Introduction

The 2021-2022 year has been very similar to last year due to the ongoing pandemic and restrictions here in Hawaii. Hawaii was faced with gathering restraints, large event space closures and strict social distancing measures both indoors and outdoors. Taking this into consideration, we really had to think creatively when it came to recruitment, retention and involvement with our membership, making sure the benefits were worthwhile to all.

Our goals for the 2021-2022 year were:

1. Maintain our membership count by focusing on building our corporate membership
2. Create valuable virtual and in-person events (when possible) to retain 75% of members
3. Communicate all programs to members and survey our membership for engagement and involvement

Goal 1: Maintain our membership count by focusing on building our corporate membership.

Program 1: Discount Program

Overview: Last year from May 1, 2020 - April 30, 2021 all of our membership price levels were half-off. An individual member went from $150 to $75, a Gold corporate member went from $1,000 to $500, Silver from $500 to $250, and Bronze from $350 to $175. We did not continue with it after April because everything was opening back up and people were feeling more comfortable in-person. However, things took a turn quickly and Hawaii was right back where we started with restrictions in place once again starting July 1, 2021 when our new fiscal year began. We then made the decision to bring the discount program back, and whoever had become a member during the two months that we did not have it, were given a refund.

Objective: Continue to create an incentive to potential members given the economic situation.
Program 2: Refresh and update our Corporate Membership packages (Exhibit 5, 6)

Overview: Due to the inability to hold in-person events, we created new benefits to the AAF Hawaii 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 Bronze members and the silver members, their name only categorized by their membership level. This provided exposure of our corporate members to our advertising community. 2) Gold members were given the opportunity to be a sponsor of an event of choice. 3) All corporate members were given one free Ad 2 Hawaii membership, which AAF Hawaii 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 Pele Awards (Gold members - 3, Bronze members - 2, Silver members - 1).

Communications: This year our membership had a 3-person team where each of us had a role in communications. James Sereno took the lead in pitching to local advertising agencies using the new graphic flier we created which incorporated our discount program and new benefits. The membership team also decided to purchase special AAF Hawaii tote bags as an added incentive to bring to agency pitches, so we are kept top of mind (Exhibit 8). Alysha Komenaka was in charge of communicating with the agency contact once the agency had signed up - making sure all individuals’ contact information was received to be input in our database for benefits purposes. YongChae Song did a great job ensuring our corporate members were receiving the benefits they were promised throughout the year, such as being a “sponsor” for an event and getting their logo on communications and collateral (Exhibit 7).

Goal 1 Results: At the beginning of the fiscal year we started with 58 members, 13 being a part of a corporate membership. We ended up with 78 members, 12 being a part of a corporate membership, increasing our overall membership by 34%. We included the number of employees able to receive benefits under one corporate membership in our final membership total. Although we did not retain all of our previous corporate memberships, we did gain new ones. We were able to obtain one of Hawaii’s largest advertising agencies as a corporate member - MVNP, who hasn’t been a member in the last couple years. Also, because of the continued discount and added benefits for corporate
members, we were able to upsell and upgrade 2 corporate memberships from a lower to higher level - Kinetic Productions went from Bronze to Gold and Wall to Wall went from Bronze to Silver.

**Goal 2: Create valuable virtual and in-person events (when possible) to retain 75% of members.**

**Program 1: Mulligan’s Island Golf Clinic Event (Exhibit 15)**

**Overview:** AAF Hawaii held its first and only in-person event on October 9, 2021 where golfers of all skill levels could join and network with like-minded industry leaders. At the event, AAF Hawaii partnered with First Tee Hawaii, a prominent non-profit organization in Hawaii whose goal is to help develop young golfer’s skill and love of golf. Steven Small from First Tee Hawaii facilitated putting, chipping and iron swing tips clinics. Then, attendees were able to put into play what they learned with a game of 9-hole at the Royal Kunia Golf Club. We also added an element of excitement by doing a raffle prize drawing for a chance to win restaurant certificates donated by Pacific Media Group, a local radio station company.

**Objective:** To create an outdoor, in-person networking event to re-energize our current membership and build excitement around the association, despite the restrictions the pandemic has brought.

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

- RSVP eblast: 500 recipients, 38% opens, 8% clicks
- Reminder eblast: 501 recipients, 36% opens, 7% clicks
- Social media: 199 accounts reached, 22 profile clicks, 23 content engagements (likes, shares, saves)

**Program 2: A Creative Convo with Jeremy Wirth Event (Exhibit 17)**

**Overview:** This educational program was held on November 17, 2021 over Zoom. The world is ever changing and evolving…what does that mean to our industry? The creative convo with Jeremy Wirth, Group Creative Director at Anomaly LA offered insights and perspective on advertising. Jeremy was named one of Ad Week’s Creative 100 and has experience working on some of the biggest brands in the world like Apple, Nat Geo, Sonos and Call of Duty.

**Objective:** Because everything in Hawaii has become virtual during this time, we wanted to create a valuable, unique virtual event that our current members would be interested in with someone big in the
industry that they could “meet.” One pro to having Zoom events is that we were able to connect with a speaker not just from Hawaii, which is what we’ve always wanted to do, pre-pandemic.

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

- RSVP eblast: 491 recipients, 36% opens, 7% clicks
- Social media: 149 accounts reached, 3 profile clicks, 19 content engagements (likes, shares, saves)

**Goal 2 Results:** Overall, we ended up renewing 43 members this year which is 74% retention, just shy of 1% to our goal.

