Introduction

Ad 2 Honolulu stems from an incredible legacy in our local advertising industry. After celebrating our milestone 50th anniversary in May 2019, our Executive Committee took the opportunity to reflect on the challenges and learnings of previous years to create a strategy to propel our organization for future growth and longevity. One year is not a lot of time to develop and implement meaningful and successful programs, so we knew our efforts would be laying the foundation to be built upon in subsequent terms.

Long-Range Planning

Goal: Set our organization up for future success by positioning ourselves as the go-to resource for information related to advertising, marketing and communications in Hawaii.

Method #1: Refresh our Ad 2 logo and branding to showcase an accurate representation of our organization.

For 50 years, our club has been centered in the Honolulu area but as we continue to evolve, we wanted to expand our reach to include the entire state of Hawaii. Our Executive Team felt it was essential to update and modernize our brand to represent what our organization is today to attract a new wave of members. Because of our already rich history in our local industry, we wanted to conduct our own internal market research to pinpoint who we are and who we want to be as an organization. We consulted with individuals from AAF Hawaii, past Ad 2 members and current members before deciding to focus and portray our brand as professional and fun, with a hint of Hawaii. Our organization was renamed from "Ad 2 Honolulu" to "Ad 2 Hawaii" to maintain consistency with our AAF Hawaii counterpart and to set our organization up for expansion and inclusion of the entire state, not just the city of Honolulu.

A core rebrand team consisted of our Executive Committee and key board members. We developed a creative brief (Exhibit 1) based on our market research and worked to come up with multiple concepts starting with a logo (Exhibit 2). The final logo with a complete style guide and templates for new business cards, letterhead, email signatures, collateral and promotional items were created (Exhibit 3). At
our New Year, New Ad 2 event held in January 2020, we unveiled our refreshed brand (Exhibit 4). We followed up with an announcement on social media and e-blast (Exhibit 5).

**Method #2: Refresh our website with our new branding to promote our organization effectively.**

The second phase of our refresh was to visually communicate the new Ad 2 Hawaii branding through a redesigned website, e-newsletter and collateral. Many of the images used previously were of just networking events with alcohol, inaccurately portraying our organization as a “party” or “collegiate” club. It didn’t showcase the mission of our club in providing advertising education and public service. A photoshoot was coordinated for us to curate a library of images of meetings and collaboration to show our professionalism and the impact we make for our members and our community (Exhibit 6). The new images have been used throughout our new website and brochure (Exhibit 7).

Next, our Executive Team collaborated with a web designer to identify areas of opportunity and provide brand elevation and activation. We reorganized and modernized our website with more storytelling and legibility. We also wanted to be mobile friendly and visually dynamic (Exhibit 8). Through a redesigned homepage, we lead in with our value proposition and focus on featuring upcoming events, job postings, membership and our annual public service campaign (Exhibit 9).

On our previous website, our membership application was visible and could be submitted without payment (Exhibit 10). This led to prospects completing the membership application but not paying the dues. Past Membership Chairs found it difficult following up with those who submitted applications without dues, ultimately resulting in a loss of potential members. We fixed this issue during our redesign and now the membership application can only be completed after payment is made (Exhibit 11). To optimize SEO, we added metadata descriptions and keyword tags to all our pages (Exhibit 12).

**Method #3: Produce relevant and informative content for our membership and community through our communication channels.**
Initially, our Communications Committee proposed more consistent delivery of club information to our members with an increase in frequency of our e-newsletter from quarterly to monthly. After our branding refresh, we wanted to take it a step further and provide meaningful content with news and industry trends, along with member spotlights to feature more than just event promotions and recaps. Our e-newsletter was renamed to “The Current” tying into the new branding’s water motif and the idea of keeping our members in the know (Exhibit 13).

A formal content calendar template was developed and shared making it easy to brainstorm, review and approve communications (Exhibit 14). An approval timeline was also implemented to help us keep on top of deadlines and delivery of information. New communication strategies, such as incorporating content from national and local brands, were also established to garner more engagement and support of our channels (Exhibit 15).

**Results:** We’ve had positive feedback from our local advertising community and supporters about our new branding so far. The new logo and website redesign process provided an invaluable learning experience for our members who may not have had the opportunity at their companies to work on such a project. Our Ad 2 Hawaii brand is now consistent throughout all communication channels, which has helped us effectively tell our story and mission to the community and our members.

**Analysis of Member Needs**

**Goal:** Collect member feedback to establish an active and engaged membership base through a worthwhile value proposition of our organization.

**Method #1: Conduct internal market research through quantitative and qualitative surveys.**

To gather quantitative information from our membership and supporters of our organization, we put together a survey that was taken at our fundraiser event, Fall Flair, in November 2019 (Exhibit 16). Attendees who completed a survey were incentivized with an additional raffle ticket for our giveaway prizes. After doing this blanket survey, we wanted to compile more qualitative information from our
current membership base to better gauge why, or why not, they choose to engage with our organization (Exhibit 17). We also want to encourage non-board members to take active roles in our organization, so we asked what Ad 2 Hawaii can do to help them decide to take on that leadership role?

**Method #2: Curate a list of membership benefits to bolster our value proposition for existing and new members.**

With a slow decline of our membership base over the years, we focused on building partnerships and relationships with community businesses. We were able to partner with Honolulu Federal Credit Union to establish Ad 2 Hawaii as a select employer group (Exhibit 18). Any Ad 2 Hawaii member is now eligible to join the credit union and take advantage of promotions and offers to better their financial wellbeing. As young professionals, setting ourselves up for financial success is crucial for our futures. This partnership with a local credit union provides value outside of the advertising industry for our members.

