

Chapter Operations Book: Ad 2 Hawai'i

Ad 2 Hawai'i entered the 2025–2026 term with a clear understanding that the chapter could not rely on momentum alone. To remain sustainable, credible, and competitive, the organization needed stronger internal systems, more intentional leadership development, clearer communication procedures, and a renewed commitment to fiscal discipline. Our Chapter Operations goals for the term focused on four key areas identified in the criteria: long-range planning, analysis of member needs, leadership organization and development, and fiscal management. These were not theoretical priorities. They were direct responses to real organizational challenges identified from the previous term, including the need to strengthen succession planning for the presidency, standardize internal communications, make better use of volunteer bandwidth, and stabilize the chapter's financial condition.

Long-Range Planning

From the beginning of the term, Ad 2 Hawai'i made a deliberate effort to operate from a strategic roadmap rather than from isolated event planning. The chapter started by evaluating the practical realities facing its volunteers. Our board is made up of emerging professionals balancing full-time work, outside commitments, and the transportation challenges that come with living on O'ahu. Because the City and County of Honolulu is known for difficult traffic conditions, especially after the workday, we knew our internal meeting structure needed to reflect convenience if we wanted to preserve engagement and reduce fatigue.

For that reason, the board established monthly board meetings on the second Wednesday of each month at 6:30 p.m., primarily in a virtual format. This schedule was not arbitrary. It reflected the board's recognition that too many in-person meetings can quickly burn out a volunteer team. We intentionally chose to reserve in-person board gatherings for moments that carried the most strategic value: our Introductory Board Retreat and Mid-Year Board Retreat. This hybrid model allowed us to preserve energy, increase attendance, and still create dedicated moments for deeper strategy and morale building.

Long-range planning also shaped how we communicated the year ahead to both board members and general members. As part of our membership onboarding materials, we included a tentative event calendar for the entire term. This roadmap allowed members to see, from the start, that Ad 2 Hawai‘i was planning a full year of networking, programming, mentorship, education, public service, and fundraising. It created visibility, built anticipation, and signaled that the chapter was thinking ahead rather than making decisions on a month-to-month basis. We included appropriate disclaimers that dates could change, but the value of a visible roadmap remained significant.

This planning mindset was reinforced through our Introductory Board Retreat, which served as the first major strategic touchpoint of the term. Hosted in a cost-effective and more intimate setting at our First Vice President’s home, the retreat brought together nearly the full board of 27 members. The retreat allowed the President and Vice Presidents to review the chapter’s strategic goals for the 2025–2026 term, build team chemistry through bonding activities, and hold one-on-one meetings with board members to clarify projects, deliverables, and expectations. This process ensured that leadership did not simply announce priorities from the top down, but took the time to make sure every volunteer understood their role in executing them.

Another important part of long-range planning was sequencing. Ad 2 Hawai‘i intentionally built the term so that major initiatives supported one another. The term began with a Board Installation Ceremony in collaboration with AAF District 13 and AAF Hawai‘i, then immediately moved into a high-visibility opening Pau Hana tied to the AAF Western Region Conference, followed by the board retreat, recurring programs, fundraising events, mentorship, public service work, and spring advertising-education initiatives. This sequencing created momentum, but more importantly, it showed that the chapter was designing a year-long experience rather than simply reacting to opportunities as they came up.

Even our planning beyond the immediate term reflected this mindset. The chapter had already begun developing a future-facing industry recognition platform, Next Up, as a signature project that would build on the chapter’s long-term visibility and financial sustainability. Although the event itself was scheduled

for early August due to venue availability and favorable pricing, its planning during the current term reflected the chapter's willingness to think beyond the traditional calendar and make strategic choices that favored affordability and long-term success.

Analysis of Member Needs

Ad 2 Hawai'i's operational decisions this term were shaped by ongoing observation, informal feedback, internal conversations, and real lessons learned from prior years. The board recognized that member needs were broader than simply "more events." Members needed better communication, better access to opportunity, clearer understanding of the organization's network, and a chapter that felt financially stable and organizationally competent.

One major need we identified was consistency in communication. Last term, our communication systems lacked clear procedures. This inconsistency contributed to confusion around promotions, timing, and event awareness. To address this, Ad 2 Hawai'i made the standardization of communication and community building one of its strategic priorities. We reorganized our shared Google Drive so that board members could more easily navigate project folders and assets. We created a board information form to capture each director's role, skill sets, contact information, and responsibilities, which made cross-functional collaboration significantly easier. We also built a travel tracking sheet so that collaborators could anticipate when team members would be out of town and adjust project timelines and expectations accordingly. These operational tools may sound simple, but for a volunteer-led chapter managing many moving pieces, they had a real impact on communication efficiency.

