

## Leelen Park

### EXPERIENCE

#### Executive Director

(2025-Present)

##### Japanese Chamber of Commerce and Industry of Hawai'i, Hilo, Hawai'i

- Lead and oversee a 50+ member board to advance the Chamber's mission and initiatives.
- Manage a membership base of 350+ individuals, representing 280+ businesses across Hawai'i Island.
- Direct membership growth, fundraising efforts, and volunteer recruitment to sustain and expand Chamber activities.
- Develop strategic partnerships and engagement opportunities to strengthen the local business community.
- Organize and execute key events, including networking functions, educational programs, and fundraising initiatives.
- To drive economic development and foster collaboration between local businesses, government, and community organizations.

#### Executive Director

(2024-Present)

##### North Kohala Community Resource Center, Hawi, Hawai'i

- Oversees a team of four (4) staff members, providing guidance, support, and direction to ensure the effective functioning of the organization.
- Manages an annual budget of \$800,000, ensuring fiscal responsibility and adherence to financial goals.
- Develops and implements donor stewardship strategies to engage and retain donors, including personalized communication, recognition, and cultivation efforts.
- Acts as a liaison between the organization and the community, representing NKCRC's mission, values, and interests in various forums and events.
- Collaborates with the board of directors and key stakeholders to develop long-term strategic goals and objectives.

#### Director of Development

(2023-2024)

##### The Food Basket Inc., Hilo, Hawai'i

- Began developing a \$134 million capital campaign, executing strategic fundraising initiatives to meet and exceed financial goals.
- Built and maintained strong relationships with donors, corporate partners, and community stakeholders, effectively communicating the organization's mission and impact.

- Collaborated with the development department to develop innovative fundraising strategies, including major gifts, corporate sponsorships, grants, and events.
- Implemented data-driven approaches to identify and cultivate potential donors, significantly increasing donor engagement and support.
- Tracked and analyzed campaign progress, regularly reporting to senior leadership and the board of directors.

**Director of Community Engagement and Innovation (2022-2023)**  
**The Food Basket Inc., Hilo, Hawai‘i**

- Facilitated and led a media campaign that raised nearly \$100,000 to assist The Food Basket in purchasing food.
- Engaged with community stakeholders to drive innovation and enhance community involvement.

**Deputy Director of Healthy Food Access Initiative (2021-2022)**  
**The Food Basket Inc., Hilo, Hawai‘i**

- Helped provide leadership for the DA BUX program, a program that provides a 50% discount to SNAP customers for locally-grown fresh produce.
- Managed logistics for program activities, including office setup, volunteer coordination, and nutrition education programs.
- Helped develop and implemented the Kaukau 4 Keiki program, providing fresh produce and grocery store gift cards to over 1,700 Hawai‘i Island public school families.

**COVID-19 Emergency Response Project Manager (2020-2021)**  
**The Food Basket Inc., Hilo, Hawai‘i**

- Led the emergency response to the COVID-19 pandemic, organizing and managing community food distributions.
- Designed and implemented drive-thru ‘Ohana Food Drops (OFD) to distribute food to many individuals, serving over 300,000 and conducting over 170 distributions.
- Managed food distribution logistics, ensuring uninterrupted supply chains and timely delivery to communities in need. Coordinated procurement and inventory and collaborated with partners for efficient operations.

**Development Manager (2019-2020)**  
**Bay Clinic, Inc., Hilo, Hawai‘i**

- Managed the development department, coordinating promotional campaigns and securing grant funding.
- Planned and coordinated National Health Center Week, showcasing the clinic’s services and supporting the homeless population.

**District Director (2015-2019)**

### **Aloha Council, Hawai'i Island**

- Managed a district, achieving financial, membership, program, and volunteer goals.
- Provided leadership and training for volunteer leaders and oversaw the operations of the annual Summer Camp.

### **District Executive**

**(2011-2015)**

### **Aloha Council, North Hawai'i, and West Hawai'i**

- Served as a liaison between volunteers and the council, ensuring goal attainment in membership, funding, and volunteer engagement.

## **EDUCATION**

**Bachelor of Education (B.Ed.) in Secondary Education,  
The University of Hawai'i at Manoa, Honolulu, Hawai'i**

**(2008-2010)**

**Technology Education Courses,  
Honolulu Community College, Honolulu, Hawai'i**

**(2006-2008)**

**Culinary Arts Courses,  
Kapiolani Community College, Honolulu, Hawai'i**

**(2003-2006)**

**High School Diploma,  
Kohala High School, Kapaau, Hawai'i**

**(Graduated: 2003)**

## **TRAINING**

- Hawai'i Community Foundation – Hawai'i Emergency Preparedness Cohort (Spring 2022)
- One Shared Future – Cohort Six (Fall 2019)
- People Management Training Module 1 (Spring 2016)
- Professional Development Training Modules 3 and 2 (Spring 2015 and 2013)
- Professional Development Training Module 1 (Spring 2011)
- National Camp School Training (Spring 2011)

## **AWARDS AND RECOGNITIONS**

Eagle Scout Award, Boy Scouts of America (April 2002)

Vigil Honor, Order of the Arrow, BSA (June 2002)

Founder's Award, Order of the Arrow, BSA (2005)

## **SKILLS**

- Fundraising and donor cultivation
- Relationship management
- Project and event coordination

- Database management
- Public speaking
- Managerial functions
- Leadership skills
- Computer skills (Windows and Mac OS, Microsoft Office, Google Applications, Adobe Creative Suite)

## **MEMBERSHIPS/BOARDS**

Feed Hawai'i – Kohala Food Hub (2024-Present)  
**Board of Directors – Vice President**

Hawai'i County Economic Opportunity Council (HCEOC) (2024-Present)  
**Board of Directors**

Japanese Community Association (2023-Present)

Kona-Kohala Chamber of Commerce (2023-Present)

Waimea Community Association (2024-2025)  
**Board of Directors**

Japanese Chamber of Commerce (2023-2025)  
**Chair of Yan Kyari (Young Professionals)**  
**Co-Chair Taste of Hilo Committee**  
**Co-Chair Membership Committee**  
**Board of Directors**

Hilo Crescent City Lions Club, (2021-2025)  
**Serving as President (2022-2024)**

Hawai'i Island Chamber of Commerce (2010-2024)

## **REFERENCES AVAILABLE UPON REQUEST**