



AAF Hawaii: 2022-2023 Membership Development & Communications

Introduction

In the late spring of 2022, Hawai'i was one of the last states to loosen its Covid-19 rules. As Hawai'i lifted the restrictions, our community began to feel more comfortable with in-person events and indoor gatherings. As a result, nearly all AAF Hawai'i programs were held virtually until the end of May 2022 as the board of directors transitioned the club back to in-person events.

Considering this, we had to think creatively about recruitment, retention, and involvement with our membership, ensuring the benefits were worthwhile.

Our goals for the 2022-2023 year were:

1. Maintain our membership count by building our corporate membership while returning to pre-covid membership rates (eliminate 50% discount).
2. Create valuable in-person events to retain 75% of members
3. Communicate programs to members effectively and strengthen the brand of AAF Hawai'i

Goal 1: Maintain our membership count by building our corporate membership while returning to pre-covid membership rates.

Program 1: Return Membership Rates to Pre-pandemic Rates (Exhibit 17)

Overview: All of our membership price levels were half-off from May 1, 2020 – June 2022. The board of directors extended the discount through the Covid-19 pandemic as Hawai'i had restrictions that prevented gatherings, and nearly all AAF Hawai'i events were conducted virtually during that time. As Hawai'i

loosened restrictions, our community began to return to in-person events. The board voted to return to pre-pandemic rates to offset the costs of in-person events and normal club operations. An individual member went back from \$75 to \$150, a Gold corporate member went from \$500 to \$1000, Silver from \$250 to \$500, and Bronze from \$175 to \$350. However, we would have to communicate membership benefits effectively with the increased membership rates.

Objective: Continue to create an incentive for potential members with a return to pre-pandemic membership rates.

Program 2: Maintain Corporate Membership packages (Exhibit 18)

Overview: We maintained and promoted the benefits of AAF Hawai'i membership. We did so by 1) recognizing all levels of our corporate members on our website and emails by having the logos of the Gold and Silver members and the Bronze members, their names only categorized by their membership level. This recognition provided exposure to our corporate members to our advertising community. 2) Gold members were allowed to sponsor an event of choice. 3) All corporate members were given one free Ad 2 Hawai'i membership, which AAF Hawai'i paid for to support our sister club and to perpetuate Hawaii's strong culture of cultivating our young advertising professionals. 4) Provided free entrees to our American Advertising Awards Show (Gold members - 3, Bronze members - 2, Silver members - 1).

Goal 1 Results: Our membership numbers were down at the beginning of the fiscal year, and we started with 39 members. Our membership team worked on following up on renewals and attracting new members. Our programs team worked to put on in-person events that were a mix of socials, networking, and advertising education which created value for the members, and our communications team worked hard to promote our events and raise awareness of our corporate members on e-blasts. By March 2023, we expanded our membership to 55 members, including two new corporate memberships, increasing our overall membership by 39%. In addition, we obtained Bank of Hawaii as a Bronze member and Hawai'i Pacific Health as a Silver member.

Goal 2: Create valuable in-person events to retain 75% of members.

PROGRAM 1: The Fine Line – Honoring Hawai‘i’s Indigenous Culture in Advertising with Kainoa Daines, Senior Director of Brand for the Hawai‘i Visitors & Convention Bureau. (Exhibits 16A-16C)

Overview: The visitor industry is the largest single source of private capital for Hawai‘i’s economy. However, depictions of native Hawaiian images and culture in advertising used in the visitor industry and non-travel and tourism advertising have often lacked cultural sensitivity and misrepresented the indigenous Hawaiian host culture. AAF Hawai‘i’s goal was to educate and enlighten our professional and student advertising community about how to respect Hawai‘i’s culture in advertising through best practices and a case study of decades worth of advertising campaigns for the Hawai‘i Visitors & Convention Bureau. Our speaker Kainoa Daines is the Senior Director of Brand for the Hawai‘i Visitors & Convention Bureau and a lecturer at the University of Hawai‘i at Mānoa, teaching "Management by Cultural Values" in the Tourism Industry Management college. Meeting Professionals International, Aloha Chapter honored him as Cultural Leader of the Year in 2019. This program was successful, and our venue was near maximum capacity with standing room only. Our speaker Kainoa Daines gave great insight and shared best practices about showing the proper respect for Hawaiian culture in advertising, not only through imagery and cultural depictions but also through using diacritical marks in Hawaiian words. Through feedback from the attendees, the event was well-received and eye-opening for many. There was a diverse mix of attendees ranging from seasoned and young professionals to many new faces who had never attended an AAF program.

Objective: To create a valuable, informative, and educational event for the membership. This event was AAF Hawai‘i’s first diversity, equity, and inclusion program and our first in-person speaker in three years due to Covid-19.

Communications: the following communication channels were used to promote the event

- RSVP eblast: 480 recipients, 236 opens, 11 clicks

- Reminder eblast: 480 recipients, 230 opens, 12 clicks
- Social media: 250 accounts reached, 277 impressions, 29 accounts engaged (31 post interactions--28 Likes, 3 Shares)

Program 2: Mahalo Mixer (Exhibit 5)

Overview: To kick off the start of the new AAF year, we held our second in-person networking event since 2020. The mixer started in the evening at Waikiki Brewing, an outdoor beer garden near downtown Honolulu. Participants were encouraged to play a networking bingo game, leading to a great deal of interaction among the 60 attendees. To encourage attendance, everyone who registered and attended the event received an entry into a drawing for a \$200 gift certificate to the Prince Waikiki Hotel. We also offered a one-night-only 25% discount to members who wanted to renew their membership.

Objective: To engage the membership with the second in-person AAF Hawai‘i networking event since 2020. To encourage new member sign-ups and renewals.