We also recognized that our communication team needed more structure to succeed. To support the Director of Social Media and Director of Communications, we built both a social media tracker and a newsletter planner. The social media tracker allowed posts to be organized by content type, platform, date, time, Canva link, and performance indicators such as likes, comments, reposts, and shares. This created a much more organized workflow for approvals and gave leadership the ability to review and adjust content

more quickly. It also introduced a stronger analytical lens into chapter communications by helping the team track what types of content were performing best. The newsletter planner did something similar for email communication. It allowed the President to place copy and assets into a shared planning space in advance so that the Director of Communications could build the monthly newsletter on time and with less scrambling. Last term, newsletters went out inconsistently. This term, our goal was to establish predictability so our audience could better absorb event offerings and chapter news.

Member needs also shaped how we approached community building. Ad 2 Hawai‘i has recently adopted Pumble as its primary communication platform, and this term we invested real effort into making it a functioning professional community rather than just a message board. We grew the platform to more than 50 members and created tailored channels for board coordination, general discussion, work-related questions, passion projects, job postings, and introductions. A pinned template in the introductions channel encouraged new members to share who they are, what they do, and what they are looking for, making it easier for people to meet one another and feel welcomed. For a chapter serving emerging professionals, that sense of belonging matters. Pumble became one of the clearest examples of how the chapter responded to the need for year-round community, not just event-based interaction.

Another member need we identified was stronger exposure to the broader AAF network. Because Hawai‘i is geographically distant from the continental United States, there can be a real disconnect between local members and the larger federation. Many members did not feel strongly connected to AAF National, Ad 2 National, AAF Hawai‘i, or even District 13. To address this, we intentionally collaborated more closely with those bodies and used events such as the Board Installation Ceremony, the AdWest Regional Conference, the ADvise Mentorship Program, AAF Hawai‘i’s Merry Mix & Mingle, and future participation in the Pele Awards to help members understand that Ad 2 Hawai‘i is part of a much larger professional ecosystem.

Finally, member feedback and observation revealed that leadership development itself mattered deeply to our culture. Ad 2 Hawai‘i prides itself on developing rising leaders, and this term we reinforced

that by creating a fun, healthy, and competitive culture around leadership growth. Our board informally tracks the amount of industry-related volunteering members take on, such as serving as speakers, panelists, college-club mentors, or program mentors. This created a motivating internal culture in which members could see leadership not as an abstract value, but as something visible and actively encouraged.

Leadership Organization and Development

Leadership development was one of the chapter's most important operational achievements this term. Ad 2 Hawai'i entered the year knowing that its board structure needed to evolve if it was going to support the chapter's new priorities and prepare for future leadership transitions.

One of the most significant structural changes was the creation of a Director of Public Relations position. In prior years, the chapter had plenty of activity worth promoting, but lacked a board member who was specifically focused on media relations, press distribution, and public relations strategy. This left opportunities on the table. By creating a PR role and strategically recruiting a professional from a public relations agency, the chapter materially improved its communications infrastructure and strengthened its capacity to tell its story more effectively.

The chapter also created a new Director of Recruitment position. This decision came directly from our long-standing strategic goal of building stronger pipelines to soon-to-be graduates and early-career professionals. Historically, Ad 2 Hawai'i had hesitated to bring current college students onto the board because student priorities can shift quickly. This term, however, we recognized that this mindset was limiting us. A current student could do what alumni could not: more naturally access campus communities, build relationships with college clubs, and identify outreach channels that would otherwise remain untapped. We intentionally recruited a student leader into this role because her lived proximity to campus networks made her uniquely qualified to help us achieve our recruiting goals.

We also restructured our executive leadership model by establishing a First Vice President and Second Vice President. This was inspired in part by strong nonprofit leadership models elsewhere in

Hawai‘i and also aligned with another major priority: succession planning. More broadly, we overhauled several board titles to make them simpler, more professional, and more reflective of the actual work each volunteer was doing. Some older titles were too long or vague, which reduced clarity and made positions feel less credible to outsiders and to prospective volunteers.