The Golf Clinic ended up having a total of 9 attendees. The Jeremy Wirth Zoom event had a total of 22 attendees consisting of 19 AAF Hawaii or Ad 2 Hawaii members and 3 non-members.

**Goal 3:** Communicate all programs to members and survey our membership for engagement and involvement.

**Program 1: Effectively communicate the various virtual and in-person events held**

**Overview:** This year, we continued offering a steady clip of mostly virtual events to keep members engaged and connected. Along with our signature annual events, we introduced a new in-person networking event when COVID limitations started lifting.

**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 in a safe and fun way.

**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:** Our calendar of events show the schedule that we followed (Exhibit 1), including

- **ABCs of JOBS** (Exhibit 2) email campaign spanned two different messages. The first save the date email was delivered to 448 recipients with a 29% open rate. The second email with an RSVP call to action was delivered to 468 recipients with a 32% open rate. On Instagram, we introduced our panel participants via dedicated posts that featured mini bios to pique interest. The series of posts reached
at most 335 people and achieved at most 46 engagements. Our event announcement on Facebook had 5 engagements.

- **AdMonth** (Exhibit 3) included an email campaign that spanned across 9 messages promoting the month of events and dedicated emails for each.
  - Calendar of Events (Exhibit 3) email reached 468 recipients with a 28% open rate. Instagram reached 217 accounts and received 16 engagements.
  - SAG Influencer Agreement (Exhibit 3A) email reached 486 recipients with a 32% open rate. Instagram reached 210 accounts and garnered 25 engagements and 27 profile clicks.
  - Baker-E (Exhibit 3B) email reached 468 recipients with a 33% open rate. A reminder email received a 30% open rate. Instagram reached 226 accounts and achieved 22 engagements and 5 profile clicks.
  - Anthology 99 Problems but a drink ain’t one (Exhibit 3C) email reached 467 recipients with a 31% open rate. Instagram reached 278 accounts and received 27 engagements with 17 profile clicks.
  - Wall-to-Wall “Wall of Fortune” email (Exhibit 3E) was delivered to 463 recipients with a 28% open rate. A reminder email received a 26% open rate. Instagram reached 202 accounts with 24 engagements and 11 profile clicks.
  - Meet the Pele Judges (Exhibit 3G) email reached 463 recipients with a 30% open rate. Instagram reached 287 accounts with 20 engagements.

- **Shining Star & Professional Scholarship** (Exhibit 9) Our annual Shining Star Scholarship and Professional Scholarship recipients via email and social media. The announcement email was delivered to 463 recipients with a 35% open rate. On Instagram, we announced the recipients through three dedicated posts at most reaching 429 accounts and receiving 58 engagements and 19 profile clicks.

- **EAT for AAF** (exhibit 11) now in its second year of partnering with a local restaurant with a portion of sales benefitting AAF was sent to 459 recipients and garnered a 30% open rate. On Instagram we announced the fundraiser with an initial post that reached 312 accounts and received 33 engagements.
plus 9 profile clicks. As reminders, we asked board members to post stories of them and their families taking part in the fundraiser and enjoying the delicious food which we shared via the AAF account.

- **A Brave New Production World** (Exhibit 12) email reached 509 recipients and achieved a 59% open rate. A reminder email received a 45% open rate. The Instagram post reached 393 recipients, receiving 49 engagements and 13 profile clicks.

- **New Board Installation** (Exhibit 13) was shared on Instagram, reaching 494 accounts and garnering 81 engagements and 13 profile clicks.

- **Best of the West Media Awards** (Exhibit 14) call for entries was communicated through three emails: 507 recipients, 34% open rate; 502 recipients, 36% open rate; and 500 recipients, 36% open rate. We posted two Instagram posts at most reaching 249 accounts, 20 engagements and 4 profile clicks.

- **Mulligan’s Island** (Exhibit 15) in-person networking event was announced via email to 503 recipients and a 38% open rate. A reminder email received a 36% open rate. On Instagram, the announcement post reached 199 accounts and received 23 engagements and 22 profile clicks. The post-event Instagram post included photos from the event along with a video announcing the raffle winner. The post reached 417 accounts with 44 engagements and 11 profile clicks.

- **Brand Bash** (Exhibit 16) Along with branded save the date Instagram posts, we wanted to generate buzz by posting a photo from last year’s event showing that costumes can still be fun in a virtual setting. The series of Instagram posts reached at most 202 accounts and received 30 engagements and 3 profile clicks. Our email campaign included two messages delivered to nearly 500 recipients with a 46% and 34% open rate.

- **Professional Scholarship** (Exhibit 10) call for entries was announced via email to 499 recipients with a 32% open rate. Our Instagram post reached 229 accounts, received 128 video views, 22 engagements and 1 profile click. To make the scholarship more approachable, both emails and the social post included a video testimony of the previous year’s recipient explaining how she was able to use the scholarship funds to attend an AI Marketing course from Cornell University.
- **A Creative Convo with Jeremy Wirth** (Exhibit 17) was promoted via email to 495 recipients and a 36% open rate. The Instagram post reached 149 accounts and received 19 engagements and 3 profile clicks.

- **Member Survey** (Exhibit 4) This year, we wanted to gauge members’ interest in the types of events they hoped to see from AAF, especially as we started to emerge from the pandemic and could consider in-person events. We asked members to take a short survey via an email to 492 recipients and a 53% open rate. The Instagram post reached 140 accounts and received 10 engagements and 1 profile click.

- **Holiday Hui Fundraiser** (Exhibit 18) Our holiday fundraiser email was sent to 491 recipients and received a 40% open rate. On Instagram, we reached 114 accounts, and received 13 engagements and 2 profile clicks.