Communications: the following communication channels were used to promote the event

- RSVP eblast: 477 recipients, 223 opens, 18 clicks
- Reminder eblast: 468 recipients, 215 opens, 20 clicks
- Social media: 8/30 Announcement:
- 295 accounts reached, 332 impressions
- 24 accounts engaged (41 post interactions - 22 likes, 18 shares, one save)
- Social Media Recap (Reel):
- 1,737 accounts reached
- 1,868 views
- 60 likes, one comment, nine shares, and three saves

Goal 2 Results: The Fine Line and Mahalo Mixer were successful events and sold out. The Mahalo Mixer was able to generate member renewals. We demonstrated the value of AAF membership through a fun networking event and an educational program while promoting our corporate and individual memberships. Not only did we retain 75% of our members, but we grew by 39%.

Goal 3: Communicate programs to members effectively and strengthen the brand of AAF Hawai‘i.

Program 1: Effectively communicate our events and programs

Overview: This year, AAF Hawai‘i offered a variety of in-person and virtual events to keep members engaged and connected.

Objective: Promote AAF Hawaii events through various channels, communicating the benefits of membership and creating a space for the local advertising community to stay connected.

Communication: Our communications team was tasked with developing new graphics for most of our events and the email and social media campaigns to promote them.

Results: Here are the results of some of our key events and programs.

- ABCs of JOBS (Exhibit 1A-B) The email campaign was delivered to 481 recipients with 194 opens. On social media, 413 accounts were reached with 465 impressions. 47 accounts were engaged (64 post interactions – 43 likes, 16 shares, three saves)
- Shining Star Scholarship (Exhibit 19) Our annual announcement email was delivered to 477 recipients with 211 opens. On Instagram, we announced the recipients through three dedicated posts at most, reaching 429 accounts and receiving 58 engagements and 19 profile clicks.

- Brand Bash (Exhibit 6A-6C) Along with branded save-the-date Instagram posts, we wanted to generate buzz and participation. The series of Instagram posts reached at most 342 accounts, 426 impressions, and received 33 engagements (51 post interactions – 30 likes, 18 shares, two saves). Our Recap Instagram Reel reached 455 accounts with 485 views, 21 likes, and two shares. Our email campaign included three messages delivered to 502 recipients with an average of 240 opens per email.
- AdMania (Exhibit 13A-B) was announced via email to 483 recipients, with 243 opens.
- Pau Hana at the Row (Exhibit 1A-B) was emailed to 481 recipients with 206 opens and 15 clicks. The initial announcement on social media reached 287 accounts reached, with 340 impressions and 19 accounts engaged (33 interactions, 18 likes, and 15 shares). The event recap hit a high of 404 accounts with 538 impressions and 56 accounts engaged (66 post interactions, 55 likes, and eight shares).
- The Two Scoops Virtual Talk Series (Exhibits 8,10, 12, 15A, 15B) over the course of five months hit the following highs on social media: 277 accounts reached, 328 impressions, 22 accounts engaged (25 post interactions – 22 likes, three shares). On email, it went to an average of 475 recipients with an open rate of about 40%.

Program 2: Website Refresh (Exhibits 21A-21C)

Overview: The AAF Hawai'i website required a complete overhaul and a refresh to a cleaner, more modern look that would align with our brand. It was a project that started in the 2021-2022 year, and the site finally launched in the summer of 2022. One of the new features added to the site was a career section in which members could submit and search for job opportunities in our community. Another new feature is a section containing photo albums from recent events.

Objective: To refresh the AAFHawaii.com website with an updated look and improved features such as a career section.

Results: Since the website relaunch, there have been 552 visits with 484 unique visitors and 776 page views. This equates to a traffic increase of 882%. In addition, our home page was visited 304 times, the scholarship page was seen 84 times, the career page 78 times, and the membership page 61 times.

Program 3: Correction of Name and Logo (Exhibit 23)

Overview: In the fall of 2022, one AAF Hawai'i board member brought up that our club name and logo, "AAF Hawaii," did not use the proper diacritical marking in the word "Hawai'i." After a vote, the board decided to officially change the club's name from "AAF Hawaii" to "AAF Hawai'i" to honor and respect the proper Hawaiian spelling and pronunciation of Hawai'i. This action would involve requesting a new logo from AAF National and changing the logo and name in all our digital communications and physical materials. We also put into practice using the proper spelling of Hawai'i in all of our written communication.

Objective: Correct the club name and logo from "AAF Hawaii" to "AAF Hawai'i."

Communication: We set out to correct the club name and logo on all communications and collateral materials, including email, social media, and our website.

Results: We have incorporated the revised logo in our digital communications and assets and are reordering some printed materials, such as event banners. As an organization, this change aligns with the diversity, equity, and inclusion practices we are emphasizing this year.

Conclusion: This year's goal was to bring back in-person events, increase engagement and excitement for AAF Hawai'i and grow our membership through effective programs and communication. AAF Hawai'i hit our goals in this area by hosting nine in-person and six virtual events this year (Exhibits 1A – 16C). Two of our in-person events, the Fine Line and the Mahalo Mixer, were at maximum venue capacity. We hit our goal of retaining 75% of our members, growing by 39%, and picking up two valuable corporate memberships. And we did all of this while returning our membership rates to pre-pandemic rates (eliminating a 50% discount) and demonstrating the value of membership in AAF Hawai'i. We further strengthened the image and brand of AAF Hawai'i by refreshing our website and changing our name and logo using the proper spelling of "Hawai'i" to honor our indigenous host culture.

