he would be the first to credit the great team that surrounds him and how together they challenged themselves and each other to innovate and believe that shared efforts deliver shared success.

Keith has always demonstrated a strong focus on education and getting local kids into leadership roles throughout the hospitality industry and beyond.

While at ITT Sheraton and Starwood Hotels & Resorts Hawai'i, Keith increased internships to 125 per year and management trainees to 25 per year.

He also launched the, "Women in Leadership", initiative to diversify the management team throughout Hawai'i.

A graduate of UH, Keith is always giving back through his active participation in UH College of Business/Shidler School of Business, TIM School Advisory Board, and MBA Orientation as well as being a major donor through the Keith Vieira Endowed Scholarship... For the last decade, Keith has taught Mentoring classes at UH to prepare students for the job market, helping them understand their "why" and to create and share their story.

He is a True Friend...still very close with his childhood friends from St Joseph's in Hilo 60+ years ago...

Keith believes in Cherishing your Friends...Giving Back to your community... Sharing... Living Aloha.

Mahalo nui loa,
Dana I Mehau-Vericella and Anthony S Vericella
(Janice I Mehau, KS Class of 1971)

tvericella@gmail.com
808-295-0200 (m)

Inkinen Executives

From: Beverly Mehau <beverlymehau@gmail.com>
Sent: Tuesday, December 30, 2025 9:50 AM
To: Inkinen Executives
Subject: Public Comment In Support of KS Trustee Finalist Keith Vieira

Aloha Kamehameha Schools Trustee Screening Committee,

On behalf of my deceased husband, Larry E Mehau (KS Class of 1948), myself, Beverly J Mehau (Beverly J Rodgers, KS Class of 1949), and our children, we are happy to submit comment in strong support of Keith Vieira to become the new Kamehameha Schools Trustee.

Three of our children were also graduates of Kamehameha Schools:

Janice (Dana) I Mehau, KS Class of 1971; Theanne (Anela) Mehau, KS Class of 1973; and Tom O Mehau, KS Class of 1977.

We have known Keith and his family for more than forty years.

Keith, a native Hawaiian, born and raised in Hilo, has always demonstrated excellent leadership skills, strong character to address difficult issues, natural desire to perpetuate our Hawaiian culture and to share aloha.

His accomplishments in the hotel and resort sectors of hospitality and tourism are recognized throughout Hawai'i and beyond. Keith has always believed in building the best team around himself and in practicing the Hawaiian proverb, "No task is too big when together by all."

Keith has also served on the Board of Directors of several Hawai'i Companies as well as Education and Community non profit Boards.

His parents instilled in him the importance of education, which has always driven him to have a strong focus on education and to help local kids achieve leadership roles throughout the hospitality industry and beyond.

Keith, a graduate of UH, is always giving back to UH through his active participation as well as by being a major donor through the Keith Vieira Endowed Scholarship.

For the last decade, Keith has taught Mentoring classes at UH to prepare students for the job market, helping them understand their "why" and to create and share their story.

He is a True Friend...still very close with his childhood friends from St Joseph's in Hilo 60+ years ago...

I know that Keith will be an excellent Kamehameha Schools Trustee, who we can all be proud of.

Mahalo nui loa,

Beverly J Mehau

(Beverly J Rodgers, KS Class of 1949)

beverlymehau@gmail.com <mailto:beverlymehau@gmail.com>

808-989-0458 (m)

Inkinen Executives

From: Joseph Vericella <joseph.vericella@gmail.com>
Sent: Tuesday, December 30, 2025 1:05 PM
To: Inkinen Executives
Subject: Written Support for Keith Vieira Pursuing Trustee position

Attention: Kamehameha Schools Trustee Screening Committee

To Whom It May Concern,

As a Native Hawaiian, an alumni of Kamehameha Schools Kapalama campus and a resident of Hawaii for 21 years, I am excited to submit my strong support of Keith Vieira being selected to fill the vacant Kamehameha Schools Trustee position.

To me, he is Uncle Keith, a close family friend that I've known my entire life (now 37 years and counting). What started as a business acquaintance of my Father quickly turned into a strong friendship which in turn led me to gain a caring, generous and fun "Uncle." I was so blessed to have spent so much time with Uncle whether it be the numerous family gatherings or at community functions. And to this day, even though we are separated by thousands of miles, and haven't had a chance to visit in person, he never forgets to reach out on my birthday and to wish my siblings and I a Merry Christmas.