- **Very Merry Kahala Mall Ticket Fundraiser** (Exhibit 19) This was the first year we participated in Kahala Mall’s Very Merry Ticket fundraiser. We sold tickets to be used for shopping and dining discounts via an email that went to 490 recipients and received a 55% open rate.

- **Virtual AdMania** (Exhibit 21) was announced via email to 489 recipients with a 41% open rate. We sent a second reminder email to 487 recipients and a 41% open rate. The Instagram post reached 144 accounts with 10 engagements and 7 profile clicks.

- **The Quarterly Brief Newsletter** (Exhibit 22) received a fresh, new look and was sent to 484 recipients and achieved a 37% open rate.

**Program 2: Membership Survey (Exhibit 4)**

**Overview:** The membership survey was given out to our email database of current and potential members.

**Objective:** We wanted to see what kind of programs, especially virtual ones, would interest our membership during these times, what kind of in-person events people would feel comfortable attending, what time of day events would be best held, favorite event from 2020-2021, what we can do improve membership experiences, what members like most and least about their current membership, if the membership fee is reasonable and if they would recommend AAF Hawaii to someone.
Communication: Members were asked to complete the Member Survey through a Mailchimp email campaign and social media.

Results:

- Eblast: 492 recipients; 53% open rate, 5% clicks
- Social media: 140 accounts reached, 1 profile click and 10 engagements (likes, shares, saves)

Program 3: Quarterly Newsletter - The Quarterly Brief (Exhibit 22)

Overview: This year the newsletter was redesigned to align with the new AAF national branding and to simplify its overall format, making it easier for members to stay up-to-date with AAF Hawaii and local industry news. The simplified format also allowed for more members of the Communications Committee to produce each newsletter, creating efficiencies and setting the team up to successfully manage future sends.

Objective: The goal of the Quarterly Brief is to keep members updated on the latest information regarding the organization, our events, their fellow members, participating agency members and local industry news.

Communication: Our Quarterly Brief is sent to our distribution list via MailChimp. Content from the Quarterly Brief is shared through our other owned channels including our social media profiles and website.

Results: The Quarterly Brief was sent out in February 2022 to 484 recipients and achieved an open rate of 37% and Click Rate of 2%.

Conclusion: Our goal this year was to maintain our membership count. However, we are happy to say that we ended up increasing our membership by 34% due to the upgraded benefits to our corporate membership packages and including all employees under one corporate membership as part of our final count. Although we did not hit our 75% retention goal, we were just shy by 1%, leaving us at 74%. We feel that the Jeremy Wirth event was definitely a hit in showing we can still provide valuable events even if virtual. Our membership survey findings and utilization of all digital communication channels helped us to keep our membership involved and happy, which we too are ultimately satisfied with how this past year ended up, despite the strict regulations here in Hawaii.
<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT NAME</th>
<th>Description</th>
<th>Eventbrite/Attendance</th>
</tr>
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<tbody>
<tr>
<td>April 15, 2021</td>
<td>ABC's of JOBS</td>
<td>Panel for college students, how to get that first job</td>
<td>57</td>
</tr>
<tr>
<td>May 1, 2021</td>
<td>May is AD MONTH!</td>
<td>Advertising workshops and special events all month-long</td>
<td>149</td>
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<tr>
<td>July 17, 2021</td>
<td>AAF Hawaii Board Installation</td>
<td>New board installation event held at JPG Hawaii</td>
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<tr>
<td>July 25, 2021</td>
<td>AAF Hawaii - Board Retreat</td>
<td>Meet new board members, review &amp; planning for the year</td>
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<tr>
<td>Sept 15, 2021</td>
<td>Brave New (Production) World</td>
<td>Panel discussion on broadcast production during the pandemic</td>
<td>31</td>
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<tr>
<td>Oct 9, 2021</td>
<td>Mulligan’s Island: A Golf Clinic</td>
<td>Step away from advertising, have fun, learn to golf</td>
<td>9</td>
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<tr>
<td>Oct 14-16, 2021</td>
<td>Western Regional Conference (Las Vegas)</td>
<td>Noah attended for AAF Hawaii. Event was streamed via social.</td>
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<td>Oct 27, 2021</td>
<td>Brand Bash (Virtual)</td>
<td>Ad-themed Halloween costume event (cancelled, low response)</td>
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<td>Nov 17, 2021</td>
<td>A Creative Conversation with Jeremy Wirth</td>
<td>Creative director special guest speaker via zoom</td>
<td>22</td>
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<td>Dec 1, 2021</td>
<td>Holiday Hui (AAF, Ad 2, PRSA, AMA, AIGA, SME)</td>
<td>Multi-club fundraiser for AccessSurf (Hui means group)</td>
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<tr>
<td>Jan 16, 2022</td>
<td>AAF Hawaii - Mid-year Retreat</td>
<td>Board regroup, insights, evaluations, succession planning</td>
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<tr>
<td>Feb 9, 2022</td>
<td>AdMania Trivia Night (Virtual)</td>
<td>Advertising trivia team competition with Jail/Bail</td>
<td>5 teams</td>
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<td>March 1, 2022</td>
<td>Pele Awards + Ad Person of the Year Nominations</td>
<td>Send out communications to our members</td>
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<tr>
<td>March 31, 2022</td>
<td>Shining Star / Professional Scholarships</td>
<td>Applications accepted through 3/31/22 extension</td>
<td>--</td>
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</tbody>
</table>
EXHIBIT 2A: ABCs of Jobs

CALLING ALL STUDENTS & RECENT GRADS

Mark your calendars for a special online event featuring guest panelists from our local advertising and design industries.