AAF HAWAII, AIGA HNL & AD 2 HAWAII
PROUDLY PRESENT

save the date

save the date

ABCs of JOBS

Sponsored by MVNP



Thursday, April 21, 2022
6pm to 7pm on Zoom

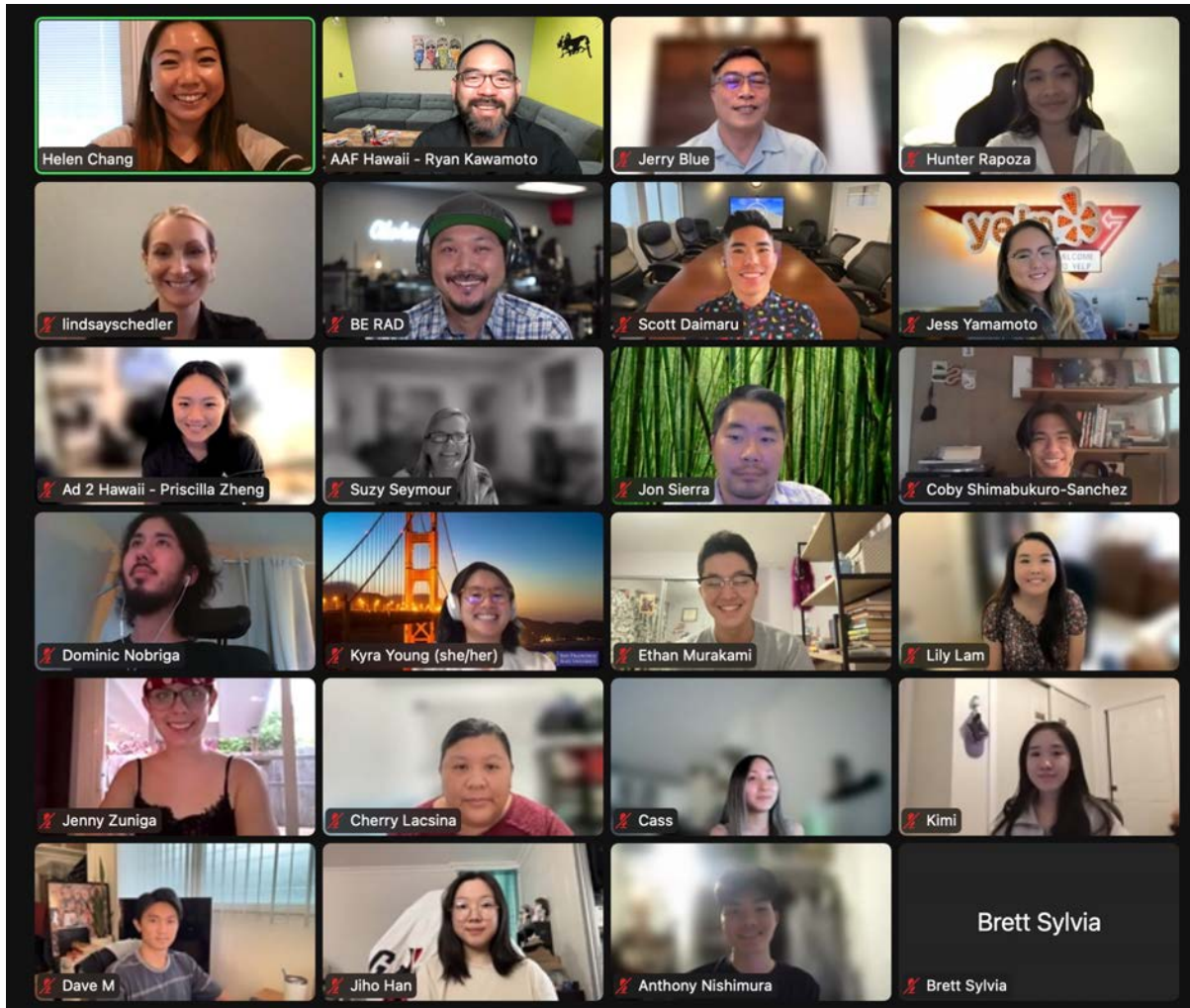
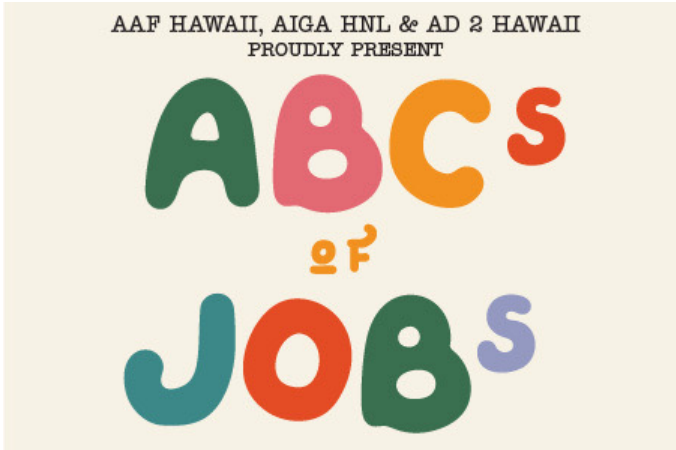




EXHIBIT 1B: ABCs of Jobs



PAU HANA

PAU HANA
AT THE ROW

JOIN US FOR PAU HANA DRINKS AND
LIGHT PUPUS AT THE ROW BAR

FRIDAY MAY 27
• 6 - 8 PM •

WINE PULL, RAFFLES, NETWORKING
& MORE!

AAF MEMBERS - \$10 | NON-MEMBERS - \$20 | 500 ALA MOANA BLVD.