The biggest leadership development challenge we faced was succession planning for the President role. The sitting President, Cale Guillermo, had already served three terms because at the end of the previous cycle no one volunteered to step into the role. Historically, Ad 2 Hawai‘i has been very strong at succession planning. According to our records, there have been very few times since 1929 when the chapter has had to rely on repeat presidential terms. The recent pattern made clear that we needed to improve.

To do that, we sought advice from other Ad 2 presidents nationally. One piece of feedback stood out: leadership must look fun, collaborative, and manageable if someone is going to step into it. Internal conversations confirmed the issue. Board members respected the presidency, but saw it as an overwhelming workload. In response, the chapter deliberately changed how it presented the future role. We recruited two individuals who had been involved with Ad 2 Hawai‘i but had never previously held board positions and pitched a co-president model inspired by another chapter’s structure. Once the role was framed as shared leadership rather than a solo burden, it became realistic to them. This term, we successfully put succession planning in place for 2026–2027. We also began preparing those future leaders by having the First Vice President, Second Vice President, and Board at Large sit in on Ad 2 National meetings when the current President could not attend, giving them early exposure to the type of federation leadership they will inherit.

Leadership development also happened culturally. The Board Installation Ceremony was important not only as a formal induction, but as an early leadership-development opportunity. Hosted by AAF District 13 at Anthology Marketing Group’s research room, it brought together approximately 40 to 50 board members from AAF Hawai‘i and Ad 2 Hawai‘i. It gave our board the chance to introduce

themselves to industry veterans, understand the larger infrastructure of AAF, and begin the term with a sense of seriousness, pride, and morale. It set the tone for leadership from day one.

Fiscal Management

Fiscal management was one of the chapter's most urgent operational priorities this term. We openly recognized that in previous years Ad 2 Hawai'i had not always been as conservative or strategic with spending as it needed to be. Too many events were net-negative, some costs could have been avoided, and we were not sufficiently aggressive in asking for sponsorships, in-kind support, or waived fees. This term, that mindset changed.

We made the conscious decision to become far more fiscally conservative and financially responsible. One of the most important cultural shifts was learning to ask. In Hawai'i, people are often hesitant to ask businesses for free support because of a local instinct not to burden others. Ad 2 Hawai'i deliberately challenged that hesitation. We made "getting comfortable asking for big asks" a strategic priority, and it paid off.

That shift produced major savings. For the opening Pau Hana at Maui Brewing Co. Waikīkī, we negotiated a waived venue fee and limited free food support. For our second Pau Hana at 1938 Indochine, we again secured a waived venue fee, paying only for food while operating a no-host bar. We secured free use of MVNP's office for Writers' Room. We held our Introductory Retreat at the First Vice President's home to avoid venue costs. Through mentor relationships, we secured workplace space for the first ADvise cohort meeting. We obtained a venue sponsorship from SALT at Our Kaka'ako for The Market, leaving event insurance as the primary unavoidable expense. We secured breakfast sponsorship from Zippy's for Career Kickstart Summit and continued pursuing lunch and snack support from additional sponsors. Taken together, these choices saved the chapter thousands of dollars and changed what was operationally possible.

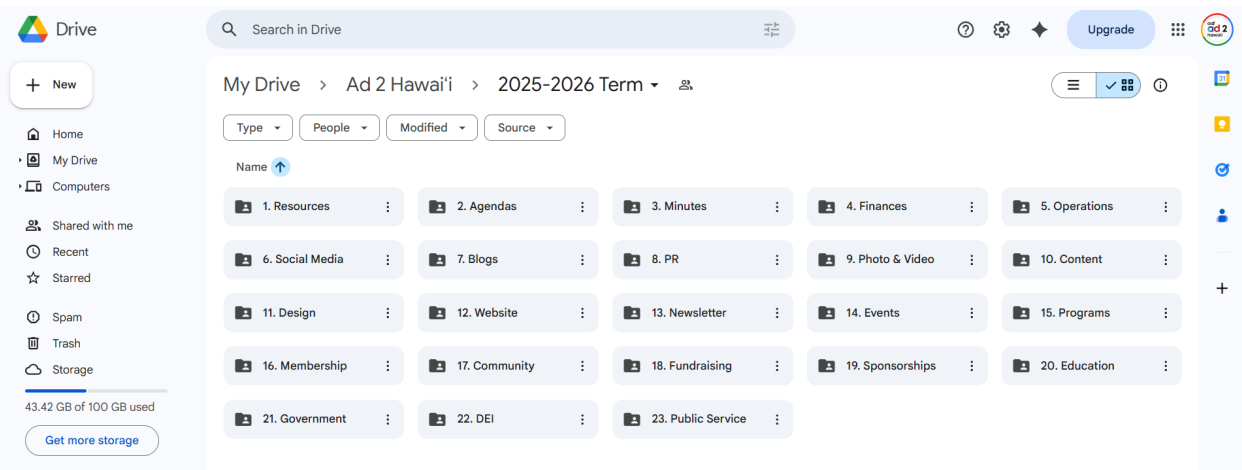
We also made major cost-saving changes to our platforms. We off-boarded from Eventbrite because its fees were too intrusive both to the organization and to attendees. In its place, we adopted RegFox, which allowed us to build more customized landing pages, reduce fee burden, and keep more revenue from ticket sales. We estimate that moving away from Eventbrite improved retained ticket revenue by roughly 30% once avoided fees are taken into account. We also moved away from Slack and replaced it with Pumble, a free alternative with a similar user experience but without disappearing messages or recurring costs. Finally, we had already eliminated the expensive WildApricot subscription and shifted to a more manual but far less costly membership-tracking approach through shared rosters and renewal templates. These platform decisions alone likely saved the chapter hundreds if not thousands of dollars.