While I am not versed in the intricacies of the trustee job duties, I firmly believe it boils down to supporting the legacy of Pauahi's vision for Hawaii's future and specifically its keiki. To do that one has to be caring, do the right thing, work hard and be smart. In short, one has to have character. Iam beyond proud to say Uncle Keith has that - that unteachable trait which sets them apart from those with similar resumes.

As a fellow Native Hawaiian, I know he understands the consequences of oppression, the lack of opportunity, and the lack of support, as well as how vital education is in ensuring not just the success of individuals but of entire communities and cultures. Beyond his heritage, his actions and storied career also exemplify his understanding of this throughout his life.

Uncle Keith has maintained a strong friendship with my family and Father in particular, over 40 years and has been there for him especially as he cares for my Mother's terminal illness.

Uncle Keith, since as far back as I can remember, is always attending fundraisers and donating to important community organizations such as Assets School which specializes in education for children with learning differences. He even has created his own annual scholarship.

Uncle Keith serves (served) on many local Board of Directors including those in the non-profit and education sectors.

Uncle Keith has been very involved in higher education as well, specifically with the University of Hawaii, whether it's teaching courses, serving on advisory boards or mentoring.

While at Starwood Hotels & Resorts, I know internships were a passion of his where he not only encouraged their use but actively created many additional roles.

His impact in Hawaii Tourism rivals that of my Dad's and he was the other person whom I looked up to and wanted to emulate when choosing my career path many years ago. He showcased how you could succeed in an industry that caters to those aboard while still putting Hawaii first and so I too followed into Hotel Management; Where I could make everyone feel welcomed while showing off what is so uniquely special about our Aina.

In summary, I am honored to know Uncle Keith and it would be in the best interest of all those served by the Kamehameha Board of Trustees to let him support them - to let him ensure their success.

I've considered many individuals for roles over my career and know that what's on paper only tells half the story. Hopefully this email and other letters of support, which I'm sure he will receive, help to tell the other half: That Keith Vieira is the right person for this opportunity, that he is trustworthy, responsible and will serve with pono.

Mahalo,

Joseph Kekoa Vericella
(Kapalama Campus Class of 2007)

joseph.vericella@gmail.com
808-389-0829

Inkinen Executives

From: Mikioi Vericella <mikioisouza@gmail.com>
Sent: Tuesday, December 30, 2025 6:08 PM
To: Inkinen Executives
Subject: Public Comment In Support of KS Trustee Finalist Keith Vieira

To Whom It May Concern,

We are writing in support of our uncle, Keith Vieira, for consideration as a Trustee of Kamehameha Schools.

We have known Uncle Keith for most of our lives, not just as a respected leader in our community, but as someone who has always shown up for our 'ohana with care and encouragement. His character has been consistent for as long as we've known him. He leads with kindness, listens thoughtfully, and treats people with humility and respect.

As small business owners in Hawai'i, we know how much it means to have people in your corner who truly care about what you are building. Uncle Keith has always been one of those people for us. From the early days of our business to now, he has cheered us on and shown genuine interest in our work and our mission. We honestly cannot recall a day that he and Aunty Jo Anne did not show up at Kahala Mall when we had a pop up booth just to give us their aloha. His support has always come from a place of belief, care for our people, and commitment to the next generation. He is someone who truly cares for the future of Hawai'i. He proves this in all his work he has done for Hawaii students pursuing higher education. He sits on many boards for educational organizations like local charter schools and Shidler College.

As a Native Hawaiian, Uncle Keith understands both the history and present-day challenges faced by our lāhui, and the critical role education plays in creating opportunity and preserving culture. We believe the role of a Kamehameha Schools Trustee requires heart, integrity, and a true commitment to Pauahi's legacy and Hawai'i's keiki. Uncle Keith embodies those values and approaches stewardship with care and intention.

It is an honor to support Uncle Keith. We have full confidence that he would serve Kamehameha Schools with dedication and the best interests of students, families, and the broader lāhui at heart.

Mahalo for your consideration,

Nicholas Vericella % 2007
Mikioi (Souza) Vericella % 2007

nicholas@vericella.com

mikioisouza@gmail.com

808-389-3789

KEITH VIEIRA

PUBLIC COMMENT

submitted via online



Kamehameha Schools®

TRUSTEE SEARCH 2025-2026

KEITH VIEIRA

Online Public Comment

1. Brandon Wong
8087802729
12/2/2025 10:56:20 AM

I strongly feel that Mr. Vieira would NOT be a good fit for Trustee of Kamehameha Schools. In his previous role at Hookakoo Corporation he appeared to demonstrate little understanding of, and willingness to understand community and the education sector. I am aware of a number of instances where he failed to connect with and listen to community as it pertained to the educational offerings from select charter schools and there was a significant backlash against his involvement which may be a risk to Kamehameha's reputation and efforts to improve community relations and create change for Native Hawaiians in the education space. While I understand the need for a business minded person to be on the board, that person should be able to think across sectors and community seamlessly. My personal opinion is that this would be a challenge for Mr. Vieira outside of his home industry of tourism.