aaf hawaii the ROW





EXHIBIT 3: Board Retreat

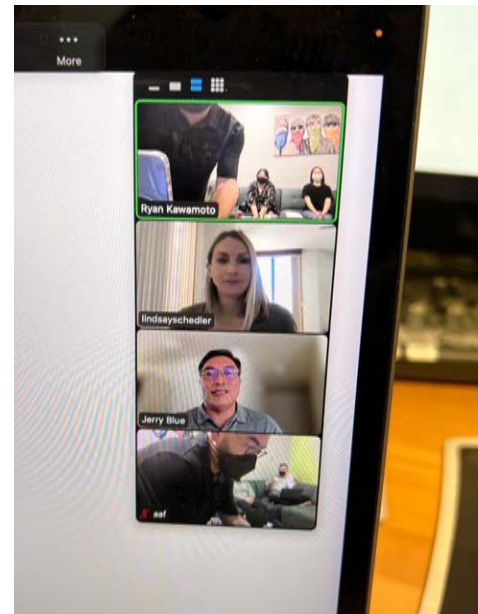
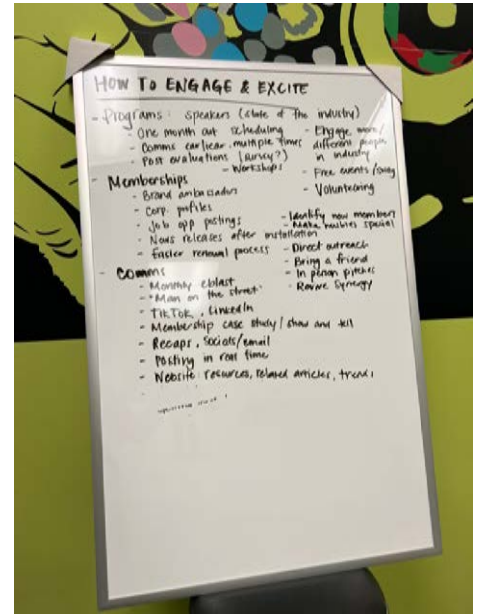
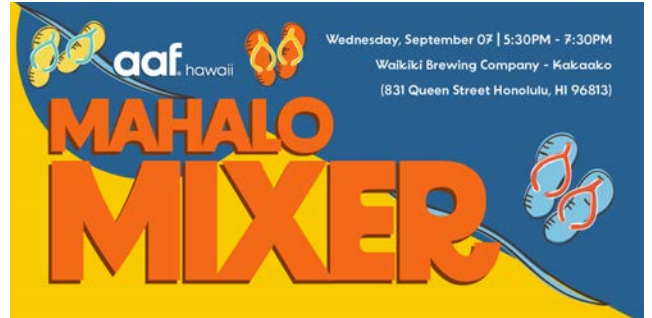






EXHIBIT 5: Mahalo Mixer







aaf hawai'i
2022 BRAND BASH
ONLINE SILENT AUCTION
BENEFITING OUR SHINING STAR SCHOLARSHIPS AND EDUCATIONAL PROGRAMS

AAF Hawai'i Brand Bash 2022 Silent Auction ← Prev Item All Items Next Item →

Current Bid: \$85.00
Item Value: \$200.00
Donated by: **Noah Tom**
Closes: Oct 26, 2022 07:45:00 PM
Total Bids (2)

SOLD!

Time Left: **Closed**
Starting In:
Enter Bid:
\$ **BID**

[Interested](#) [Questions](#) [Share](#)

Handmade Oak and Mahogany Charcuterie Board 10"x30"

Custom Handmade Charcuterie Board by Noah Tom.

For Pick Up Only

All items will be available for pickup at:

<p>\$50 Bar 35 Gift Card Three Left Closed Donated by MauiKahala Group Closes Oct 26, 2022 07:45:00 PM</p> <p>SOLD!</p> <p>VIEW</p> <p>Interested Questions Share</p>	<p>3 Person Smash & Splatter Experience At iHeaK's Anger Three Left Closed Donated by Andrew Anger & Peter Mason Closes Oct 26, 2022 07:45:00 PM</p> <p>SOLD!</p> <p>VIEW</p> <p>Interested Questions Share</p>	<p>\$50 Gift Card To Kahala Mall Three Left Closed Donated by Kahala Mall Closes Oct 26, 2022 07:45:00 PM</p> <p>SOLD!</p> <p>VIEW</p> <p>Interested Questions Share</p>
<p>\$50 Gift Card To Kahala Mall Three Left Closed Donated by Kahala Mall Closes Oct 26, 2022 07:45:00 PM</p> <p>SOLD!</p> <p>VIEW</p> <p>Interested Questions Share</p>	<p>Burger Bar For 10 People By Burgers On Bishop Three Left Closed Donated by Burgers on Bishop Closes Oct 26, 2022 07:45:00 PM</p> <p>SOLD!</p> <p>VIEW</p> <p>Interested Questions Share</p>	<p>Makana Lani Brunch Buffet For Two Three Left Closed Donated by Makana Lani Closes Oct 26, 2022 07:45:00 PM</p> <p>SOLD!</p> <p>VIEW</p> <p>Interested Questions Share</p>

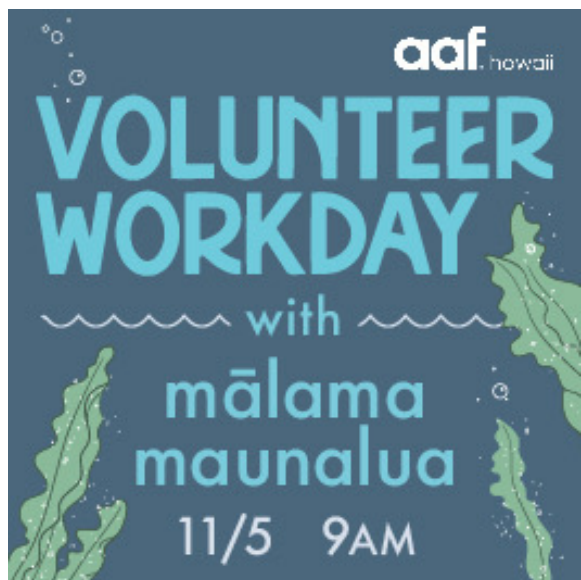




EXHIBIT 8: Two Scoops with Kevin Yim

TWO SCOOPS
aaf hawaii

NOVEMBER 17 • 12:30-1:30 PM • WITH KEVIN YIM
VICE PRESIDENT OF MARKETING & COMMUNICATIONS FOR FCH ENTERPRISES (PARENT COMPANY OF ZIPPY'S AND ITS AFFILIATES)



aaf hawai'i

Behind The Scenes!

with PBS Hawai'i and 'Ukulele virtuoso Taimane Gardner

NOV 8 | 11AM-1PM
RSVP TODAY

PBS HAWAII

What School You Went?

The poster features a woman playing a ukulele and a man in a circular inset. The background is blue and pink with abstract shapes.