On the revenue side, we also sharpened our fundraising philosophy. We decided that fundraising events had to be worth the effort. The chapter was no longer interested in events that brought in only marginal gains. We wanted events that could materially improve our financial position heading into 2026–2027. Shots for Success remained valuable and generated roughly \$700, but it also taught us that highly scheduled service-based fundraisers have a natural cap. That insight pushed us toward more scalable, millennial- and Gen Z-facing fundraising concepts such as The Market and the planned nostalgia-themed benefit concert, both of which were designed around stronger organic marketing potential, sponsorship leverage, and higher profit ceilings.

Results

The results of our Chapter Operations work this term were substantial. Ad 2 Hawai‘i established a more consistent and realistic meeting structure; implemented a clearer annual roadmap; improved onboarding and role clarity; created new leadership positions aligned to real strategic needs; strengthened succession planning for the presidency; standardized communication workflows; built a more active year-round professional community through Pumble; reduced operational costs through platform changes and sponsorships; and adopted a far more disciplined mindset around spending and revenue generation.

Collateral



Shared Google Drive organization

Name	Dates	Total Days	Location
Lyndsey Hagihara	October 3 - October 13	11	Japan
Amanda Yip	October 4 - October 12	8	Japan
Cale Guillermo	October 11 - October 12	2	Kaua'i
Cale Guillermo	October 17 - October 21	5	Arizona
Treson Makabe	October 23- October 31	9	Japan
Mikayla Joy Dumaslan	October 27 - November 4	9	Japan
Lena Stevens-Ng	October 30 - November 5	7	Washington
Cale Guillermo	November 6 - November 9	4	Texas
Evelyn Wong	November 7 - November 12	5	California
Lyndsey Hagihara	December 5 - December 7	3	Oregon
Matthew Kam	December 8 - December 22	15	Japan
Lisa Watanabe	December 14 - January 9	26	Japan
Lauren Miral	Dececember 19 - January 5	18	Guam
Emiri Miyaji	January 16 – January 31	15	Japan

Shared Google Sheet of Board Member travel dates

Name	Date	Event	Topic
Mikayla Joy Dumaslan	September 17th, 2025	Waipahu Student Operated Credit Union	Social Media/Personal Branding Workshop
Lauren Paula Miral	October 14, 2025	BEST Mock Interview	Interview prep
Lauren Paula Miral	October 27, 2025	AMA UHM Mock Interview	Interview prep
Lauren Paula Miral	November 5, 2025	AMA UHM Alumni Panel	Post-Grad Life
Lauren Paula Miral	November 14, 2025	IBO PIN Night	Professional interaction
Cale Guillermo	November 18, 2025	AMA UHM PIN Night	
Liza Marie Corotan	November 18, 2025	AMA UHM PIN Night	
Malia Aiello	November 18, 2025	AMA UHM PIN Night	
Evelyn Wong	November 18, 2025	AMA UHM PIN Night	
Cale Guillermo	December 20, 2025	CoC YP Hawaii Aiea HS Mock Interview	
Lauren Paula Miral	February 11, 2026	Coc YP Hawaii: Once Upon a Dream Career	Presented to 4th graders working in social media
Lauren Paula Miral	April 1, 2026	AMA UHM Alumni Panel	Post-Grad Life
Lauren Paula Miral	April 17, 2026	AMA UHM PIN Night	Interview prep
Lauren Paula Miral	April 21, 2026	BEST "Agency Pitch" Workshop	Showcase agency life

Google Sheet tracker of Board Member volunteerism within the industry

Ad 2 Hawai'i Board Member Form

Mahalo for being part of the 2025–2026 Ad 2 Hawai'i Board of Directors. Please complete this form so we have your most up-to-date information for the term. Your information will remain confidential and used only for internal communications within Ad 2 Hawai'i.