This annual event is presented by AAF Hawaii and AIGA Honolulu to assist graduating college students with tips and insights on how to land their first job in advertising and design during these unprecedented times.

This is one of our most popular annual events, so be sure to keep an eye out for the RSVP link when we release it. We'll also be announcing our panelists in the coming weeks, so follow us on Instagram, @aafhawaii.

Save the date. This is an event you won't want to miss.

**ABCs of JOBS**
**THU, APR 15, 2021 | 6:00 PM | FREE ONLINE EVENT**

GET YOUR TICKETS TO ABCs of JOBS NOW!

Don't sleep on this special online event featuring guest panelists from our local advertising and design industries. We're talking to you college upperclassmen and recent grads!

2021 ABCs of JOBS Panelists
- Malcolm Bailey
  M+W, Senior Copywriter
- Jess Kusunoki
  EF Marketing, VP of Client Strategy
- Noah Tom
  Kernel by Spectrum Reach, Regional Production Director
- Alissa Masutani
  Wall-to-Wall Studios, Designer
- Michael Choe
  Hawaiian Electric, Digital/Communications & Social Media Specialist

This annual event is presented by AAF Hawaii and AIGA Honolulu to assist graduating college students with tips and insights on how to land their first job in advertising and design during these unprecedented times.

This is one of our most popular annual events, so be sure to secure your ticket ASAP. Want to learn more about our panelists? Follow us on Instagram, @aafhawaii, we'll be sharing more about them there.

What are you waiting for? RSVP now!
SAVE THE DATE

ABCs of JOBS

Proudly Presented by AAF Hawaii & AIGA Hawaii

Thu, Apr 15, 2021 | 6:00 PM | Free & Online

Alissa M.
Designer at Wall-to-Wall Studios

Jess K.
VP of Client Services at EQ Marketing

Malcolm B.
Senior Copywriter at MVNP

Michael C.
Digital Communications & Social Media Specialist at Hawaiian Electric

Noah T.
Regional Production Director at Kernel by Spectrum Reach

RSVP Now
2021 AdMonth
We're Just Getting Started

We're almost halfway through May, but there's still a lot more AdMonth fun to be had!

RSVP, add to calendar, and we'll see you there!

From Concept to Execution! A Conversation by Baker-E
Wednesday, May 12, 5:30pm
Former Imagineers, Greyson Lum and Abe Quibin, turned "Bakers" take a deep dive into the creative processes behind experiential design and activations. Learn how their current design company, Baker-E, applies their breadth of knowledge toward design conception, development, and execution. Q&A to follow!

99 PROBLEMS, but a drink ain't one by Anthology Group
Thursday, May 20, 5:30pm
Our business is full of challenges known and unknown. Hear the horror stories and guess how they were solved. Zoom in with Anthology and special guest panelists. Be prepared to laugh and learn. And DRINK (BYO Beverage)! Oh, and PRIZES!

Wall of Fortune by Wall-to-Wall Studios
Tuesday, May 25, 5:30pm
Part live game show, part virtual agency meet-and-greet, part (BYOB) happy hour, all spectacular!

Pele Awards Meet the Judges
Thursday, May 27, 5pm
Mix and mingle with some of this year’s Pele Judges:
  - Jeremy Wirth, Senior Creative Director for TBWA/MEDIA ARTS LAB
  - Amy Hood, Co-Founder & Principal, HGODZPAH
  - Roz Romney, Freelance Art Director & Creative Director

RSVP
Free for lunch? We’ve got an event for you.

Join us for our kick-off 2021 AdMonth event, The New Influencer Agreement by SAG-AFTRA!

The event will be lead by SAG-AFTRA Hawaii’s Local and Special Guest Shaine Griffin, Associate Commercial & Influencer Strategist at SAG-AFTRA.

This fun, snack-sized event will provide you with basic information and a quick Q & A session to learn more about the SAG-AFTRA Influencer Agreement.

If you use influencers for any of your clients or projects, you definitely won’t want to miss this event.

RSVP
EXHIBIT 3B: AdMonth

From Concept to Execution with Baker-E
Greyson Lum and Abe Quibin, Former Disney Imagineers

Obsessed with design processes? We’ve got just the event for you.

Join us for our second 2021 AdMonth event, From Concept to Execution with Baker-E!

Former Disney Imagineers, Greyson Lum and Abe Quibin, turned “Bakers” take a deep dive into the creative processes behind experiential design and activations.

During this AdMonth event, you’ll learn how their current design company, Baker-E, applies its breadth of knowledge toward design development, and execution. And even a Q&A to

RSVP
EXHIBIT 3C: AdMonth – 99 Problems, but a drink ain’t one

Got an UH-OH moment you want to share? We’ve got just the event for you.

Join us for our third 2021 AdMonth event, 99 Problems, but a drink ain’t one hosted by Anthology Marketing Group!

We all know our business is full of challenges known and unknown. But we HAVE to overcome! Join Anthology and special guest panelists to hear some of their horror stories.

And if you’re up for it, share YOUR biggest UH-OH moments and how you’ve triumphed.

Come prepared to laugh and learn... and DRINK! (BYOBeverage!)

Oh, and we mention there’ll be PRIZES?! There will be prizes.

RSVP
Step right up! It's time for Wall of Fortune!

Join us for our fourth 2021 AdMonth event, Wall of Fortune by Wall to Wall Studios!

Part live game show, part virtual agency meet-and-greet, part (BYOB) happy hour, all spectacular!