2. Dr. Harvey Chong Jr DDS
808 938-7333
12/2/2025 1:54:38 PM

I am writing to support the candidacy of Keith Vieira as a trustee of the Kamehameha Schools.

I have known Keith for over 60 years and have always known of his proud Hawaiian heritage. I will not comment on his professional achievements as they speak for themselves.

I will however like to speak about his strong sense of 'ohana. When my wife required eye surgery at Queen's 8 years ago, the Vieira's graciously opened their doors to us. Again when I required open heart surgery 5 years ago we stayed at Keith's home. He also mentors and helps a dear classmate of ours who has MS. Keith even makes it a point to visit my 94 year old mother whenever he is in Hilo. In short he has always been there for us, our families and friends.

I have no doubt that if Keith is selected he would again demonstrate his commitment and talent to your 'ohana and be a very worthy choice of trustee.

sincerely,

Dr Harvey Chong Jr

3. Paa Carvalho
paacarvalho808@gmail.com
12/3/2025 9:41:56 AM

I write to oppose the candidacy of Keith Vieira for Kamehameha Schools Trustee. While he has significant experience in the hospitality and tourism industries, I believe that background makes him a questionable fit for the unique mission and responsibilities of KS at this critical moment. First, Vieira's career has been overwhelmingly tied to the tourism and visitor industry – hotels, resorts, tourism consulting, and the economy of external visitors. In recent public statements, he has defended tourism-driven models that prioritize visitor spending, hotel occupancy, and short-term rentals over sustainable community welfare, environmental stewardship, and 'āina-based values.

That perspective conflicts with KS's foundational values, which emphasize Native Hawaiian wellbeing, long-term 'āina stewardship, cultural integrity, and educational uplift of our lāhui – not tourism-driven economic models that can exacerbate over-development, housing pressures, and community displacement.

Second, KS is being asked now to navigate a complex web of legal, cultural, and economic challenges – the type of challenges that demand a trustee grounded in community-rooted values, regenerative economics, kuleana to 'āina, and a deep understanding of Native Hawaiian identity and need. A tourism-industry insider, whose worldview centers on maximizing visitor industry profits, may not bring the kind of mindset that respects and prioritizes the unique obligations KS has to its beneficiaries, to 'āina, and to future generations.

Third, the visitor-industry mindset tends to view Hawai'i's land, people, and culture through a commodified lens – as resources to be leveraged for short-term gain, often benefiting outside or transient interests. That is fundamentally at odds with the mission of KS, which is not about profit from tourism, but about sustaining a lāhui, nurturing keiki, honoring kuleana to 'āina, and investing in long-term generational prosperity. Entrusting KS's future to someone whose livelihood and worldview are embedded in global tourism risks tilting decisions toward extractive models – contrary to what 'āina-based, community-focused trusteeship should be.

Finally, while Vieira's financial and business credentials are strong from a commercial hospitality standpoint, KS's governance needs go beyond conventional business success. The role calls for deep cultural sensitivity, Native Hawaiian values, commitment to education and equity, and a regenerative long-term vision for Hawai'i. Vieira's track record does not clearly demonstrate those particular qualities or values at the level KS now requires.

For these reasons – a tourism-industry background that emphasizes visitor-driven economics, a worldview misaligned with regenerative, 'āina-centered stewardship, and a lack of evident grounding in the cultural and community priorities of KS beneficiaries – I believe Keith Vieira is not a suitable candidate for KS Trustee at this moment.

4. Janice Kekoa
jkekao@gmail.com
12/3/2025 2:36:38 PM

Keith Vieira has a history of unwanted advances on female vendors, co-workers. Not a good example of "a recognized reputation of integrity and good character". Please reconsider his candidacy.