** Indicates required question*

 **Full Name ***

Your answer

 **Current Employer**

Where you're currently working.
If you're between jobs, feel free to leave this blank.

Your answer

 **Current Job Title**

Your official role at your current company.
If you're between jobs, feel free to leave this blank.

Your answer

Board Member form for internal records for communication and morale building

Social Media Post Tracker

Social Media Post Tracker KPI section

Table1								= Pitch Strategy
Outlet Type	Geo	Media Outlet	Name	Title	Email	Phone	Ad 2 Hawai'i Launches 2025-2026 Public Service Campaign Application for Local Nonprofits	
Online	Statewide	Aloha State Daily	A. Kam Napier	Editor in Chief	kam@alohastatedaily.com	8088628981	Distributed	
Online	Statewide	Aloha State Daily	Kelsey Kukaua Medeiros	Senior Editor, Community Reporter	kelsey@alohastatedaily.com	8088628982	Distributed	
Online	Statewide	Aloha State Daily	Stephanie Salmons	Senior Reporter	stephanie@alohastatedaily.com	8088628983	Distributed	
Online	Statewide	Aloha State Daily	Name	Title	newstips@alohastatedaily.com	Phone	Distributed	
Online	Hawai'i Island	Big Island Now	Editor	Editor	editor@bigislandnow.com	Phone	Distributed	
Online	Hawai'i Island	Big Island Now	News Desk	News Desk	newsdesk@bigislandnow.com	Phone	Distributed	
Online	Hawai'i Island	Big Island Now	Tiffany DeMasters	News Director	tdmasters@pmghawaii.com	Phone	Distributed	
Online	Hawai'i Island	Big Island Video News	Newsroom	Newsroom	news@bigislandvideonews.com	Phone	Distributed	
Online	Statewide	Hawai'i Free Press	Name	Title	editor@hawaiifreepress.com	Phone	Distributed	
Radio	Statewide	Hawai'i Public Radio	Pixie Clay	Managing Editor	pclay@hawaiipublicradio.org	Phone	Distributed	
Radio	Statewide	Hawai'i Public Radio	Bill Dorman	Vice President & News Director	bdorman@hawaiipublicradio.org	Phone	Distributed	
Radio	Statewide	Hawai'i Public Radio	Catherine Cruz	Host, The Conversation	ccruz@hawaiipublicradio.org	Phone	Distributed	
Radio	Statewide	Hawai'i Public Radio	Jason Ubay	Managing Editor, News	jubay@hawaiipublicradio.org	o: 808.792.8263 m: 808.383.9365	Distributed	
Radio	Statewide	Hawai'i Public Radio	Ku'uwehi Hirashi	General Assignment Reporter	khirashi@hawaiipublicradio.org	p: (808)792-8251 m: (808)799-4582	Distributed	
Radio	Statewide	Hawai'i Public Radio	Newsroom	Newsroom	news@hawaiipublicradio.org	(808) 955-8821	Distributed	
Print	Statewide	Hawaii Business Magazine	Press Releases 1	Press Releases 1	digital@hawaiibusiness.com	Phone	Distributed	
Print	Statewide	Hawaii Business Magazine	Jennifer Ablan	Editor-in-Chief	jennifera@hawaiibusiness.com	Phone	Distributed	
Print	Statewide	Hawaii Business Magazine	Ken Wills	Managing Editor	kenw@hawaiibusiness.com	Phone	Distributed	

Media Advisory contact list

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Ad 2 Hawai'i 2025-2026 Newsletter Planner										
Copy	Newsletter Stories: For highest engagement rate, share the events that have a strong CTA, appeal, and/or time sensitive first. Ideally, have 3 main stories and no more than 5 items (this is a soft guideline). * = means that a standalone email should be sent for this topic, either before or after the monthly newsletter									
	Story 1: Description & CTA (Link)	Story 2: Description & CTA (Link)	Story 3: Description & CTA (Link)	Story 4: Description & CTA (Link)	Story 5: Description & CTA (Link)	Marketing Mix				
December (send 12/8)	Merry Mix & Mingle with AAF Hawai'i	Advise Mentorship Program Signups	Public Service Campaign Client Selection Announcement	X	X	X	X	X	X	X
January (send 1/12)	Pau Hana at 1938 Indochine	Advise Mentorship Program Cohort Announcement	In The Field Coming Soon Announcement	X	X	X	X	X	X	X