EXHIBIT 10: Two Scoops with James Sereno

TWO SCOOPS
aaf hawaii

DECEMBER 6 • 12:30-1:30 PM • WITH JAMES SERENO
DIRECTOR/OWNER, KINETIC PRODUCTIONS

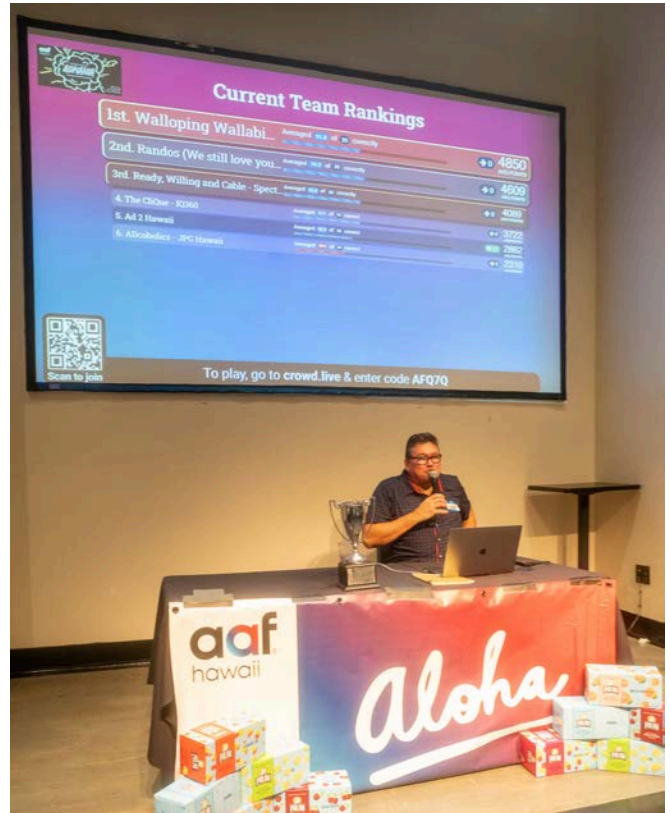
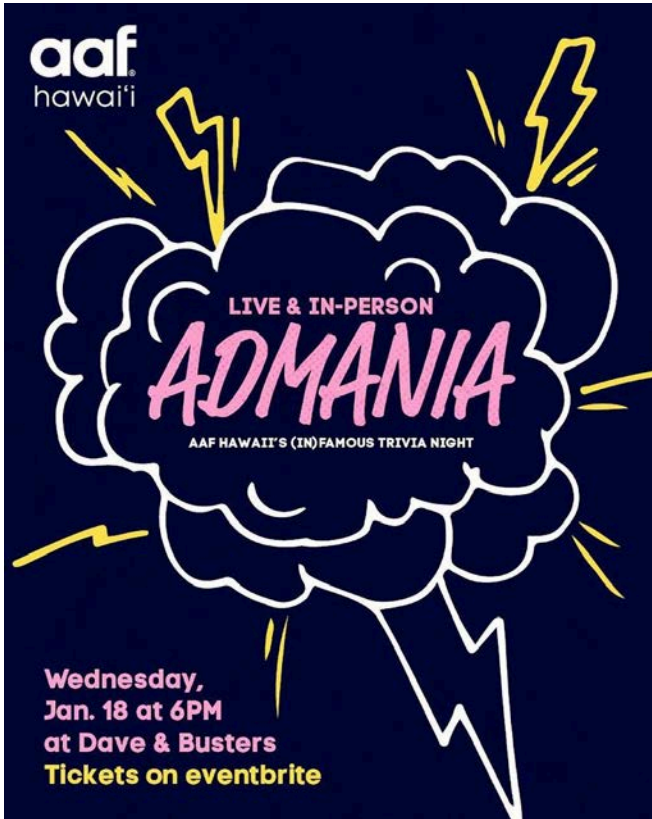
A circular inset portrait of James Sereno, a man with glasses and a goatee, smiling. The background of the graphic is a blurred image of a professional microphone on a boom arm.





EXHIBIT 12: Two Scoops with Joshua Mednick









- ① Did Well
- * Website
 - * Good ^{start} come back
 - * Variety of events
 - * Fresh ideas
 - * Board collaboration
- ② Need to work on
- * Sooner promo - more attendees
 - * Get better at Slack, organize
 - * Incorporate other neighbor islands
 - * Build on the momentum
 - * Evolve, add to the current gen.
 - * More Fun!
 - * Surveying members
 - * Driving attendance
 - * Membership increase
 - * Pricing structure?
 - * High profile people
 - * Blow it up!!
 - ↳ Shake up legacy events
 - * Collab w/ new orgs
- ③ Accomplish by June
- * Survey - Joey & Lyssa
 - * Earlier planning, promo
 - * More members → Internship
 - * 1 More volunteer event
 - * Every board member invites someone/posts/attend.
 - * More networking, moving around
- ④ Adjustments to Ops
- * In-person surveys
 - * Post-event surveys for incentives
 - * Google Drive organization
 - * Push social media
 - * Support a cause, align with a platform (DEI)
 - * Talk less, Do more