5. Leon Yoshida
lyoshida@hawaiiantel.net
12/3/2025 4:48:30 PM

I have known Mr. Vieira for over 50 years through my work in the tourism industry. He is highly respected in the visitor industry, not only in Hawaii but also nationally and internationally. Because of his knowledge and experience, I solicited his counsel many times in the past, especially when I served on the HTA Board of Directors from 2005 - 2012 (two terms). Mr. Vieira always took the time to meet with me because he truly cares about Hawaii. Mr. Vieira is an astute businessman as well as compassionate about Hawaii's culture, destination, and sense of place. He values residents' sentiment while at the same time recognizes the need for balance between their concerns and the contribution of the tourism industry to a strong Hawaii economy. He administered many employees and their welfare throughout his career. By understanding the importance of training, providing service with Aloha Spirit to visitors through his employees as well as educating visitors through wholesalers, airlines, and dotcom companies, Mr. Vieira provided great balance to ensure everyone's satisfaction.

I strongly recommend Keith Vieira for the Kamehameha Schools Board of Trustee.

Aloha,

Leon

6. Nicole Suzuki
8083482845
12/8/2025 7:44:57 PM

I do not support the nomination of Keith Vieira to the Kamehameha Board of Trustees. While he has a great deal of business experience, his focus on education and demonstrating care for students in an educational setting is lacking and this concerns me as a Kamehameha Schools parent and an educator (non-KS). He does have experience as a member of the Ho'okako'o board for 3 charter schools. I used to teach at one of those schools and my experiences with Mr. Vieira were unpleasant. He once came to speak to my class and was aloof, cold, and dismissive toward the students. He acted as if he was only there because he had to be, not because he cared about the students at all. As an educator, I want those in leadership to value the education profession and the students they serve. As a parent, I want a board member who is going to genuinely care for the education of my child and all children in the school and community. Again, while he may have great business acumen, he is lacking in genuine care for students and education. The other candidates have both the resumes and demonstrated success in business, education, and community development. Mahalo.

7. Larisa Patrick
8087248228
12/10/2025 3:59:56 PM

He will be the most responsible.

8. Patricia Wong
Pbktwong@gmail.com
12/10/2025 5:22:02 PM

Do not accept Keith vieira as a kamehameha trustee. His background is tourism which is not sustainable for Hawaii.

9. Chanelle loa
Chanelleloa@gmail.com
12/10/2025 8:29:48 PM

THIS SHOULD NEVER BE ALLOWED.

10. Chanelle loa
Chanelleloa@gmail.com
12/10/2025 8:30:35 PM

LEAVE HAWAII FOR HAWAIIANS

11. Mariah Melanie Metzger
mariahmelanie@yahoo.com
12/10/2025 9:14:15 PM

I do not agree with Vieira becoming a candidate for board of trustee of Kamehameha Schools.

12. Ifit Hoppe-Cruz
18087978887
12/10/2025 10:00:18 PM

I am concerned that, as a former executive of an international hospitality business, Keith Vieira does not represent my interests and the interests of the working people of Hawai'i. I am not opposed to tourism as it is a major industry in Hawai'i which provides jobs for our people. I believe, however, if KS were to elect a trustee from the Hospitality industry they would find far better and more pono stock from the rank and file workers or their union representatives.

13. Precious James
8085189829
12/10/2025 11:08:10 PM

I am AGAINST Keith Vieira to be a Kamehameha Trustee.

14. Waipiolani Chang
Waipiolanichang@gmail.com
12/11/2025 5:45:52 AM

We DO NOT TRUST Vieira for trustee of Kam schools.

15. Deanna Chang
dkchang.1965@gmail.com
12/11/2025 11:07:10 AM

Keep Bishop street out of Bishop Estate

16. Kawaiohawaiki Luana Anakalea
8086281117
12/11/2025 12:21:08 PM

Keith Vieira is a highly respected leader in Hawaii's visitor industry, with a strong background in business, education, and community service. He's been selected as one of three finalists for the Kamehameha Schools trustee seat, alongside Olin K. Lagon and Eric K. Yeaman.

Some of his notable achievements include:

- ***Education Advocacy***: Vieira has served on the boards of several local charter schools and educational organizations, advocating for increased funding for early childhood education.
- ***Community Service***: He's a board member for Catholic Charities, Friends of Hawaii Charities, Hawaii Children's Action Network, and the YMCA capital campaign.
- ***Business Leadership***: Vieira spent 33 years with Starwood Hotels & Resorts, rising to senior vice president and director of operations for Hawaii and French Polynesia.
- ***Philanthropy***: He donated \$1 million to the University of Hawaii's Shidler College of Business, establishing the Keith Vieira Endowment for Kamaaina Student Scholarships. Vieira's commitment to education and community service aligns with Kamehameha Schools' mission to provide quality education to Hawaiian children. The Probate Court will review the finalists and appoint a new trustee to succeed Robert K.W.H. Nobriga, with a five-year term and potential reappointment.