We also entered into a one-year pilot partnership (Exhibit 19) with Hawaii Business Magazine, a reputable Honolulu-based publication that is the go-to magazine for Hawaii managers, C-suite executives, government officials and nonprofit community leaders (Exhibit 20). Starting in March 2020, all Ad 2 Hawaii members received print and digital access to the publication at no cost (a $24.99 savings per month). Ad 2 Hawaii members will also receive discounted prices for any upcoming Hawaii Business event or conference throughout the partnership year, which costs between $50 to $200 for entry.

**Results:**

At our Fall Flair fundraiser, we collected 21 completed surveys out of 61 attendees. We learned that 30.2% of supporters and members preferred events on a Thursday. Friday and Wednesday were the next preferable days to hold events. 30% of our members were most interested in the Public Service Committee. The Communications Committee was second with 25% of members interested. 39.5% of members looked to Ad 2 for networking opportunities, listing it as the top reason why they joined. The next reason was professional development at 31.6% (Exhibit 21).
Our phone survey yielded 22 one-on-one interviews out of our 53 active members. The remaining members didn’t return calls or texts requesting for an interview. We learned that members look forward to and enjoy our events. They also show interest in our public service campaign, however, it was a common issue that they felt they didn’t know how to get involved. Many non-board members indicated they weren’t drawn to being on the board due to other obligations or lack of interest in a leadership role (Exhibit 22). From this exercise, we concluded that we needed to find better ways to communicate with our membership. Committee Chairs were coached to send out personalized emails and text messages to their committees to establish more accessibility to information. We also learned our members don’t clearly know what each committee does. As a result, we created a new brochure with committee descriptions so members have a better understanding of the roles so they can get involved (Exhibit 23).

**Leadership Organization and Development**

**Goal:** Provide professional and personal growth opportunities for our board of directors and members through meaningful programs and events.

**Method #1: Create and launch an Ad 2 Hawaii / AAF Hawaii Mentorship Program.**

Data collected from member surveys indicated that our Ad 2 Hawaii members were looking to learn from our AAF Hawaii counterparts and seasoned professionals in our industry. In response to the feedback, our Ad 2 Hawaii Membership Chair developed a mentorship program (ADvise) in partnership with AAF Hawaii to provide new growth opportunities for our members. The ADvise program pairs an active AAF Hawaii member with an Ad 2 Hawaii member over the course of a 3 to 6 month mentorship period. This allows for multiple pairs to be established, if desired, throughout one fiscal year (Exhibit 24).

The goal of the program is to provide Ad 2 Hawaii members with support and guidance from the AAF Hawaii mentors in the form of one-on-one coaching, on-the-job shadowing, potential job opportunities and more, to deepen their personal and career development outside of the workplace. AAF Hawaii mentors will be able to gain new perspectives from the young industry professional and foster the
transition of Ad 2 alumni into AAF membership. The program is meant to be mutually beneficial for both parties to build new professional relationships and opportunities in the future.

**Method #2: Offer our non-board members leadership roles in planning and coordinating Ad 2 Hawaii workshops and events.**

With a lean Ad 2 Hawaii board compared to recent years, we knew we had to figure out a way to pull in non-board members to help develop and execute some of our initiatives. We recognized some stand out members and empowered them to lead committee events and projects.

In the past, we typically hired emcees for our annual fundraisers. This year, to minimize costs and to engage our membership, our Programs and Fundraising Chair offered the role to two new members (Exhibit 25). Not only did it allow our new members to take an active role in the committee, but it helped with driving attendees as these members were more inclined to invite their family and friends to attend. In addition, our Programs and Fundraising Chair provided another member with the opportunity to plan our New Year, New Ad 2 rebrand launch party. The committee member proposed a budget that was approved by the Programs and Fundraising Chair. From there, the member was able to coordinate the event within that budget.

Our Cornerstones Committee also put on a personal development workshop called Adulting 101 that featured our very own members as speakers (Exhibit 26). Two of our members who work in banking felt it would be a great opportunity to not only bridge the gap between advertising and finance, but also to help our members set themselves up for financial success.

**Results:** We launched our ADvise mentorship program in March 2020 through e-blast, social media and on our website with great support from AAF Hawaii (Exhibit 27). Through sign ups our program received 10 interested Ad 2 Hawaii members and 10 AAF Hawaii mentors ranging from account service, copywriting, creative direction, social media and more (Exhibit 28). With the growing concerns of the COVID-19 pandemic, we are encouraging mentorship pairs to connect via phone, email or chat so the
program can continue. We look forward to the newly developed partnerships in the upcoming months with hopes to do a proper kick off meet and greet event for the mentors and mentees.

**Fiscal Management**

**Goal:** Organize and establish budgets for all committees at the beginning of the year to assess fundraising needs and review internal financial processes for easier fiscal management.

**Method #1:** Develop and commit to a budget at the beginning of the year and have each committee provide monthly updates at every board meeting.

At our board retreat in July 2019, our Executive Team and each Committee Chair analyzed the expenses anticipated for the year. Itemized budgets were sent to our Treasurer for approval and updates have been presented at each monthly board meeting to track financial progress (Exhibit 29).

**Method #2:** Change and transition our organization's primary financial institution.

Our Executive Committee is responsible for ensuring a smooth transition of assets and duties from the year prior and because our positions are one-year terms, one of the biggest challenges is updating our list of authorized users with our organization's financial institution. The process set forth by the bank was that all current and newly intended authorized signers needed to physically go to the location the account was opened at to update the account card. When reviewing the list authorized signers, we discovered it wasn't accurately updated for the past three years, potentially posing a risk for our organization. We put together a list of different financial institutions and through our research moved our account to another financial institution that provided more efficient processes.