If you're interested in learning a little more about Wall-to-Wall Studios, you won't want to miss this event. Their fun and interactive game show has been made virtual just for this year's AdMonth!

So get your snazzy game show outfit and tasty drink and meet Wall-to-Wall on Zoom, Tuesday, May 25 at 5:30 PM!

RSVP
EXHIBIT 3G: AdMonth – Meet the Pele Judges

Mix and mingle with some of this year’s Pele judges!

We’ve saved the best for last! Join us for our final AdMonth event and get to know judges Amy Hood, Jeremy Wirth and Roz Romney.

RSVP

ABOUT THE JUDGES

AMY HOOD
Co-Founder & Principal, Hoodzpah
Orange County, California
Amy Hood is a designer and co-founder of Hoodzpah, Inc, a brand identity studio in Southern California that has worked with companies like Disney, 20th Century, Nike, The Lakers, Target, and Red Bull. Amy’s logo and identity work centers around customer lettering solutions.
She is the font designer behind Palm Canyon Drive, Beale, and Beverly Drive. Amy co-authored the book "Freelance, and Business, and Stuff: A Guide for Creatives" (and it’s related online course) with her sister Jennifer based on the Professional Practices class they taught at Laguna College of Art & Design.

JEREMY WIRTH
Senior Creative Director for Apple
TBWA/Media Arts Lab
Los Angeles, California
My name is Jeremy, pronounced Jérémy with a French accent. That’s because I was born and raised in the South of France (Marseille to be exact).
I grew up eating brioche, staying up late to watch Celtics games and dreaming of living in the States. I currently live in LA and work for TBWA/Media Arts Lab as a Senior Creative Director for Apple.
Lately, I’ve worked on the launch of the iPhone 12, the Privacy campaign for iPhone, Behind the Mac, Apple’s Holiday campaign, etc.

ROZ ROMNEY
Freelance Art Director & Creative Director
San Francisco, California
Roz has been freelancing forever and has worked with many agencies like BBDO, DDB, Ogilvy, Aragonaut, 72andSunny, Goodby Silverstein & Partners, Butler Shine – to name a few. She’s also consulted directly with companies like Amazon and Nest.
The constant variety of clients, projects, subject matter, talented collaborators and creative challenges is something Roz really enjoys. She does not, however, enjoy writing about herself in the third person.
We asked members to take a short survey via an email to 492 recipients and a 53% open rate.

The Instagram post reached 140 accounts and received 10 engagements and 1 profile click.
Corporate Memberships

**BRONZE**

$175
valued at $300/year

- 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

**GOLD**

$500
valued at $800/year

- 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

**SILVER**

$250
valued at $500/year

- 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
EXHIBIT 6: New Corporate Package Webpage

JOIN. BELONG. CONNECT.

As an AAF Hawaii member, you get:

- A gathering place for Hawaii’s ad community
- Reduced fees for the Pele Awards entries
- Camaraderie with people who get you
- New ways to give back to your community
- Industry news
- A tangible way to develop professional skills and knowledge
- Awesome networking opportunities
- Discounts to AAF Hawaii programs and events
- To volunteer and work with some of Hawaii’s best
- AAF National member discounts and services

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 us.
EXHIBIT 7: New Corporate Members on E-Blasts
EXHIBIT 8: Membership New Swag Item

Stay creative. Think local.
Congratulations to all of our 2021 scholarship winners!

1st place winner:
Cale Guillermo

“The AAF Hawaii Shining Star Scholarship recipient to me is an individual who is heavily involved in advertising activities in our local economy. Ultimately, their work in the community results in creating a stronger business industry here in Hawaii. Advertisers are the storytellers in the business world. I would like to personally thank the AAF-Hawaii team for selecting me as a Shining Star Scholarship recipient.”

Runner-Up Recipient:
Alisha Churma

“I am very grateful and excited to be receiving this scholarship. This scholarship will support me in my pathway towards completing my degrees, and help me to pursue my goals to study abroad. Thank you so much to AAF Hawaii for this wonderful opportunity!”

Professional Scholarship Winner:
Jessica Kusunoki

“I am very grateful that AAF Hawaii has created this program that not only supports those who seek additional experiences to grow, but encourages it. In an industry that evolves in a blink of an eye, it’s almost essential to pursue some form of continued education to benefit your clients and your own position in the industry. Receiving this scholarship will allow me to seek and gain credible knowledge in the field of ANI (Artificial Narrow Intelligence) in the Marketing/Advertising industry. Thank you, AAF Hawaii for this opportunity!”

Helping you sharpen the tools in your toolbox

Professional development provides excellent opportunities to further your career and develop new skills, but it can also be pricey. That’s why we created our Professional Scholarship! Working professional club members who apply could receive up to $1000 that can be used towards professional learning opportunities.

How it works:

AAF Hawaii will set aside funds annually with a rolling application process from July 1 and will be distributed up until May 31 or until the funds is exhausted. Awards to be determined by the AAF Hawaii board and will be distributed based on the quality and completeness of the application and the nature of the learning opportunity.

*Subject to eligibility. The learning opportunity (e.g., course, seminar, software, etc.) must be legitimate and verifiable.
EXHIBIT 9B: Shining Star & Professional Scholarship

- **Winner:** CALE GUILLERMO
  - Senior, University of Hawai‘i

- **Runner-Up Recipient:** ALISHA CHURMA
  - Sophomore, University of Hawai‘i

- **Winner:** JESSICA KUSUNOKI
  - Congratulations
2021 Professional Scholarship
Applications due December 20, 2021

AAF Hawaii is proud to once again offer our professional scholarship! Meant for working professional club members to further their careers, develop their skills, and perpetuate lifelong learning!