17. Vanessa Keliiholokai
vakeliih@ksbe.edu
12/11/2025 12:31:22 PM

In reviewing information about this persons employment background and history, I find that there is no relation to education, conservation, cultural and 'olelo Hawaii practices to represent the keiki of Hawai'i. He will not be an advocate for the preservation of Pauahi's Will. I strongly oppose of this candidate.

18. Nakanenapuaokanealoha Ryan Seabury
8088973630
12/11/2025 2:15:46 PM

The land should go back to the people selling out side and making private is wrong especially when there's proof this land was illegally sold sell out

19. Kiley Kealoha
Kiley.kealoha@yahoo.com
12/11/2025 2:27:04 PM

Not Keith! We need someone that will protect our people and our lands!

20. David Shizuma
kawikasmail@gmail.com
12/11/2025 3:29:13 PM

The tourism industry is very different than the industries that Kamehameha Schools is a major influencer of. With the foundation of Pauahi's will, education has been the major focus for the school, improving the lives past, current, and future generations of Native Hawaiian keiki. To do this, one needs a solid foundation and understanding of both cultural values and educational epistemology.

Per Keith's background and experience, he is not the best candidate for the trustee position of Kamehameha Schools.

21. Sun Wong
sun@cmmarketingsolution.com
12/15/2025 2:20:19 PM

Aloha e Members of the Judicial Selection Commission,

I am writing to express my strong support for Keith Vieira as a finalist for the position of Trustee of Kamehameha Schools. I offer this endorsement with deep respect for the kuleana of this role and with full confidence in Keiths ability to serve with integrity, stewardship, and unwavering commitment to Hawaiis keiki and lahui.

As someone who has known and worked alongside Keith for many years, including during my time at Outrigger Enterprises Group and now as Founder and CEO of CM Marketing Solutions, I have witnessed firsthand the breadth of his leadership and the depth of his character. His decades of service to Hawaii, including his recent recognition with the 2025 Kilohana Hospitality Awards Career Achievement honor, reflect not only professional excellence but an enduring dedication to elevating our islands and the people who call them home.

Because of his size, he naturally commands attention, but he uses that presence to stand up for others and has long been one of the strongest advocates for women, especially local women. My own background has made me very aware of the importance of leaders who uplift others. I was raised primarily in Riyadh, Saudi Arabia and Rome, Italy and Hawaii was the first state I ever lived in within the United States. For most of my life, I was a minority and often experienced discrimination as a dark skin Asian woman. Hawaii was the first place where I truly felt a sense of belonging and acceptance. These experiences shaped my appreciation for leaders who create space for diverse voices and who champion fairness, opportunity, and representation. Throughout my career, from my time as an executive at Outrigger Enterprises Group to founding CM Marketing Solutions, I have seen how rare it is to find someone who uses influence to elevate others with sincerity and courage. Keith is that kind of leader.

Keiths commitment to education further demonstrates why he is exceptionally well suited to serve as Trustee. His longstanding support of the University of Hawaii and the Shidler College of Business, including the establishment of the Keith Vieira Hoowaiwai a Hoonauao Endowed Scholarship, reflects his belief that education is foundational to strengthening Hawaiis future. He has mentored countless students, emerging leaders, and local professionals, encouraging them to pursue excellence while staying grounded in community and purpose.

Across his career as a senior executive, consultant, educator, and community leader, Keith has consistently demonstrated:

- Strategic and grounded decision making
- A strong ethical compass and deep humility
- Cultural awareness and respect for Hawaiian values
- Financial and operational expertise appropriate for a major trust
- A lifelong commitment to education and opportunity for Hawaiis youth

- Consistent advocacy for equity, representation, and community voice

These qualities are essential for a Kamehameha Schools Trustee, someone who must balance fiduciary stewardship with cultural, educational, and community impact.

For these reasons, I offer my full support for Keith Vieira. I am confident that he will serve with distinction, humility, and steadfast dedication to Princess Pauahi's legacy.

Mahalo nui for your thoughtful consideration.