EXHIBIT 15A: Two Scoops with Ron Mizutani

TWO SCOOPS
aaf hawaii

SPONSORED BY **HEI**
CATALYST FOR A BETTER HAWAII

FEBRUARY 15 • 12:30-1:30 PM • WITH RON MIZUTANI
PRESIDENT AND CEO, PBS HAWAII

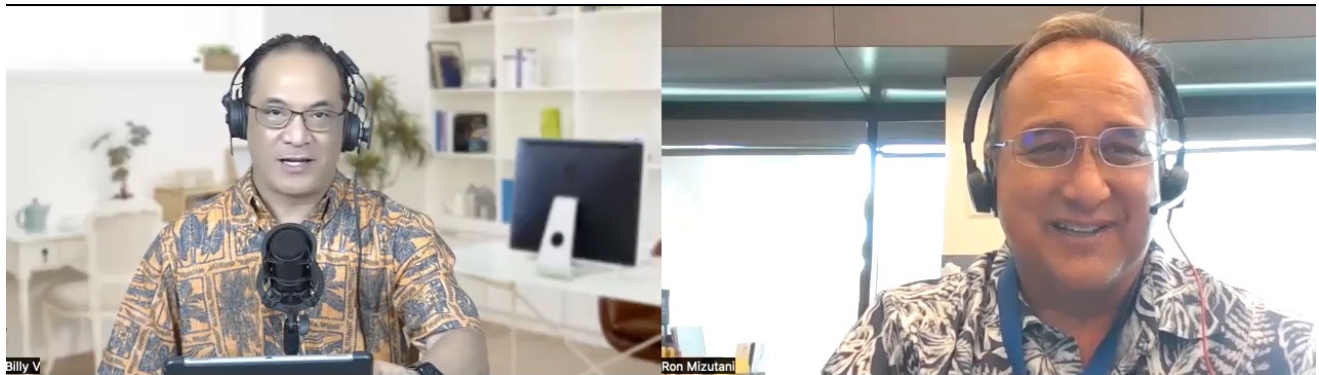




EXHIBIT 15B: Two Scoops with Mary Fastenau





aaf. hawai'i

the fine line

Honoring Hawai'i's
Indigenous Culture
in Advertising

Kainoa Daines
Senior Director of Brand for the
Hawai'i Visitors & Convention Bureau

MAR 23 | 5:30PM
MVNP | 745 Fort St. Suite 900



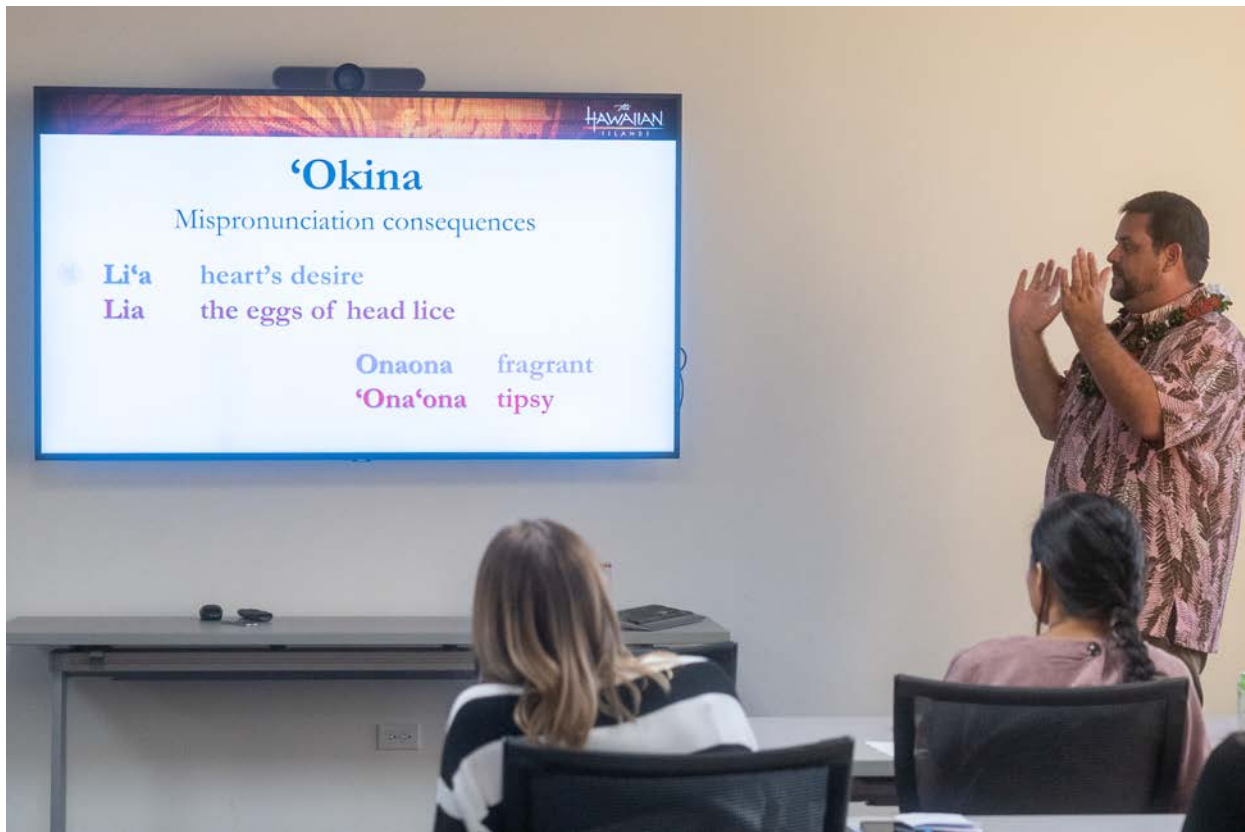






EXHIBIT 17: Return to Non-Discounted Rates

Corporate Memberships

BRONZE	BEST VALUE GOLD	SILVER
\$175 <i>valued at \$330/year</i>	\$500 <i>valued at \$630/year</i>	\$250 <i>valued at \$530/year</i>
One year membership For teams less than 10 Two AAF Hawaii members One AD2 Hawaii member Access to event member rates Corporate profile on AAF Hawaii website Sponsored social post and web and email recognition 1 free Pele Awards entry	One year membership based on payment date Recommended for teams larger than 20 Six employees receive AAF Hawaii benefits One employee receives AD2 Hawaii benefits Access to event member rates Corporate profile on AAF Hawaii website Sponsored social post, website and email recognition and a choice of one sponsored event 3 free Pele Awards entries	One year membership For teams more than 10 Four AAF Hawaii members One AD2 Hawaii member Access to event member rates Corporate profile on AAF Hawaii website Sponsored social post and web and email recognition 2 free Pele Awards entries

Top: Pandemic Rates. Bottom: Return to Non-Discounted Rates in 2022-2023.