**Method #3:** Reschedule our annual fundraiser and solicit for sponsorship and in-kind services to support Ad 2 Hawaii operating expenses and our public service campaign.

This year, we decided to change our annual fundraiser to occur in the Fall season (Exhibit 30). In the past, our fundraiser took place in Spring, but we found that it often conflicts with our public service campaign production and other major event functions that our AAF Hawaii chapter organizes (District 13 ADDYs and
Ad Month). We anticipated this year’s fundraiser to generate less income compared to prior years due to timing and fatigue, as we would be holding two fundraisers in a single calendar year. However, we felt this adjustment to the event date would be beneficial moving forward to capitalize on the opportunity of promoting our public service client and to gain support from our local advertising industry and community.

Results:
The adjustments implemented this year significantly organized our club. By changing our banks, it is now easier for authorized users to be switched out. Our new bank offers remote deposit capture, which provides efficient and timely deposits of sponsorship and membership checks. We also issued debit cards for our President and Treasurer to allow for easier access to funds and timely payments to vendors (Exhibit 31). The organization debit card has limited the amount of out-of-pocket payments our board members must make for their committee expenses.

Even with the date change for our annual fundraiser, our organization was still able to accomplish a successful event. Initially, we set our budget at $4,000, based on previous years’ fundraiser expenses. Our goal was to draw 50 attendees and make a net profit of $4,000 through ticket sales, silent auction and raffles. In the end, the event drew 61 attendees and yielded a net profit of $4,969.41 to go towards our public service campaign (Exhibit 32).

Conclusion

Our 2019-2020 year has been transformative for our organization. As an organization comprised of young individuals, there’s always challenges with learning curves and experience, but we are incredibly proud of what we have been able to accomplish thus far. We are confident that our club operations initiatives this year have refocused and positioned Ad 2 Hawaii to take on the next decade and beyond.
## Brand Identity Design Brief for Ad 2 Honolulu

**Date 7.24.19**

### Organization Profile

1. **What is the purpose of Ad 2 Honolulu?**
   - To provide advertising education, professional development, and growth opportunities for members 32 years and younger.
   - To foster connections via networking and mentorship throughout our local advertising community.
   - To engage in public service through collectively creating a fully-integrated advertising campaign for a select nonprofit recipient each year.
   - To provide hands-on experience for young advertising and marketing professionals.

2. **What makes us unique?**
   - Our membership is comprised of a niche age demographic that bridges the gap between college students and career professionals.
   - Our club emphasizes community service through our public service campaign.
   - Real world experience that you might not be able to get at the beginning stages of your professional career.

3. **What are some keywords that describe Ad 2 Honolulu?**
   - Youthful
   - Inspiring
   - Stepping Stone/Foot in the door
   - Connecting/unifying
   - Legacy
   - Building blocks
   - Future?

4. **How are you seen in the community?**
   - How are you seen at present?
     - Respected among current industry professionals who may have been a part of Ad 2 previously or knew of it.
     - Part of a large community of ad professionals
     - We prefer social events and appear young in mindset and experience.
     - Contributors to the local community.
   - If you ranked your competitors in order of best to worst, where would you put yourselves?
     - Based on engagement at and scale of events... AMA (see: Pacific Marketing Conference, audience at seminars that cost an arm and a
Exhibit 1
Rebrand Creative Brief

5. Where do you want to go?
- We want to continue the legacy of being respected in the ad community.
- We want to exude a professional image and be the premier organization for young professionals to want to be a part of.

6. What’s the personality of Ad 2 Honolulu?
- What image do you have at the moment, do you think?
  - Young
  - Social
  - To the target now, unorganized and not credible (but to the past members, Ad 2 is well respected)
- What’s the image you want the business to portray?
  - Professional
  - Modern
  - Innovative
- What sets you apart from your competitors?
  - Ad 2 is advertising based on real world experience.
- Are you friendly and approachable?
  - We want to show that we are a welcoming and inviting group.

7. Who’s the target audience?
- Employers of those in advertising, marketing and communications.
- Individuals interested in advertising, marketing and communications.
- Students learning about advertising, marketing and communications.
Exhibit 2
Logo Redesign Concepts
Exhibit 2
Logo Redesign Concepts

LOGO

AD2 HAWAI'I

AD2 HAWAI'I

AD2 HAWAI'I

AD2 HAWAI'I
Exhibit 2
Logo Redesign Concepts
AD2
HAWAI‘I

STYLE GUIDELINES
2020
LOGO

The overall design of the logo was inspired by water, which symbolizes wealth and prosperity on the islands for its importance in Hawaiian agriculture. Like water’s fluid shape, which is influenced by its environment and surroundings, our members transform into exceptional professionals through their involvement in Ad 2 Hawaii.

EXCLUSION ZONE
BRAND COLORS

The colors of the logo represent two essential elements of Hawai‘i meeting together: water and land. In the same way water nourishes land, Ad 2 Hawai‘i serves as a resource, providing inspiration, leadership, and professionalism to the next generation of advertising.