With respect,

Sun Wong

Founder and CEO, CM Marketing Solutions

sun@cmmarketicsolutions.com

| 925 818 7737

22. Glenn Medeiros
808-358-8267 gmedeiros@saintlouis.hawaii.org
12/18/2025 3:28:15 AM

Aloha e Members of the Judicial Selection Commission,
Keith Vierra has been a member of the Saint Louis School Board of Trustees for several years. As the President of Saint Louis School for the last eleven years, I have worked with board members from a wide range of backgrounds, including CEO's of banks, large business owners, attorneys, and more. Keith Vierra stands out amongst them in many ways. It is no wonder that the late Tony Guerrero personally asked him to join our board, telling me before his passing that Keith is one of the most intelligent, caring, and hardworking people he had ever met and that he would be an excellent addition to our board.

Keith attends every meeting and arrives early. He is always prepared by working with committee members beforehand to complete the necessary work needed, so that at each meeting he reports on the progress he has made in collaboration with others. Keith is very conscious of his time and others'. He keeps our meetings focused when we sometimes lose direction, and his consistent reminders to base decisions on longitudinal data are impressive. Although Keith has a commanding presence because of his physical stature and strong voice, he is one of the most caring board members I have worked with. During challenging moments, Keith was one of the most supportive individuals, sending personal texts and emails to ensure that I had the support I needed.

Finally, Saint Louis School's student population is approximately 63 percent Native Hawaiian. During board meetings, Keith consistently shares his concerns about our Native Hawaiian students and provides many of his contacts in the Native Hawaiian community to help serve them. From providing suggestions on how we can improve the health and well-being of our Native Hawaiian students to connecting us with members of the Native Hawaiian community who are experts in various fields of study, Keith cares for all of our students, especially our Native Hawaiian community.

Keith Vierra would be an excellent addition to your Board of Trustees. I highly recommend him.
Sincerely,

Glenn Medeiros, Ed. D
President of Saint Louis School
gmedeiros@saintlouis.hawaii.org

23. Rev. Noelani Jai
alohajai@gmail.com
12/19/2025 3:09:09 PM

Having reviewed background materials and watched the candidate forum, I don't believe Mr. Viera would be the best candidate. He articulated a vision for "more Native Hawaiians in the trades", and had far too much emphasis on the hospitality industry connected to Kamehameha Schools which simply did not comport.

24. Lisa Lehuanani Chang
(808) 861-3232
12/19/2025 8:56:18 PM

Please not him. He sounded like a contestant in a pageant when he answered, very broad, and general. He didn't know specifics. He didn't strike me as very intelligent.

25. Erik Kloninger
ekloninger@gmail.com
12/25/2025 8:12:00 AM

I have seen Keith Vieira speak to women in an inappropriate, unprofessional manner. For example, commenting on the appearance of women's feet at professional events. This includes chastising women for wearing closed toe shoes. He appears to be fascinated with women's feet and his practice of sharing his assessments of the appearance of their feet with women is creepy.

26. Kahua Maa
missteamaa@gmail.com
12/25/2025 11:08:42 PM

Effective stewardship of the Kamehameha Schools Trust requires a diverse board. With the tourism sector already represented by current Trustee Elliot Kawaiho‘olana Mills, the addition of Keith Vieira would be redundant rather than additive. Beyond the issue of professional overlap, there is a concern regarding Mr. Vieira’s alignment with the Hawaiian values essential to this role. Without a proven foundation in these values, balancing the trust’s monetary needs with its cultural mission becomes difficult. Therefore, I humbly request that the court not select Keith Vieira for this position.

27. Punohu Keahi
punohukeahi@gmail.com
12/25/2025 11:22:40 PM

To best advance the mission of ke Ali'i Pauahi's trust and meet the diverse needs of Native Hawaiian children, the Board of Trustees should include leaders from varied professional backgrounds. The board already includes representation from the tourism industry through Trustee Elliot Kawaiho'olana Mills. As such, appointing Keith Vieira would provide limited additional benefit. Furthermore, Vieira lacks deep roots in Hawaiian culture and values, which would hinder his ability to appropriately balance the trust's cultural and financial responsibilities. For these reasons, I respectfully ask the court not to appoint Keith Vieira as the next Kamehameha Schools Trustee.

28. Kāhealani Keahi
kahealanikeahi@gmail.com
12/25/2025 11:29:27 PM

To best serve the diverse needs of the Native Hawaiian children for whom ke Ali'i Pauahi established her trust, the board should be composed of leaders from a variety of industries. Current trustee Elliot Kawaiho'olana Mills is already a voice from the tourism industry. As such, the marginal benefit of selecting Keith Vieira would be negligible. Vieira is also not rooted in Hawaiian culture and values. Thus, he would have difficulty balancing the monetary and culture needs of the trust. I humbly ask the court NOT to selected Keith Vieira as the next Kamehameha Schools Trustee.