Newsletter Planner

Membership Roster 2025-2026

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	A	B	C	D	E	F
1	Name	Organization / Sponsor	Membership Type	Email	Membership Status	Membership Lapses
2	Amy Bloch	7-11 Hawai'i	Professional Member	amy.bloch@7-11hawaii.com	Active	2/12/2026
3	Ivan Garo	iHeartMedia Honolulu	Professional Member	ivanjosephgaro84@gmail.com	Active	2/22/2026
4	Nolan Moore	Value Vault Marketing	Professional Member	nolan@theleadmethod.com	Active	3/12/2026
5	Tiare Danby	Digital Content & Communications Manager	Professional Member	tiaredanby@gmail.com	Active	3/12/2026
6	Jathryn Racasa	PacRim Marketing Group	Professional Member	jbracasa333@gmail.com	Active	10/1/2026
7	Amy Kanakuri	Kanakuri Studio	Professional Member	amy@kanakuri.studio	Active	10/1/2026
8	Priscilla Zheng-Moore	Hawaiian Telcom	Professional Member	pz1027@gmail.com	Active	7/1/2026
9	Rebecca Paredes	MAVERICK	Professional Member	prds.rebecca@gmail.com	Active	12/5/2026
10	Kristin Lau	Sullivan Family of Companies dba Foodland Hawai'i	Professional Member	kristin.lau23@gmail.com	Active	12/28/2026
11	Mina Kim	Aoki Group	Professional Member	mina.glenmar.kim@gmail.com	Active	12/29/2026
12						
13	Sarah Alfonso	Transcendence Pacific	Student Member	sarahalfonso@gmail.com	Active	2/4/2026
14	Naia Driscoll	North Shore Soap Factory	Student Member	naiahilo@gmail.com	Active	4/18/2026
15	Jamie Hirano	Pacific Asian Center for Entrepreneurship	Student Member	jamiemhirano@gmail.com	Active	10/11/2026
16						
17	Cale Guillermo	Atlas Insurance Agency	Board Member	caleguillermo@gmail.com	Active	7/1/2026
18	Liza Marie Corotan	Patsy T. Mink Center for Business & Leadership - MCBL	Board Member	lizacorotan5@gmail.com	Active	7/1/2026
19	Malia Aiello	Pacific Historic Parks	Board Member	maiello@pacifichistoricparks.org	Active	7/1/2026
20	Lauren Paula Miral	MVNP	Board Member	laurenqmiral@gmail.com	Active	7/1/2026
21	Daniella Pasion	-	Board Member	danipasion30@gmail.com	Active	7/1/2026
22	Connor Ruppel	HONBLUE	Board Member	cruppel@honblue.com	Active	7/1/2026
23	Mikayla Joy Dumaslan	HawaiiUSA Federal Credit Union	Board Member	mikayladumaslan@gmail.com	Active	7/1/2026

Manual membership tracker on Google Sheets



ALOHA

www.ad2hawaii.org

@ad2hawaii

@ad2hawaii

A LETTER FROM OUR 2025-2026 TERM PRESIDENT



Aloha Ad 2 Hawaii Members and Supporters,

As I enter my third term as President of Ad 2 Hawaii, I find myself reflecting deeply on how far this organization and personally have come. The journey has challenged me, strengthened my character, and taught me invaluable lessons about people, teamwork, and purpose. Leading a group of rising professionals and rising leaders is no small task, when that work is entirely volunteer-driven. It requires an even greater level of empathy, trust, communication, and shared belief in what we are building together.

In my first term following the pandemic, we rebuilt our volunteer team to 18 individuals. Last term, that number grew to 20 volunteers, and this year we have established a similarly strong and committed leadership team. Watching this organization grow year over year has been one of the most rewarding experiences of my career.

Coming out of the pandemic, Ad 2 Hawaii like many volunteer organizations and professional groups faced extensive disengagement. This was not unique to us. Across the industry, community, educational, and social, especially among young adults, we have been rebuilding during a time marked by economic pressure, shifting social behaviors, rapid technological change, and fading trust in institutions. From the beginning, with guidance from past Ad 2 Hawaii President Priscilla Zheng-Moore, we understood this would be a long road rather than a sprint fix.