LOGO

PANTONE 7469U
R=73 G=107 B=137
C=81 M=50 Y=32 K=8
#3c6e89

PANTONE 466U
R=193 G=170 B=126
C=24 M=34 Y=53 K=1
#c1a67f

C=100 M=88 Y=59 K=34
R=25 G=46 B=70
#192e46

DESIGN ELEMENT

The pattern below is inspired by traditional Polynesian tattoos that represent shark teeth. Sharks are a symbol of guidance and protection, as projected in many Hawaiian stories. This embodies the mission statement of our parent organization, the American Advertising Federation, which protects and promotes the well being of advertising.
TYPEFACES

ACME GOTHIC WIDE REGULAR
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 ,./:";:@#$%&()

EUROPA REGULAR
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 ,./:";:@#$%&()

EUROPA LIGHT
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 ,./:";:@#$%&()

EUROPA BOLD
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890 ,./:";:@#$%&()
APPLICATIONS

E-SIGNATURE

Khrystyn Huynh
President
Marketing Manager — HOCU
P.O. BOX 4632 Honolulu, HI 96812
ad2hawaii@gmail.com
ad2hawaii.org

Name
12pt Europa Bold
R=194 G=163 B=127

Job Title
10pt Europa Regular
R=36 G=31 B=32 70%

Address
10pt Europa Regular
R=36 G=31 B=32 70%

Email Address
10pt Europa Regular
R=36 G=31 B=32 70%

Website
10pt Europa Regular
R=36 G=31 B=32 70%

BUSINESS CARD

AD2 HAWAI'I

INDUSTRY LEADERS
IN ADVERTISING, MARKETING,
PUBLISHER RELATIONS,
GRAPHIC DESIGN AND MEDIA

AD2 HAWAI'I
P.O. BOX 4622
Honolulu, HI 96812
ad2hawaii@gmail.com
@ad2hawaii
/ad2hawaii
ad2hawaii.org
Exhibit 4
New Year, New Ad 2 Event
Exhibit 5
Rebrand Announcement (Social Media and E-blast)

ad2hawaii

Introducing... Ad 2 Hawaii! We are thrilled to announce a new look and name for our organization. Ad2Honolulu is now Ad2Hawaii. Ad2Honolulu was renamed Ad2 Hawaii to maintain consistency with our AAF Hawaii chapter and to set the organization up for expansion and inclusion of the entire state, not just the city of Honolulu.

You may be asking, “What’s the meaning behind the new logo?” Well, the Ad 2 part of the logo is inspired by water, which symbolizes wealth and prosperity on the islands for its importance in Hawaiian agriculture. Like water’s fluid shape, which is...
Exhibit 6
Ad 2 Hawaii Photoshoot BTS
Exhibit 7
Photoshoot Images in Application (Website and Brochure)
Exhibit 8
Ad 2 Hawaii Website on Mobile

If you're ready to invest in your career, dive in!

Whether you are a creative leader, marketing professional or just starting out in the ad world, we’re here to help deepen your expertise, polish your skills and connect you to Hawaii’s largest network of young marketing and advertising professionals.

JOIN US

BECOME A MEMBER
from $40.00

Membership Type:

Quantity:
1

PURCHASE

Select Membership Type
New Professional Membership
Professional Membership Renewal
Board Membership Renewal
Student Membership (university)

EXHIBITS
Exhibit 9
Ad 2 Hawaii Website Homepage and Public Service Page

If you’re ready to invest in your career, dive in!

Whether you are a creative leader, marketing professional or just starting out in the ad world, we’re here to help deepen your expertise, polish your skills, and connect you to Hawai‘i’s largest network of young marketing and advertising professionals.

JOIN US

Connecting for a Cause

Each year, Ad 2 Hawai‘i is honored to provide a pro bono public awareness marketing campaign for a local nonprofit.

HOW IT WORKS

Our Public Service committee selects an organization based on the cause they feel passionate about. For the rest of the fiscal year, the committee develops the campaign—from market research and creative strategy to production and execution.

Thanks to the generous donations from the local community, we are able to provide this yearly campaign at no cost to the selected nonprofit. Members volunteer their time and efforts while gaining valuable hands-on experience.
Exhibit 10
Previous Website with Visible Membership Application

2. APPLICATION
Fill out the form below and press Sign Me Up... it’s that simple.

NAME *
FIRST NAME
LAST NAME

COMPANY

TITLE

ADDRESS *

ADDRESS 1

ADDRESS 2

CITY
STATE/PROVINCE

ZIP/MPOSTAL CODE

COUNTRY

SCHOOL/MAJOR
in convocation

PHONE

( )-###-####

EMAIL ADDRESS *

BIRTHDAY *
Please enter your birth date in mm/dd/yyyy

MM
DD
YYYY

HOW DID YOU HEAR ABOUT AD2 HONOLULU? *

COMMITTEE INTERESTS:*

[ ] Public Service
[ ] Education
[ ] Communications
[ ] Government Relations
[ ] Networking
[ ] Government
[ ] Diversity

SIGN ME UP!

MAIL US A CHECK
AD2 Hawaii
P.O. Box 4032
Honolulu, HI 96813
Please make checks payable to AD2 Honolulu.
Exhibit 11
New Website with a Purchase First then Membership Form Appears
Exhibit 12
Website SEO

**SEO**

Search engine optimization (SEO) allows you to improve your ranking in search results. Use these features to make it easier for users to find your page when they search for it.

**Search Results Preview**

About Ad 2 Hawaii — Ad 2 Hawaii
https://www.ad2hawaii.org/about-intro

For more than 50 years, Ad 2 Hawaii professionals have benefited from the connections and mentoring programs provided by our nonprofit to become tomorrow's indu...