Corporate Memberships

BRONZE	BEST VALUE GOLD	SILVER
\$350	\$1,000	\$500
One year membership For teams less than 10 Two AAF Hawaii members One AD2 Hawaii member Access to event member rates Corporate profile on AAF Hawaii website Sponsored social post and web and email recognition 1 free Pele Awards entry	One year membership based on payment date Recommended for teams larger than 20 Six employees receive AAF Hawaii benefits One employee receives AD2 Hawaii benefits Access to event member rates Corporate profile on AAF Hawaii website Sponsored social post, website and email recognition and a choice of one sponsored event 3 free Pele Awards entries	One year membership For teams more than 10 Four AAF Hawaii members One AD2 Hawaii member Access to event member rates Corporate profile on AAF Hawaii website Sponsored social post and web and email recognition 2 free Pele Awards entries

INDIVIDUAL MEMBERSHIPS STARTING AT \$175

EDUCATOR STARTING AT \$75

AAF Hawaii is the hub for talented people like you who care deeply about our community and the ad industry that helps support it. Join as an individual, educator, enthusiast or corporation. Our members receive networking opportunities, access to developmental events, discounts, and an opportunity to give back and support your advertising industry and community.

[Become a Member](#)

Our Corporate Members

GOLD



[ANTHOLOGY]
MARKETING GROUP



SILVER



BRONZE

Shift Creative

Holoholo Media

The Avocado Group

FCH Enterprises

Montaj9

Island Film Group

Weekday Studio

Element 8

[Check out our latest member spotlight](#)



SHINING STAR SCHOLARSHIP

APPLICATIONS DUE MARCH 31, 2022



SHINING STAR
SCHOLARSHIP
AAF HAWAII

2022 APPLICATION DEADLINE: MARCH 31, 2022 - 5PM HAWAII STANDARD TIME

CALL FOR APPLICANTS

The American Advertising Federation Hawaii "Shining Star" Scholarship is open to current full-time enrollees of a Hawaii college or university and majoring in Advertising or an Advertising-related field such as Graphic or Web design, Marketing, Journalism, Communications, etc.

SCHOLARSHIP AMOUNT:

First Place: A one time amount of \$2000 to be used towards school-related expenses.
Second Place: A one time amount of \$500 to be used towards school-related expenses.

ELIGIBILITY:

College undergraduates who are currently enrolled as full-time students at an accredited college or university in Hawaii.

QUALIFICATIONS:

- Applicants must be majoring in (or for high school seniors, declaring a major in) an communications related field, including but not limited to advertising, graphic or web design, broadcasting, communications, film, video production, journalism, marketing, new media or public relations.
- Applicants must have an overall GPA of 3.0 or higher (must submit a copy of their current college transcript and provide verification that they are currently enrolled in an accredited college or university in the state of Hawaii).
- Short essay (250 words or less): "Why should you be the recipient of the AAF Hawaii Shining Star Scholarship?"
- A brief interview with members of AAF Hawaii's Board of Directors

SELECTION PROCESS:

The AAF Hawaii Board will select the winners. Scholarship recipients will be selected on the basis of academic achievement, need, demonstrated leadership, participation in school and community service activities, honors and other awards or recognition, work experience and statement of goals and aspirations, and unusual personal and/or family circumstances.

DATES TO REMEMBER:

Thursday, March 31, 2022, 5:00pm HST: Application Deadline
March 31 - April 14, 2022: Review of applications, video teleconference interviews of finalists
April 18, 2022: Winner(s) notified, then recognized on social media (presented award certificate / check mailed separately in April).
May 28, 2022: Winner(s) recognized at the Pele Awards.

The following items must be submitted to scholarships@aafhawaii.com by March 31, 2022, 5:00pm HST:

- Your fully completed 2022 Shining Star Scholarship Application
- Your essay on why you should receive the AAF Hawaii Shining Star Scholarship.
- A valid official or unofficial transcript from your accredited college or university in the state of Hawaii
- Verification that you are currently enrolled as a full time student at an accredited college or university in the state of Hawaii.
This could include a current tuition receipt, course registration, or an official letter from an administrator at your school.

When submitting your application, please make sure the subject line of your email entry reads: "2022 Shining Star Scholarship - (your name)." Failure to thoroughly and accurately provide the required application items will result in the disqualification of the applicant in the selection process.

Questions? Contact us at scholarships@aafhawaii.com



The 2022 Very Merry Event: Ticketholders receive special discounts this weekend only!

Dec 9 - Dec 11

All Day

The 2022 "Very Merry Event" (VME) is finally here! Kahala Mall will host an exciting 3-DAYS of Mall-wide special offers, discounts and exclusive in-store promotions at 45 participating stores & restaurants!

Local non-profit, community groups, schools, and sports teams sold \$5 VME tickets to their supporters! **100% of the proceeds directly benefits their organization.** Kahala Mall provided the tickets to sell and the pamphlet of offers for FREE, and 45 participating merchants are supporting this event by offering exclusive holiday discounts.

[CLICK HERE](#) for the pamphlet of SPECIAL OFFERS.





EXHIBIT 21A: New Website Launched



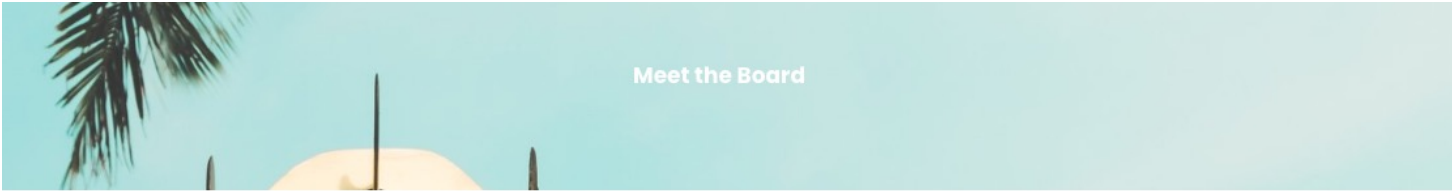
MISSION STATEMENT

AAF Hawaii is the unifying voice for advertising. Our mission is to promote the business of advertising and communications through professional education, recognition of excellence, government relations, self-regulation and public service. Most importantly, AAF Hawaii provides an arena by which all members of the advertising community can work together for the common goal of creating a stronger industry.