One thing we never wavered on was our commitment to the Public Service Campaign. Ever during rebuilding years, we remained focused on delivering high-quality work for our nonprofit partners. That dedication paid off, earning Ad 2 Hawaii national recognition at the AAF District 13 Conference and achieving that meaningful impact and creative excellence can coexist, even with limited resources.

For those who know me, know that I'm a sports guy. If I had to compare Ad 2 Hawaii's journey to a sports team, it would be the Hawaii Rainbow Warriors football program, when Emory Chang took over in 2022, the program had been gutted by the transfer portal. The only assets were the coach, the roster was new, the goal was to rebuild culture and winning. We were starting with a clean slate, no legacy, no winning streak, no established pipeline, including relationships with powerhouse programs like the Bishop School. That doesn't mean we were not doing it at Ad 2 Hawaii. We are rebuilding from the ground up, creating strong membership pipelines through community-focused events and engaging recent graduates, and building a culture rooted in creativity, collaboration, and service. Growth takes time, but culture, once established, lasts.

The team, our focus is in building strong programs and community that strengthen our community and welcome who are every event, initiative, and partnership is designed not simply to exist, but to create belonging and meaningful connections.

I am humbly proud of what we have built together and even more excited for what is ahead. Grateful for being part of this journey, for believing in the vision, and for helping shape the future of Ad 2 Hawaii.

WHAT IS AD 2?

Ad 2 Hawaii was established in 1969 by a group of young professionals looking to connect with their peers and "talk shop" while building their skills and networking with industry leaders.

Originally named Junior Ad Club, the organization assumed a handful of names until settling on Ad 2 Honolulu in 1973. In 2026, Ad 2 Honolulu was renamed Ad 2 Hawaii to be inclusive of the entire state. As the Hawaii chapter of the national Ad 2 organization, Ad 2 Hawaii is part of a much larger and wider history.

Ad 2 Hawaii is a service-minded, volunteer-driven, not-for-profit "agency" dedicated to helping and connecting local industry leaders of tomorrow.

As a division of the American Advertising Federation (AAF) and an affiliate of AAF District 13 and AAF Hawaii, we offer local and national education and leadership opportunities with decades of experience to help young professionals kick start their careers.

AMERICAN ADVERTISING FEDERATION STRUCTURE



AAF BOARD OF DIRECTORS
COUNCIL OF GOVERNORS BOARD & CORPORATE MEMBERS

AAF COUNCIL OF GOVERNORS
DISTRICT GOVERNORS, LEUTENANTS & AD 2 NATIONAL CHAIR

AAF DISTRICTS
LEUTENANTS, GOVERNORS, 2ND LEUTENANTS, 3RD LEUTENANTS

AAF LOCAL CHAPTERS
PRESIDENTS, CHAIRS & BOARDS

AD 2 LOCAL CHAPTERS
PRESIDENTS, CHAIRS & BOARDS

MEMBERS

AAF DISTRICTS

District 1: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut
District 2: New York, Pennsylvania, New Jersey, Maryland, Delaware, Washington D.C.
District 3: Virginia, North Carolina, South Carolina
District 4: Florida, U.S. Virgin Islands, Puerto Rico
District 5: Ohio, West Virginia, Kentucky
District 6: Illinois, Indiana, Michigan
District 7: Tennessee, Georgia, Alabama, Mississippi, Southeast Louisiana
District 8: North Dakota, South Dakota, Minnesota, Wisconsin
District 9: Nebraska, Kansas, Iowa, Missouri
District 10: Nebraska, Arkansas, Northwest Louisiana
District 11: Washington, Oregon, Idaho, Montana, Alaska
District 12: Wyoming, Colorado, Utah, Arizona, New Mexico
District 13: Hawaii
District 14: Northern California, Southern California
District 15: Southern California, Southern Nevada

AAF REGIONS

Eastern Region: Districts 1, 2, 3, 4, and 7
Central Region: Districts 5, 6, 8, 9, and 10
Western Region: Districts 11, 12, 13, 14, and 15

Paul Lam, AAF District 13 Governor

OTHER AD 2 CLUBS

Amorito	Oklahoma City
Austin	Ottawa
Dallas	Reno
Fort Worth	Bozeman
Houston	Pittsburgh
Las Vegas	SoCal
Louisville	Tampa Bay
Minneapolis	Washington D.C.