**SEO Title (Optional)**

About Ad 2 Hawaii

**SEO Description (Optional)**

For more than 50 years, Ad 2 Hawaii professionals

---

**Social Image**

Social networks typically show your social sharing image together with your SEO title and description. If you don't add a social sharing image, we'll use your social sharing logo or site logo instead.

**Social Preview**

About Ad 2 Hawaii — Ad 2 Hawaii

For more than 50 years, Ad 2 Hawaii professionals have benefited from the connections and mentoring programs provided by our...

https://www.ad2hawaii.org
Exhibit 13
Redesigned E-newsletter

Ad 2 Hawaii Monthly E-newsletter: Refreshed

You may have noticed an updated look for this email newsletter. In an effort to consistently bring our Ad 2 Hawaii members and industry professionals up-to-date on the latest news, events, ideas and trends in Hawaii and beyond, we’ve named our monthly e-newsletter, “The Current.” With our newly redesigned Ad 2 logo including elements of water, it was only fitting to align a main communication channel of ours with one of the most important driving forces of our environment on this planet: an ocean current. We strive to make this digital newsletter the current of our organization and local industry, and we hope you enjoy the content delivered to your inbox every month!

LOOKING BACK

1 Click to watch our event recap video.
We're Glowing Up in 2020!

A huge mahalo to everyone who made it out to our event, New Year, New Ad 2, on January 9th at Haus Supper Club. We hope you had a blast celebrating the new year us and we were so excited to finally share our new name and logo with you all, too!

Thank you again to our sponsors who supported the event:

This year is already off to a great start and we can’t wait to share more of what is to come from Ad 2 Hawaii in 2020. Cheers!

P.S. — If you took photos in our photobooth, you can download your pictures at the link below for free (password: ad2).

View & download photos

MEMBER SPOTLIGHT

Alexis Panoncillo

A star member of our organization, Alexis jumped into helping plan successful events with our Programs & Fundraising committee upon becoming an Ad 2 Hawaii member a year ago. Alexis is the Digital Media Manager at Hawaii Business Magazine. She earned her degrees in business management and marketing at the University of Hawaii at Manoa’s Shidler College of Business prior to joining the publication.

Alexis recently wrote a fascinating piece, Here Comes Gen Z, about post-Millennials in the workplace that was published in Hawaii Business Magazine’s December 2019 issue. Here’s a preview.

About 72 million people in America have been born since 1995, with the oldest in their early 20s and entering the workforce. Generation Z is surprising many employers because they don’t have a lot in common with their generational predecessors. Here are four important things that supervisors and colleagues should know about the growing wave of post-Millennial young professionals and some advice for how Gen Z can thrive in a business world still largely run by Boomers and Xers.
Exhibit 13
Redesigned E-newsletter

IN THE NEWS

Digital Advertising Regulations

Election year is here! 2020 is a big one for our U.S. government and... advertising! Digital ads took a big chunk of candidate's advertising budget in recent years because of the ability to microtarget. This powerful tool allowed politicians to aim ads at specific groups of people online. But, with the fear of election interference and misinformation campaigns, Twitter and Google have overhauled their political ad policies just a few months ago. Read more at the link below.

Read the full Vox article

JOB OPPORTUNITIES

Digital Marketing Manager | Hawaii Visitors & Convention Bureau

The main objective for this position is to manage digital initiatives that effectively communicate Hawaii's brand messaging across HVCB's digital channels. Responsibilities will include managing the social media and project management tool, the digital asset library, curating content and serving as the main liaison with the global marketing teams.

View the full job description

SAVE THE DATE

- March 3: Pele Awards Meet the Judges
- May 2: 2020 Pele Awards
- May 9: 2020 High School Pele Awards

@ad2hawaii  Facebook/AD2Hawaii  ad2hawaii.org

Ad 2 Hawaii connects young marketing professionals across the state to build a network, learn vital industry skills, engage in public relations and have a little fun. If you're 32 or younger, you should join us!
Exhibit 14
Digital Communications Content and Planning Calendar

### FEBRUARY

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### SCHEDULE

- **President’s Day**: (February 16)
  - Event: Social Event
  - Theme: Shake to Share
  - Event Date: February 15
  - Event Time: 6:00 PM

**January**

- **January 15**: Launch of Website
- **January 20**: Meeting with Advertisement Sales
- **January 25**: Award Ceremony

**February**

- **February 01**: New media launch
- **February 15**: Announcement event: Signature Social
- **February 20**: National Advertisement Sale

**March**

- **March 01**: C-level Membership program announcement
- **March 15**: C-level Signature Board member
- **March 20**: C-level Registration update
Exhibit 15
Cross Promotion of National and Local Brands on Social Media
### Ad 2 Honolulu Member Survey

**How Are We Doing?**

We want to hear from you! Ad 2 Honolulu strives to provide value and opportunities for our members. Please take a moment to complete this survey and bring it to the check in table for an extra raffle ticket. Thanks!