How it works:
We have set aside funds with a rolling application process from now until December 20 or the fund is exhausted (whichever comes first). Awards to be determined by the AAF Hawaii board and will be distributed based on the quality and completeness of the application and the nature of the learning opportunity. The scholarship amount will be up to $1000!

Find out more about the Professional Scholarship and apply here:
Learn More
EXHIBIT 10B: Professional Scholarship

Special promotional video featuring our recipient

Jessica Kusunoki
AAF Hawaii Professional Scholarship Recipient

Jessica Kusunoki
AAF Hawaii Professional Scholarship Recipient
EXHIBIT 10C: Shining Star & Professional Scholarship

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 $2,000 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 advertising-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 letter from 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 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 15, 2022: Winners notified, then recognized on social media (presented award certificates/check mailed separately in April).
- May 28, 2022: Winners recognized at the Piko Awards.

The following items must be submitted to scholarship@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 original or notarized 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.

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

For Spring 2022 - Application Deadlines Extended to 3/31/22
EXHIBIT 11A: EAT for AAF Fundraiser

You're invited to EAT for AAF Hawaii!

We're continuing our EAT for AAF Hawaii campaign with everyone's favorite diner, Zippy's! For just $25 you have a choice of a popular local entree, dobash cake for dessert, and medium drink! A portion of the sale will help fund our Shining Star and Professional scholarships.

Purchase your tickets through an AAF Hawaii Board Member. Valid through July 15 at all Zippy's locations, take-out counter.

SEE THE BOARD MEMBER LIST

Show your love on social!

Don't forget to post your 'ono grinds on social and tag @aafhawaii and #eatforaafhi. Mahalo for supporting AAF Hawaii's educational programs!
EXHIBIT 12: Brand New (Production) World

Covid-19 rules and restrictions have changed the production and post-production game.

Join us virtually for a fun and informative talk about navigating this brave, new (production) world. Our panelists will share their learnings and experiences from working through the past 18 months and will provide tips for managing production jobs going forward.

Panelists:
Mel Matsuoka, Senior Colorist & Finishing Editor, Moetaj9
Deborah Miller, Editor & Motion Graphics Artist, Moetaj9
James Sereno, Director/Producer, Kinetic Productions
Fé Vásquez, Producer/Director, Kinetic Productions

Following the discussion, there will be a Q&A session and a chance to network with our panelists and attendees!

RSVP
EXHIBIT 14A: Best of the West Media Awards

Calling all our local Hawaii media companies!

The American Advertising Federation Western Region is now accepting nominations for their first ever "Best of the West Media Awards". The purpose of these awards is to recognize companies, individuals, and students that have shown media excellence and service to the community.

You may nominate yourself, or any company, or individual that is worthy of being recognized!

Some of the award categories include:

- Radio / Television Broadcaster of the Year
- Newspaper / Magazine of the Year
- Website of the Year
- Blog / Podcast of the Year
- Outdoor Company of the Year
- Advertising / Media Agency of the Year
- Locally-Produced Radio or Television Show of the Year
- Public Service Campaign or Event of the Year
- Best Coverage of a Local New Story of the Year
- Media Talent of the Year
- Best Student Media Representative of the Year
- Best College Website / Blog of the Year

Costs: $45 per entry / $35 per entry for students

Key Dates:
- Nominations Open: now through October 8
- Judging Period: October 11 - 24
- Finalists Announced: November 1
- Awards Presentation (online): November 18

Please visit the website for full list of award categories. All nomination entries to be submitted online.

Learn More | Nominate
EXHIBIT 14B: Best of the West Media Awards

Q&A Webinar
Best of the West Media Awards
Monday, October 11 at 10 a.m. HST on Zoom

The American Advertising Federation Western Region will be hosting a webinar for their first ever “Best of the West Media Awards”. The purpose of these awards is to recognize companies, individuals, and students that have shown media excellence and service to the community.

Get all your questions about these awards answered, including:
- Types of work this competition is rewarding
- Categories for media companies
- Categories for agencies
- Categories for individuals
- Categories for students
- How to enter
- Deadlines

REGISTER

After registering, you will receive a confirmation email about joining the meeting.

Calling all our local Hawaii media companies!
“Nominations due October 22”

The American Advertising Federation Western Region is now accepting nominations for their first ever “Best of the West Media Awards”. The purpose of these awards is to recognize companies, individuals, and students that have shown media excellence and service to the community.

You may nominate yourself, or any company, or individual that is worthy of being recognized!

View a Q&A webinar that answers questions about the awards here.

Some of the award categories include:
- Radio / Television Broadcaster of the Year
- Newspaper / Magazine of the Year
- Website of the Year
- Blog / Podcast of the Year
- Outdoor Company of the Year
- Advertising / Media Agency of the Year
- Locally-Produced Radio or Television Show of the Year
- Public Service Campaign or Event of the Year
- Best Coverage of a Local News Story of the Year
- Media Talent of the Year
- Best Student Media Representative of the Year
- Best College Website / Blog of the Year

Costs: $45 per entry / $35 per entry for students

Please visit the website for full list of award categories. All nomination entries to be submitted online.

Nominate by October 22
EXHIBIT 15A: Mulligan’s Island

Join AAF Hawaii and First Tee for an afternoon of golf and networking!

The advertising industry would not be complete without business-talk over a few rounds of golf. Whether you’re a complete newbie or looking to hone your skills, join us for an afternoon golf clinic hosted and led by Stephen Small, PGA associate from First Tee Hawaii. Following the clinic, you’ll get a chance to play a round of 9 holes!

