

Bruce U'u was raised in his generational hometown, Paia, Maui and a graduate of Maui High School class of 1985. He is a proud Native Hawaiian and has devoted his life to serving his community in various professional and voluntary roles. Together with his wife, Cathy, Bruce has five children and nine mo'opuna, continuing a strong lineage that deeply influences his approach to leadership and community volunteerism.

Bruce's professional journey began in 1994 when he graduated from the Hawai'i Carpenters Apprenticeship Program. With the knowledge and skills acquired, he advanced to become an Apprentice Instructor at the University of Hawai'i Maui College (UHMC), fostering the next generation of skilled carpenters in the state. Further recognizing his leadership capabilities, he served as a Field Representative for the Hawai'i Regional Council of Carpenters, representing the interests of carpenters at the regional level.

Bruce's commitment to his community extends beyond his profession. He has held multiple leadership roles on various boards, including Vice Chair of the Maui Planning Commission, a member of the Maui Cultural Resource Commission, and Chair of both the Maui Liquor Adjudication Board and the Maui Liquor Commission. As Vice President of Na Hale o Maui, he was integral in driving the organization's mission and strategies forward, "to secure and preserve a permanent supply of affordable housing alternatives for low and moderate income households in Maui County." Currently, Bruce extends his influence and leadership as Board Member of the Hawaiian Canoe Club, House Maui, and an inaugural member of Lui's Hui and the UHMC Chancellor Advisory Board.

Bruce has also dedicated countless hours to community service, including assembling concession stands at the former Collegiate Football All-Star Hula Bowl, Barrio Fiestas, and several Maui County Fairs. He participated in the preplanning stages and the layout of the March of Dimes and Relay for Life. Together with the Carpenter's Union Apprenticeship program building the Hui Aloha Playground, a boundless playground ensuring children of all abilities have the same access to the joyful experience that a park can provide while developing essential skills for life as they learn together through play. Bruce also upgraded shelving and various other aspects of Maui High School's library and installed a shade structure for their Agricultural courses as well as built, set up, and broke down temporary ADA wheelchair ramps for Graduation. Constructed signage for several Maui schools: Kahului and Pomaika'i Elementary and Maui Waena Intermediate. He assisted in the completion of the self-help Hawaiian Homes in Waiohuli, ensuring that our Hawaiian people can continue to call Hawaii home. Bruce helped to refurbish the concession stands at the Ichiro "Iron" Maehara Baseball stadium at War Memorial Stadium. He recreated a duplicate of the original 1941 Lahaina Luna High School boarder's time-clock. Bruce also facilitated in the set up and breakdown for the Wailuku First Friday events. He also built roof structures for Maui Interscholastic League (MIL) sports containers and completed various projects at the University of Hawaii, Maui Campus.

Bruce has always been a fierce advocate for housing for our Maui Nui residents. He has worked tirelessly to ensure that his community members have access to affordable, suitable housing, and his life and work are a testament to his dedication and love for his Hawaiian heritage and his home community. Bruce U'u continues to show his aloha for Maui by his support of education, culture and community for a thriving economy and housing options that enable all of our residents to continue to call Hawaii home.