**What committee(s) are you currently involved or interested in?**
- [ ] Public Service
- [ ] Communications
- [ ] Membership
- [ ] Cornerstone Events & Initiatives
- [ ] Programs & Fundraising

**What do you hope to gain from Ad 2?**
- [ ] Networking
- [ ] Professional Development
- [ ] Mentorship
- [ ] Job Opportunities
- [ ] Other

**Are you currently employed?**
- [ ] Yes
- [ ] No

**Does your employer cover your Ad 2 membership?**
- [ ] Yes
- [ ] No

**Do you intend on renewing your Ad 2 membership?**
- [ ] Yes
- [ ] No

**What's the biggest factor in deciding to attend an Ad 2 event?**
- [ ] Cost
- [ ] Convenience (location/parking)
- [ ] Type of event (panel, networking, pau hana)
- [ ] People I know will be there

**What do you look forward to when attending Ad 2 events?**
Rank options below from most important (1) to least important (5).
- [ ] Hanging out with my friends
- [ ] Meeting new people
- [ ] Learning more about the industry
- [ ] Opportunities/hands on work
- [ ] Gaining knowledge/skills

---

**Ad 2 Honolulu Member Survey Continued**

Which day of the week is best for you to attend events? (Can choose multiple)
- [ ] Monday
- [ ] Tuesday
- [ ] Wednesday
- [ ] Thursday
- [ ] Friday
- [ ] Weekend

**How did you hear about Ad 2 Honolulu?**

**Did you decide to join after attending a specific event? If so, which event was it?**

**What has been your favorite Ad 2 Honolulu event?**

**Please share any additional comments or suggestions.**
Exhibit 17
Phone Interview Member Survey Questions

Phone interview questions
- How did you hear about Ad 2 and what made you decide to join?
- What are some things you feel Ad 2 does a good job?
- What are some things you think can be improved?
- What can we do to get you more involved or even take a leadership role in Ad 2?
- What do you want to gain out of your Ad 2 membership?
Welcome Ad 2 Hawaii!

Your association, Ad 2 Hawaii, is a Selected Employer Group with HOCU (Honolulu Federal Credit Union) where we are For a Brighter Future. You can join our credit union and benefit from our valuable financial services as well as earn more money from your Saving/Checking accounts and pay less interest on our various loan programs.

Visit one of our five locations to join. Simply show your membership card with your association’s name and valid photo ID (e.g., state ID, driver’s license, military ID, or passport). Activate your membership with just $6.00 which includes a $1.00 membership fee and your minimum balance of $5.00 to start a savings account. As a member of HOCU, you have access to a nationwide network of participating credit unions and ATMs called Shared Branching making your money accessible wherever you are.

**Which Products and Services Will Benefit You Most?**

**Accounts:**
- Checking & Savings Accounts with competitive dividend rates
- Kasasa®, a Rewards checking account
- Individual Retirement Account (IRA)
- Certificate of Deposit (CD)
- ATM & Debit Card
- Business Accounts

**Loans:**
- Overdraft Protection
- Personal Loans
- Auto Loans
- Green Car Loans
- Mortgage Loans
- Fixed Rate Home Equity Loans
- Home Equity Lines of Credit
- Bill Consolidation Loans
- Solar & Photovoltaic Loans
- VISA® Platinum, Gold, Classic Credit Cards

**Other Products and Services:**
- Notary Public Services
- Medallion Signature Guarantee
- Financial Planning Services
- Travelers Checks
- Safety Deposit Boxes
- Shared Branching
- Complimentary Box of Checks

**Electronic Banking:**
- Online and Mobile Banking
- E-statements
- Bill Pay Service

Call us at 777-JOIN (5646) and visit us at [www.myhocu.com](http://www.myhocu.com) for the most updated services and rates.

PO Box 235862, Honolulu, HI 96823 | 808.777.JOIN
February 20, 2020

Khrystyn Huynh
President
Ad 2 Hawaii
PO Box 4632
Honolulu, Hawaii 96812

Aloha e Khrystyn,

We are delighted at the prospect of forming a partnership with the Ad 2 Hawaii (Ad 2 HI) to provide complimentary subscriptions to Hawaii Business to your members via our Association Partner Subscription program. Doing so enables us to work together to serve the Hawaii business community, to promote events in our shared interests, and for the Ad 2 Hawaii to provide a valued benefit to your members to promote membership and retention of members.

The purpose of this letter is to summarize the basic understanding between the Ad 2 Hawaii and Hawaii Business Magazine.

Hawaii Business Magazine Association Partner Subscription Program

To offer a benefit to your members, the Ad 2 Hawaii will provide complimentary subscriptions to Hawaii Business magazine via our Association Partner Subscription program.

Hawaii Business Magazine:

- Will begin a one-year complimentary Hawaii Business Magazine subscription for new and existing Ad 2 HI members. The subscription also include access to our daily E-Newsletter, “Today’s Hawaii News.”
- Hawaii Business Magazine will provide a landing page branded for Ad 2 HI where members sign up for the member subscription.
- Will have a Ad 2 HI subscription message printed on the address label on each issue of Hawaii Business sent as a Ad 2 HI member benefit (40-character capacity for this message, for instance “Compliments of Ad 2 Hawaii”).
- A promo code offering your members a significant discount for posts on “Movers and Makers” – Hawaii Business Magazine’s new directory-style platform for working professionals to promote their latest professional advancements.
Exhibit 19
Hawaii Business Magazine Partnership Agreement

Ad 2 Hawaii:
- Will promote the Ad 2 HI-Hawaii Business subscription benefit to your member organizations via email and other means as feasible, at least four times per year.
- Will integrate information about the subscription benefit program to your new member kit.
- Will work with Hawaii Business to promote participation in programs to your members including Best Places to Work and other programs as may be in our shared interests.

Term:
- The term of this program will run for one year (until February 2021).
- Annual review and renewal of program.

Commitment to Work with One Another:
- This letter does not address anything more than the most basic terms of our arrangement. Recognizing that there will be numerous mutually beneficial opportunities that arise over the course of the relationship, both Hawaii Business and the Ad 2 Hawaii commit themselves, in the spirit of good faith and cooperation, to openly discuss opportunities, questions or concerns that come up and to work with one another to address them as expeditiously and effectively as possible.