Tickets are also available for experienced members who just want to play 9 holes.

About Coach Steve
Steve played college golf and caddied professionally on what is now the Korn Ferry Tour. With a simple and informed approach, Coach Steve has given over 500 golf lessons, helping local golfers get better at their game.

Ticket Prices
AAF Hawaii Member - clinic + 9 holes: $65
AAF Hawaii Member - 9 holes only: $40
Non-member - clinic + 9 holes: $70
Non-member - 9 holes only: $45

Register Now!

To keep this a safe and happy event, capacity will be limited to 32 registrations (16 with clinic, 16 without clinic) to accommodate gathering restrictions.
EXHIBIT 15B: Mulligan’s Island
SAVE THE DATE
2021 Virtual Brand Bash
Wednesday, October 27 at 6:30 p.m. HST on Zoom

Your favorite brand costume party is back! To keep everyone safe, this year’s event will be completely virtual again. Our programs team is hard at work to add a few new fun elements to the evening, so in the meantime: mark those calendars 📅 and start brainstorming ideas for your costume! 😊

Need some inspiration?
We gotcha. Check out these photo albums from all of our past events to jump-start your creativity! Brand Bash photos from 2019, 2018, 2017!

Be sure to follow us on social media
to get the latest updates on all AAF Hawaii events!

Follow Us
YOU'RE INVITED TO:
2021 Virtual Brand Bash
Wednesday, October 27 at 6:30 p.m. HST on Zoom

Lysol, Netflix, Dogecoin, and Lululemon -- what do these brands have in common? They THRIVED in quarantine. Likewise, AAF Hawaii knows how to keep the party going (virtually), and we’re bringing Brand Bash back to you with a slew of good prizes, good people, and good conversations.

FEELING ARTSY?
Pumpkin Carving Contest

Submit your Jack-o-lantern photos to us via Instagram by tagging #aahawaiibrandbash and @aahawaii in post or story! (Make sure we're either following you or you're open to public so we see it.)

Alternately, you can DM us your photos or email them to aahawaii@gmail.com. One talented winner will be selected by our attendees in each of these categories: funniest, scariest, and favorite-ist.

AND, OF COURSE, THE
BRAND COSTUME CONTEST

Dress up as your favorite brand, mascot, or icon to enter the individual costume contest or group costume contest. Two winners in each category will be selected by our esteemed judges and will be graded on creativity, difficulty, and overall WOW-factor!

All cash proceeds from this event benefit scholarship funds for students and professionals in the fields of advertising, marketing, and design.
EXHIBIT 17: A Creative Convo with Jeremy Wirth

**A Creative Convo with Jeremy Wirth**

**Tuesday, November 17 at 6:00pm HST on Zoom**

The world is ever-changing and evolving... so what does that mean for our industry?

Join us for a creative convo with Jeremy Wirth, Group Creative Director at ANOMALY LA, previously at TBWA/Media Arts Lab. Jeremy was named one of Adweek's 2021 Creative 100 and has experience working on some of the biggest brands in the world, like Apple, Nat Geo, Sony, and Call of Duty.

**WHAT WILL THIS TALK COVER?**

This talk story event will offer insights and perspectives on some of your burning advertising questions:

- Why ad agencies need to do things differently – and how to accomplish that.
- How the ad world is changing and how to lead that change.
- Advertising in today's day and age... and beyond.
- How can you help your clients visualize the possibilities along the way and learn to take risks.
- How can an agency make up for the budget shortfall and have a budget look like $$$.
- How can I get better insight into my smaller clients to get better creative solutions?

And more importantly, how do creatives and agencies scenario...

**RSVP NOW**
EXHIBIT 18: Holiday Hui Donation Drive

2021 HOLIDAY HUI FUNDRAISER
Gift an Ocean of Possibilities

This holiday season, AAF Hawaii is proud to be supporting AccessSurf, a Hawai‘i non-profit dedicated to building an inclusive community by providing accessible beach and adaptive water sports programs for anyone with a disability.

Along with our friends at PRSA, AMA, Ad2, and AIGA, we would love for AccessSurf to be able to continue offering accessible ocean experiences for their participants with disabilities for years to come.

Please help gift an ocean of possibilities by donating to our Holiday Hui: an online fundraiser where all proceeds go directly to AccessSurf’s Hawaii programs! 🎉

DONATE NOW
EXHIBIT 19: Very Merry Ticket Fundraiser

Purchase a $5 Ticket to Kahala Mall’s Very Merry Event and support AAF Hawaii’s scholarship funds!

Kahala Mall’s Very Merry Event is a weekend filled with exclusive in-store specials and giveaways, happening December 10-12.
See participating stores & restaurants.

By purchasing a Very Merry Event ticket, you’ll also receive an entry to win 1 night at The Kahala Hotel & Resort and breakfast for 2 at the Plumeria Beach House! 10 lucky winners will also receive a $100 Kahala Mall gift card!

Purchase a ticket by emailing info@aafhawaii.com. An invoice will be sent by email and tickets will be mailed the week of December 6. Proceeds go towards AAF Hawaii’s Professional and Shining Star Scholarships.
WELCOME!

- Welcome
- Ice Breaker: Emojis
- Review Mission Statement
- Glows and Grows
- Board Succession Planning
- Adjourn

“Glows and Grows”

Roundtable talk about the Glows and Grows of their year.

Positive highlights and what we can do better.

A) AAF HAWAII
B) HAWAII’S ADVERTISING INDUSTRY
C) BOARD MEMBER GROWTH
D) COMMITTEES
Gather your most competitive ad-nerds and form your team (10 or less) for this year’s virtual event!