29. Piimoku keahi
Piimokuk@gmail.com
12/26/2025 12:02:49 AM

To best serve the diverse needs of the Native Hawaiian children for whom ke Ali'i Pauahi established her trust, the board should be composed of leaders from a variety of industries. Current trustee Elliot Kawaiho'olana Mills is already a voice from the tourism industry. As such, the marginal benefit of selecting Keith Vieira would be negligible. Vieira is also not rooted in Hawaiian culture and values. Thus, he would have difficulty balancing the monetary and culture needs of the trust. I humbly ask the court NOT to selected Keith Vieira as the next Kamehameha Schools Trustee.

30. McKenna Kala'i Hewitt
8088962430
12/26/2025 1:04:56 AM

To best serve the diverse needs of the Native Hawaiian children for whom ke Ali'i Pauahi established her trust, the board should be composed of leaders from a variety of industries. Current trustee Elliot Kawaiho'olana Mills is already a voice from the tourism industry. As such, the marginal benefit of selecting Keith Vieira would be negligible. Vieira is also not rooted in Hawaiian culture and values. Thus, he would have difficulty balancing the monetary and culture needs of the trust. I humbly ask the court NOT to selected Keith Vieira as the next Kamehameha Schools Trustee.

31. Herman Kepani Jr
(808) 349-1064 | kepanijrh@gmail.com
12/26/2025 7:15:13 AM

Aloha nui loa,

I respectfully submit this public comment in strong support of Keith Vieira as the next Trustee of Kamehameha Schools Bishop Estate.

As a Hilo native and longtime leader in Hawaii's tourism and hospitality industry, Mr. Vieira brings deep local roots, proven executive leadership, and a lifelong commitment to education and community development. His decades of service with Starwood Hotels & Resorts, his leadership through KV & Associates Hospitality Consulting, his role with the Hawaii Tourism Authority, and his philanthropic investment in local student scholarships through the University of Hawaii clearly demonstrate his dedication to Hawaii's people and future workforce.

In comparison, Olin Kealoha Lagon brings valuable civic experience through his work with the City and County of Honolulu and various nonprofit organizations. Eric K. Yeaman has held major executive roles at Hawaiian Telcom, Hawaiian Electric, First Hawaiian Bank, and previously served as CFO and COO of Kamehameha Schools. However, Mr. Yeaman's professional relationship with John Komeiji—who served recently as General Counsel and VP at KSBE—raises reasonable public concern regarding potential conflicts of interest and entrenched institutional networks.

For these reasons, I believe Keith Vieira represents a welcome and positive change—one rooted in local values, community engagement, education, and transparent leadership. His background reflects real-world experience in workforce development, student opportunity, and economic sustainability that directly aligns with the mission of Kamehameha Schools.

I also respectfully urge KSBE and the Probate Court to continue expanding open, honest, and transparent public participation in trustee selection—just as is being demonstrated through this current public comment process. Trust, accountability, and community voice must remain central to stewarding Princess Pauahi's legacy.

Mahalo nui loa for the opportunity to share my perspective, and for your continued service to the people of Hawai'i.

32. Lana L Luke
loganslukie@gmail.com
12/26/2025 9:48:21 AM

I believe that Keith Vieira is not rooted in Hawaiian culture and our values.
Please do not select Keith Vieira as the next Kamehameha Schools Trustee.

33. Clarence Harvey Luke
c_harvey01@hotmail.com
12/26/2025 11:26:51 AM

Please DO NOT SELECT Mr.Vieira as a trustee as I don't believe he can address the Hawaiian cultural issues adequately

34. Maile Tiwanak
alohaappraisal@gmail.com
12/26/2025 12:25:44 PM

Keith Vieira is not best aligned with Hawaiian practices and needs thus I would not recommend him as a selection.

35. Leiohu Richmond
go4leilei@gmail.com
12/26/2025 10:47:11 PM

Keith Vieira

To best serve the diverse needs of the Native Hawaiian children for whom ke Ali'i Pauahi established her trust, the board should be composed of leaders from a variety of industries. Current trustee Elliot Kawaiho'olana Mills is already a voice from the tourism industry. As such, the marginal benefit of selecting Keith Vieira would be negligible. Vieira is also not rooted in Hawaiian culture and values. Thus, he would have difficulty balancing the monetary and culture needs of the trust. I humbly ask the court NOT to selected Keith Vieira as the next Kamehameha Schools Trustee.