If there are any other issues that you feel need to be addressed in this letter, please let me know.
Otherwise, if you agree with these terms please sign where indicated below and return this letter to me.

We look forward to working with you and the Ad 2 Hawaii!

Sincerely,

Karen Lee, Associate Publisher

AGREED TO AND ACCEPTED BY:

[Signature]
Khrystyn Huynh
President
Ad 2 Hawaii

Date: 2/21/2020
Exhibit 20
Hawaii Business Magazine Stats

OUR AUDIENCE: BY THE NUMBERS

- 4,450+ Annual Event Attendees
- 19,374 P.M. Newsletter Subscribers
- 22,789 A.M. Newsletter Subscribers
- 49,121 Web Users Per Month
- 227,241+ Total Reach*
- 66,834 Print Readers Per Month
- 70,729 Total Social Media Followers (Growing Daily)
Exhibit 21
Member Survey Results

Which day of the week is best for you to attend events?

- Thursday: 30.2%
- Friday: 25.8%
- Wednesday: 23.3%
- Tuesday: 9.3%
- Monday: 4.7%
- Weekend: 7%
Exhibit 21
Member Survey Results

What committee are you currently involved or interested in?

- Public Service: 30%
- Communications: 25%
- Cornerstone Initiatives & Events: 20%
- Programs & Fundraising: 20%
- Membership: 5%

What do you hope to gain from Ad 2?

- Networking: 39.5%
- Professional Development: 31.6%
- Job Opportunities: 13.2%
- Mentorship: 7.9%
- Other: 7.9%
Exhibit 22
Phone Interview Member Survey Results

“Ad 2 Hawaii does a good job at welcoming new members and putting on a variety of events.”

“We put on really engaging events that can draw people in who aren’t from the advertising industry.”

“We do a good job offering a variety of professional development events. The events that we hold are fun to go to.”

“We have great events with opportunities to network with other people in our industry.”

“I want to continue to gain experience with public service.”

“Public service is a good opportunity to be able to take leadership and run an entire campaign is great.”
I think to be involved in a leadership role I would need to know more about the club and become more familiar with the different committees.

I honestly don’t want to take a leadership role, cause it seems like way too much work.

I’m still learning/observing and personally not interested in a leadership role.

Improve communication channels.

We need to improve communications within the committees and set clear expectations and roles.

I would love to get more involved, but just need more communication.
Exhibit 23
Ad 2 Hawaii Committee Descriptions (Brochure)

**WHY AD 2 HAWAI’I?**
Imagine this: You’re 32 years old or younger. You’re a leader of an advertising agency that makes creative, strategic, meaningful work. Go ahead and punch yourself. Did it hurt? Good. Because you’re not dreaming. You’re an Ad 2 Hawaii member...

...Or you’re about to become one.

**WHAT DO WE DO?**
Lets get down to brass tacks. Ad 2 Hawaii consists of five committees that make a whole lot of advertising magic with just one special ingredient: you. Join one of the following committees to get started:

- **Communications**
  Joining this committee means you want to help grow and maintain Ad 2 Hawaii’s personal brand. You’ll be all about branding, scheduling events, working in these areas, and craftingigonavit messages. You’re also part of a team that manages all communication channels, including our website, newsletter, blogs, social media, marketing, public relations, and more.

- **Cornerstone Initiatives & Events**
  If you believe that education can destroy hate, create new realities, and elevate whole communities, this committee is for you. You’ll lead projects and plan events to promote diversity and multiculturalism, advertising education and awareness and activism with regards to government relations in our industry. You’ll also work to uphold creative excellence through the American Advertising Awards.

- **Membership**
  Do you love people? This committee was made for you! As part of this team, you’ll be part of the membership team, getting to know all our members, and making sure everyone feels at home and stays connected. You also in charge of our monthly networking events and annual membership drive.

- **Programs & Fundraising**
  Does planning a party put a spring in your step? If so, this committee has been waiting for you. You’ll plan events to make Ad 2 Hawaii fun for its members and raise funds to support our awesome projects, like our Public Service Campaign. You’re in charge of our annual fundraiser, as well as other programs like Shoes for Shyos and AD-vise.

- **Public Service**
  This committee needs people who are hungry to help their community in a creative way. As part of this team, you’ll select a local nonprofit organization and create a pro bono, fully integrated advertising campaign for them. You’ll learn about all aspects of a campaign, developing it from start to finish. Who knows? You could even win some awards for it!

**WHO WE ARE**
We’re a service-minded, volunteer-driven, not-for-profit agency that’s dedicated to making you the advertising and marketing professional you were always meant to be. As a division of the American Advertising Federation (AAF) and an affiliate of AAF-Hawaii and District 13, we offer local and national resources, along with decades of industry experience to help deepen your expertise and polish your skills.

**SIGN UP FOR MEMBERSHIP AT AD2HAWAII.ORG**
Exhibit 24
ADvise Mentorship Program

OVERVIEW
This mentorship program is designed to create a culture of continuous learning for Ad 2 Hawai‘i members. AAF Hawaii members can volunteer to become a mentor and provide guidance and support to an Ad 2 Hawai‘i “mentee” in the form of one-on-one coaching which could lead to on-the-job shadowing, job opportunities and more, ultimately providing personal and career development outside of the workplace.

AAF Hawaii will help grow the next generation of leaders in the advertising industry and potentially gain new perspectives and insights from the young, up-and-coming industry professional.

Both will have built a new professional relationship for future opportunities after the program.

Length of mentorship can vary from a 3-month or 6-month commitment to allow the opportunity for multiple mentorships in a fiscal year.

