



# Winona Kealamapuana Ellis Rubin

AUG 25, 1929 - AUG 29, 2024



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**W**inona Kealamapuana Ellis Rubin, born August 25, 1929, was one of six children of former Chairman of County of Kaua'i William Ellis and Maraea Ellis of Kupolo, Kaua'i, and the widow of Judge Barry J. Rubin. Mrs. Rubin was a former Director of the State of Hawai'i Department of Human Services and a co-founder of ALU LIKE, Inc., a statewide Native Hawaiian multi-service organization. She was preceded in death by siblings Robert, Marian, Edith, Patrick, and Dorothy. She passed away at age 95, on August 29, 2024.

Private inurnment was held at Punchbowl Cemetery, the National Memorial Cemetery of the Pacific.

An experienced policy maker and administrator with skills in strategic planning and management by objectives, she was a results-oriented change agent and a mentor of potential and emerging leaders. She loved Hawaiian music and had a beautiful singing and speaking voice. She was a co-founder of ALU LIKE, Inc., which provides multi-services to thousands of Native Hawaiians annually, from keiki through kupuna. She impacted the development of the guidance and counseling system in the State Department of Education, was a catalyst for improved information and service systems in the Department of Human Services, and enabled planning and organization of statewide Puwalu conferences in the 1970s, which facilitated the convening of elected Native Hawaiian organization representatives to an 'Aha Kau Kanawai. The 'Aha adopted recommendations introduced and adopted in the 1978 Hawai'i State Constitutional Convention regarding establishment of the Office of Hawaiian Affairs (OHA), protecting Native Hawaiian lands from adverse possession, affirming and protecting traditional practices, land and water issues, and more. She chose to mentor many people behind the scenes in her lifetime.

She is survived by nephews William Ellis Zeffiro of Kaua'i and children Keola B. and Jordyn Zeffiro, Frank (Laurie) Zeffiro III of Connecticut; and a niece Winona (Shane) Nelson and children Seth Nelson and Mia Nelson of Boise, Idaho. Also surviving are numerous William Ellis



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'ohana. Extended 'ohana include Leonard Lester and children of Honolulu, Malie Willette Jumawan and children of Kaua'i.

Her ashes have been interred with her late husband Judge Barry Rubin at Punchbowl, the National Memorial Cemetery of the Pacific columbarium. Contributions in her memory may be made to ALU LIKE, Inc., Chaminade University, University of Hawaii, The Kamehameha Schools, or any educational scholarship of choice.



# Memories only last if you share them

Join us in honoring Winona by contributing to a collection of shared memories.



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