Wednesday, February 9
6pm - 7:30pm
See you on Zoom

Test your trivia knowledge on all platforms of media advertising while networking with industry professionals in a fast-paced, highly competitive (and fun!) evening.

Build your team of friends, coworkers, or fellow club members. You can sign up as a team of up to 10 people, or sign up individually and we’ll help you assemble a team.

We’re looking for 10 teams to compete. During the course of the evening, each team has opportunities to send rival contestants to jail and bail their own team members out.

The winning team will receive a trophy, prizes, and bragging rights!

Registration Options
Team of 10 or less: $40
Individual - AAF Hawaii & Ad2 Hawaii: $5 each
Individual - Non-member: $10 each
Jail/Bail Cards Pre-Sale: 5 cards for $20

NOTICE TO PLAYERS: We are utilizing the Crowdburr app. Please make sure all of your team members have a fully powered smartphone or tablet that will serve as your game tool to answer trivia questions. A tutorial will take place at 6:00pm on game night, so don’t be late! All team members will play and answer questions at the same time. Wrong and right answers affect the overall team’s score.

View a sample video of how Crowdburr works.
EXHIBIT 21B: Virtual AdMania
EXHIBIT 22: The Quarterly Brief Newsletter

Test Your Ad Knowledge

Call for Entries

Call for Applicants

A Creative Convo with Jeremy With

Holiday Hul Fundraiser

mahalo for reading,
the quarterly brief

EXHIBIT 22: The Quarterly Brief Newsletter

Test Your Ad Knowledge

Call for Entries

Call for Applicants

A Creative Convo with Jeremy With

Holiday Hul Fundraiser

mahalo for reading,
the quarterly brief
Jerry Blue and Ryan Kawamoto represented AAF Hawaii. The AAF Hawaii Board will collaborate with District 13 and Keith DeMello (AAF Treasurer and former PRSA President on a local action plan locally targeting our representatives.
EXHIBIT 24: 2022 Pele Awards

DON'T MISS OUT
2022 PELE ENTRIES DUE MARCH 15TH

2022 PELE AWARDS SHOW CALENDAR OF EVENTS

2022 FACEBOOK LIVE VIRTUAL AWARDS SHOW
• Web Posting of Winners
Friday, May 20, 2022 • 6p-7:30p

2022 CELEBRATION
• Reveal of Best of Show & Judge's Award Winners
• 2022 Ad Persons Awards Recognition
• Awards Pick Up & Picture Taking
Saturday, May 21, 2022
5p-9p
Ho'okupu Center
1125 Ala Moana Blvd.; #F
Honolulu, Hawaii 96813

"The Pele Awards taught me to create work I genuinely love and work that I am proud of."
- Jillian Ped
San Diego State University - Class of 2024
Maui High School - Class of 2020
NMG Network Scholarship Winner
2019 Best of Show - High School Winner
Logo Design
"Foxy Fresh"
Teacher: Rondy Arquero

MEET PELE JUDGE NUMBER 2

DAVE HANNEKEN
Partner,
Executive Creative Director
Hoffman York, Milwaukee
Adjunct Professor
Marquette University
Diederich College of Communication, Milwaukee
Call For Entries Till March 15, 2022
AAF-HAWAII is proud to announce the Call for Nominations for the 2022 Person of the Year, Silver Medal Award, and Ad2 Person of the Year! Each year we honor exceptional professionals in our community who have supported and advanced the local advertising industry.

Nominations are due April 1, 2022.

This individual’s area of specialty may be in account management, creative development, printing, production, media, photography, marketing, design, communication, web development, branding, etc. Throughout his or her career, but especially during the year in which this award was given, this person has embodied and upheld the professional standards of the industry.

**NOMINATE SOMEONE TODAY!**

Winners will be awarded at the 2022 PELE AWARDS SHOW, so save the date!

**Saturday, May 21**
5pm - 9pm
Harry & Jeanette Weinberg’s Ho'okupu Center
EXHIBIT 25B: 2022 Ad People of the Year

Don’t Forget: Nominations are due April 1, 2022.

AAF-HAWAII is proud to announce the Call for Nominations for the 2022 Person of the Year, Silver Medal Award, and Ad Person of the Year! Each year we honor exceptional professionals in our community who have supported and advanced the local advertising industry.

This individual’s area of specialty may be in account management, creative development, printing, production, media, photography, marketing, design, communication, web development, branding, etc. Throughout his or her career, but especially during the year in which this award was given, this person has embodied and upheld the professional standards of the industry.

NOMINATE SOMEONE TODAY!

Winners will be awarded at the 2022 PELE AWARDS SHOW, so save the date!

Saturday, May 21
5pm - 9pm
Harry & Jeanette Weinberg’s Ho‘okupu Center

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This individual’s area of specialty may be in account management, creative development, printing, production, media, photography, marketing, design, communication, web development, branding, etc. Throughout his or her career, but especially during the year in which this award was given, this person has embodied and upheld the professional standards of the industry.

NOMINATE SOMEONE TODAY!

Winners will be awarded at the 2022 PELE AWARDS SHOW, so save the date!

Saturday, May 21
5pm - 9pm
Harry & Jeanette Weinberg’s Ho‘okupu Center

The past year has been extremely challenging for all of us, yet we’ve found ways to regroup and carry on. We discovered that, working together, we could persevere and accomplish great things. Thanks to the dedication of our Board of Directors and the support of our members, AAF Hawaii remains strong.
EXHIBIT 26: New Website Under Development