GOALS
Ad 2 Hawai‘i:
To gain knowledge and develop additional skills in a field they are interested in, and to strengthen the relationship between Ad 2 Hawai‘i and AAF Hawaii.

AAF Hawaii:
To mentor an Ad 2 Hawai‘i member with interests in specific roles related to advertising, marketing, communications, media, design and/or public relations.

“Both (Ad 2 Hawai‘i & AAF Hawaii) will have built a new professional relationship for future opportunities after the program.”
Exhibit 24
ADvise Mentorship Program

SPECIFICATIONS
Ad 2 Hawai’i Members have 3 objectives:
• Commit to all meetings (at least once a month) and be on time. Remember that mentors are here for you and not the other way around.
• Maintain a positive attitude about any feedback or suggestions received.
• Prepare questions and inquiries about the mentor’s profession or a project that the mentor worked on or is working on (if appropriate).

AAF Hawaii Mentors have 3 objectives:
• Help your Ad 2 Hawai’i mentee(s) develop personalized goals for the mentorship.
• Organize at least 1 (in-person or phone) meeting per month.
• Provide feedback, guidance and suggestions for mentee(s) to improve desired skill(s) or in desired field(s).

Our AAF Hawaii Mentors from various occupations include copywriting, creative directors and account executives.
DISCUSSION TOPIC SUGGESTIONS

- What do you do in a typical workday? What are your major responsibilities?
- How did you enter the field? How long have you been in it?
- What were some past jobs?
- When and how did you decide you wanted to do what you’re doing now?
- What kind of changes are occurring in your position?
- What are some of the challenges you face in your position?
- What type of courses or experience would you recommend to succeed in your job?
- Can you recommend any publications to help educate myself? Any movies or TV shows?
- Who are your mentors and role models?
- Do you have a personal slogan or motto that has helped you get to where you are now?

Exhibit 24
ADvise Mentorship Program
Exhibit 25
Fall Flair Fundraiser (Member Emcees)
Exhibit 26
Adulting 101 Event (Member Speakers)
Exhibit 27
ADvise Program Launch (Social Media and Website)

ADvise
AD 2 HAWAII x AAF HAWAII
MENTORSHIP PROGRAM
SIGN UP NOW!

ADvise
Ad 2 Hawaii x AAF Hawaii Mentorship Program

OVERVIEW
This mentorship program is designed to create a culture of continuous learning for Ad 2 Hawaii members. AAF Hawaii members can volunteer to become a mentor and provide guidance and support to an Ad 2 Hawaii ‘mentee’ in the form of one-on-one coaching which could lead to on-the-job shadowing, job opportunities, and more, ultimately providing personal and career development outside of the workplace.

AAF Hawaii will help grow the next generation of leaders in the advertising industry and potentially gain new perspectives and insights from the up-and-coming industry professionals. Both parties will have a new professional relationship for future opportunities after the program.

SIGN UP NOW
Exhibit 27
ADvise Program Launch (E-blast)

Ready to be ADvised?

Attention Ad 2 Hawaii members: Our mentorship program is here! In partnership with AAF Hawaii, we’ve launched ADvise, our first official mentorship program designed to create a culture of continuous learning for Ad 2 Hawaii members. We can’t wait for you to join!

How It Works

Ad 2 Hawaii mentees will receive guidance and support from AAF Hawaii members who volunteer to be a mentor in the form of one-on-one coaching which could lead to on-the-job shadowing, potential job opportunities, and more. This allows the mentee to acquire personal and career development outside of the workplace. AAF Hawaii will help grow the next generation of leaders in our industry and potentially gain new perspectives and insights from the young, up-and-coming industry professionals. Both individuals will have built a new professional relationship for future opportunities after the program.

Given the current situation surrounding COVID-19 and the guidance to practice social distancing, we will help facilitate the initial mentor and mentee meeting to be held via email, phone, video call, or however else you prefer to connect.

Sign Up to Claim Your Spot

We currently have several AAF Hawaii mentors ready to advise in the following areas of advertising and marketing: account service, copywriting, creative production, and social media. Space is limited for this first round of mentor and mentee pairing so sign up now to be among the first to note their preference on the advertising or marketing specialty you want to focus on in your mentorship.

For additional program details and to sign up, visit our website:
Exhibit 28
ADvise Program (Ad 2 Hawaii and AAF Hawaii Sign Ups)

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<td><a href="mailto:mching2011@gmail.com">mching2011@gmail.com</a></td>
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<td>Choe</td>
<td>Michael</td>
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<td>Katelyn</td>
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<td><a href="mailto:kholzer.camera@gmail.com">kholzer.camera@gmail.com</a></td>
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<td>Jen</td>
<td>Wall-to-Wall</td>
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<td>Watanabe</td>
<td>Brian</td>
<td>26 Keys Creative</td>
<td>Copywriting</td>
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Exhibit 29
2019-2020 Committee Budgets

### Projected Committee Events and Expenses

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<th>Club Ops</th>
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<td>Watercooler Wednesdays</td>
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### Projected Committee Events and Expenses

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**TOTAL, ALL COMMITTEES: $18,100**
Fall Flair Fundraiser

Exhibit 31
Business Debit Card for the Organization

Exhibit 32
## Fundraiser 3-Year Comparison

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<th>2019 Cheers to 50 Years</th>
<th>2018 Sip &amp; Savor</th>
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<td><strong>Ticket Sales</strong></td>
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<td><strong>Total Revenue</strong></td>
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<td><strong>Total Expenses</strong></td>
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