Ad Mania 2023





Meet the Board



AAF Hawaii Past President

Jeremy Kwa
Executive, LLC

Jeremy has over two decades of industry experience which includes work at several prominent agencies in Hawaii such as Ogilvy & Mather, and the former agency in 2015. He is currently Executive Director at a local advertising agency in downtown Honolulu.

He is well respected by the press and was named the "Young Ad Person of the Year" in 2010, and "Top 100 of the Year" in 2017 by the American Advertising Education Council. He has been the Ad-Op Hawaii program which brings together advertising professionals to provide growth, networking, and advertising campaigns to deserving non-profit organizations. He is on the Ad-Op Hawaii board helping with fundraising efforts.



AAF Hawaii President

Ryan Kawasaka
Creative Productions

Ryan Kawasaka has been with Creative Productions for nearly twenty years where he has established himself as a creative and film director with a flair for storytelling.

He is skilled in various advertising campaigns including multi-media campaigns featuring the sophisticated Kona Maui for Island Insurance.

Kawasaka was recognized as the Ad-Op Hawaii 2019 Advertising Person of the Year, as well as the 2018 Outstanding Young Ad Person of the Year, by Ad-Op Hawaii. He has directed and collaborated on numerous film award winning commercials, including two "Best of Show" awards.

He directed three feature length films. His latest project, "Hawaii United" features three stories of Hawaii ("personas of the 20th Hawaii International Film Festival") and was awarded a 2019 International Movie Award by the Hawaii International Film Festival.

In the Spring 2018, Kawasaka mentored students for the Ad-Op Hawaii program. He is a Past President of the Rotary Club of Kona Island. He has served on the Ad-Op Hawaii Board of Directors for the past six years and is the current 2020 Ad-Op President.



Governor of AAF District 13

Paul Lee
President of Media Buy Pro, LLC

Paul is the President of Media Buy Pro, LLC, a marketing consulting and media buying service that he founded in April 2016. Paul has been serving as Governor of AAF District 13 since 2015. His duties include overseeing Ad-Op Hawaii and Ad-Op Hawaii, the Non-Profit and the National Student Advertising Competition (NSAC).



AAF Hawaii Vice - President

Lynsey Kessler
MVP - Account Director

Lynsey has been in marketing all the account and is currently an account manager at a new media and account agency. Her focus is on accounts in the health and beauty industry. Before moving to Hawaii, Lynsey worked as an account executive at a national retail in Milwaukee, WI.

Lynsey joined the Ad-Op Hawaii Board in 2019 and serves as the program's coordinator and is the current Vice President. Lynsey holds a Bachelor of Science in Journalism, advertising and media studies, as well as an associate degree in theater marketing.



AAF Hawaii Treasurer

Rob DeMatia
Senior Client Executive, Communications & Internal Affairs

Rob DeMatia

Rob is responsible for managing all communications campaigns and programs in support of Hawaii's education mission to improve the quality of life for the people of Hawaii by working toward solutions that create more locally grown, local economic development, energy, and generate better management of freshwater and waste.

He also served as deputy communications director for the Hawaii Department of Education and public relations officers across various capacities, and following the government's best practices state of Hawaii. Other organizations he has worked for include communications manager, reporting directly to the state communications officer and working with agency communications and legislative coordination.

Rob earned his Bachelor of Arts in Journalism from the University of Hawaii at Hilo. He is the immediate past president of the Hawaii Chapter of the Public Relations Society of America, a past president of the Hawaii Chapter of the American Marketing Association, and a member of the Society of the Hawaiian Islands Society and the Hawaiian Chamber of Commerce. He was the recipient of the 2019 President Leadership Award from the Hawaii Chapter of the Public Relations Society of America.



AAF Hawaii Secretary

Helen Chang
MBA Network

Helen is an account executive for Ignite's Reach, the social TV and digital advertising arm of some of the largest cable networks like CNN, CNN and MTV in various media formats, from print to digital and collaboration with various organizations and roles to develop robust advertising campaigns.

Advertising and marketing from an ever-evolving media landscape is an ever-evolving field. It is that she owns the most important, productivity in advertising today. She has worked in various roles in various non-profit organizations and strongly advocates for high school speech and debate programs. She currently serves as a program co-chair for the Hawaii Advertising Education - Hawaii Chapter and organizes events that bring the vast educational advertising community together.



Account Executive • MVNP
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Seek Army Kralik of Ads
We're looking for an elite leading Account Executive who can think strategically while juggling priorities and projects with a smile. Our candidates must have experience in managing large accounts, with the ability to create and execute marketing plans and manage budgets for the priority focused communication and production skills required digital and/or social experience are a happy plus.

What you'll do...
Key responsibilities:

- Act as key on the client with client
- Assist in developing, managing and implementing annual marketing plans
- Develop creative briefs
- Oversee and manage budgets and status reports
- Manage media and production budgets
- Assist to communications, brand and message projects across multiple internal departments
- Monitor non-traditional marketing initiatives
- Evaluate performance metrics and leverage monthly report on campaign performance

What you'll need...
Required skills:

- Undergraduate degree required
- 3 years experience of hands on integrated communication
- Track record of strong project management including creating and implementing annual communication (brand plans, budgets, timelines, reports, etc.)
- Ability to work on multiple projects and types in a creative and non-traditional environment
- Excellent written and verbal communication skills to communicate effectively with clients and project team regarding all aspects of projects from inception through delivery
- Must be able to work with various personalities across team

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Marketing Specialist • City Mill
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Account Executive • IQ 300
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Client Services Manager • digiVortex
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Digital Marketing Specialist • UHA Health Insurance
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EXHIBIT 23: Logo Correction



Top: 2021-2022 Logo. Bottom: 2022-2023 Corrected Logo