36. Roger Dunn
Rogerdunn@gmail.com
12/29/2025 1:28:43 AM

I don't know much about this guy but I googled him. My concerns about him as a KS trustee is his entire career is entrenched in HTA Hawaii tourism Authority and the hotel and tourism industry. This is bad for Hawaiians bc Hawaii although may have benefited economically from Tourism it doesn't help local native Hawaiians. Tourism has always had a net negative impact on the native Hawaiians bc it commercialises our culture our language our music etc. it extracts from Native Hawaiians and does not give back to Hawaiians. Most importantly Mr Vieira doesn't sound like he is born and raised in Hawaii and unfortunately I tune out from someone who doesn't sound Hawaiian or even local when they talk about local stuff and Native Hawaiian issues. Tourism doesn't sound like Hawaiian values and perspective if anything it's the opposite

37. Nicole Ishii
nicoleii65@gmail.com
12/30/2025 7:41:15 AM

Please do not pick Keith Vieira! Pick anyone but this man!! Olin at least has the Native Hawaiian values that will lead the school in the right direction and Eric has an incredible amount of experience and connections. Keith seems like he will gentrify Kamehameha Schools. I am a Kamehameha Schools graduate and would hate if Keith was picked.

38. Lana Ululani Robbins
LanaRobbins@gmail.com
12/31/2025 12:55:21 PM

Mahalo to the Trustee Screening Committee members Robin Campaniano, Jason Fujimoto, Wayne Hamano, DreanaLee "Dre" Kalili, Michael "Mike" Rawlins, Kathleen Thurston, and Edwin "Skip" Vincent for this opportunity to comment.

I am a Kamehameha Schools' graduate (Class of 1985.) I was indigent and underprivileged as a child. If it was not for Ke Ali'i Bernice Pauahi Bishop and Princess Ruth Ke'elikolani, I most likely would not have graduated from the University of Washington in Seattle and would likely be on welfare today. Today I am the CEO of my own real estate firm in three states. With that stated, while all three candidates Keith Vieira, Olin Lagon, and Eric Yeaman are well-qualified Hawaiians with humble beginnings, Keith Vieira is the perfect fit for Ke Ali'i Pauahi's vision.

1) Vieira was the first CEO of non-profit Ho'okāko'o Corporation in 2002. Today they manage and operate three public charter schools Kamaile Academy in Wai'anae, O'ahu, Kualapu'u Preschool and Elementary School, an English language and Hawaiian language immersion school on Moloka'i, and Waimea Middle School on Moku o Keawe. This shows his dedication and outreach to poor Hawaiian (and non-Hawaiian) children which is what I used to be. This is a very important quality to me as the poor and disenfranchised are often ignored and/or neglected. I believe that Vieira shows a firm commitment in education which is Ke Ali'i Pauahi's legacy.

2) Vieira has solid business acumen, experience, skills, and vision with Starwood Hotels & Resorts and now as owner of KV & Associates Hospitality Consulting, LLC. This is an important quality to me. Whether kanaka agree or not, capitalism helps many of us crawl out of Poverty, help our 'ohana, then give back to the Hawaiian community at large.

3) Vieira is currently teaching a Personal Branding Workshop at the University of Hawai'i at Mānoa Shidler College of Business and donated \$1 million for the Keith Vieira Endowment for Kamaaina Student Scholarships. To me this shows Vieira's commitment to education which is Ke Ali'i Pauahi's legacy.

Respectfully, I hope you select Keith Vieira as the next Kamehameha Schools' trustee.

Mahalo,

Lana Ululani Robbins Kamehameha Schools Class of 1985
CEO Aloha Real Estate Inc, CEO Aloha Midterm Rentals LLC

39. Adrianne Hee
adriennehee@gmail.com
12/31/2025 2:01:42 PM

To best serve the diverse needs of the Native Hawaiian children for whom ke Ali'i Pauahi established her trust, the board should be composed of leaders from a variety of industries. Current trustee Elliot Kawaiho'olana Mills is already a voice from the tourism industry. As such, the marginal benefit of selecting Keith Vieira would be negligible. Vieira is also not rooted in Hawaiian culture and values. Thus, he would have difficulty balancing the monetary and culture needs of the trust. As a KS Alum, I humbly ask the court NOT to selected Keith Vieira as the next Kamehameha Schools Trustee.