AD 2 HAWAII INITIATIVES

ORGANIZATION MANAGEMENT



Organization Management ensures Ad 2 Hawaii's smooth operation as an official chapter of AAF. This includes filing taxes, managing finances, and maintaining nonprofit compliance with federal and state regulations, ensuring we operate efficiently and in alignment with our mission throughout the term.

STRATEGIC COMMUNICATIONS



Strategic Communications keeps our members informed and engaged through social media, newsletters, and our internal communication platform. We deliver consistent updates and event alerts, fostering a connected community and ensuring effective communication year-round.

MEMBERSHIP DEVELOPMENT



Membership Development focuses on recruiting new members and retaining current ones. By hosting events and fostering relationships, we build a sense of belonging and professional growth, ensuring members stay motivated and actively involved in Ad 2 Hawaii.

AD 2 HAWAII INITIATIVES

PROGRAMS & INITIATIVES



Programs & Initiatives encompass our events and key projects for the term, including networking events, socials, and our mentorship programs. This initiative ensures we offer creative, meaningful opportunities that support professional and personal growth for our members.

PUBLIC SERVICE



Public Service is our commitment to giving back through the Public Service Campaign, where we partner with a local nonprofit to create a free advertising campaign. This provides members hands-on experience while positively impacting our community.

CONTINUING EDUCATION



Continuing Education supports the professional development of our members by offering educational resources. This initiative helps members grow their skills, stay up-to-date with industry trends, and advance their careers in advertising.

AD 2 HAWAII INITIATIVES

DIVERSITY & INCLUSION



Diversity & Inclusion focuses on fostering a fair and inclusive environment aligned with DE&AI (Diversity, Equity, Inclusion, Accessibility, Belonging, and Justice) principles. We aim to create a culture where everyone feels welcome, valued, and empowered to contribute.

GOVERNMENT RELATIONS



Government Relations bridges the advertising industry and civil government, ensuring our voices are represented in policy-making. We stay informed on legislative changes and advocate for policies that support the growth of our profession.

AD 2 HAWAII EVENTS & PROGRAMMING

Pau Hana

Our signature after-work mixer. Connect with fellow creatives, talk story, and unwind over good piggy and drinks. CME, stress, no pressure!

Signature Social

A fun-first gathering where members bond through casual hangouts and unique experiences. No business cards needed!

In The Field

Go behind the scenes of the companies shaping Hawaii's creative landscape. These exclusive tours offer a peek into their process and work.

AdSocial

Tag between top ad agencies in one epic afternoon. Meet the teams, tour the spaces, and experience firsthand local agencies.

Panel: A DEI Panel

We screen-bait campaigns tackling culture and inclusion, then dive into meaningful conversation with a panel of experts. Seat talk, real impact.

Career Kickstart Summit

A half-day conference for soon-to-be grads to level up. Expect real talk, expert advice, and a networking lunch to jumpstart your career.

Blueprint

Meet from local agency founders who turned freelance gigs into thriving businesses. Get inspired by their journeys, wins, and lessons.

Unboxed

Meet from professionals shaping consumer packaged goods. We unpack branding, product design, and what it takes to stand out on crowded shelves.

BOARD OF DIRECTORS

President: Cole Guillermo, Atlas Insurance Agency
1st Vice President: Lisa Marie Corston, WVC Oahu
2nd Vice President: Mada Aello, Pacific Westcoast Parks
Board of Large: Lauren Paula Mard, MVPN

Director of Operations: Danielle Posson
Director of Strategy: Connor Ruppel, HONULULU
Director of Communications: Miya Joy Jourdain, Hawai'i Federal Credit Union
Director of Public Relations: McKenna Kurosu, Olan Mills CTS
Director of Digital Media: Matthew Korn, Atlas Insurance Agency
Director of Social Media: Lindsey Haghighi, HI Hawaii
Director of Design: Lauren Yee, University of Hawaii at Manoa
Director of Branding: Lisa Watanabe, Jade Agency Hawaii
Director of Graphics: Emri Miyaji, Refinery Creative
Director of Photography: Justin Young, Etern 17
Director of Videography: Juan Kobayashi, CD Hawaii and ESPN Honolulu
Director of Content: Sierra Salomons, Talent Tribe Media
Director of User Experience: Aveline Wong, Havelon Electric
Director of Mentorship: Lani Maki
Director of Events: Treason Makabe
Director of Engagement: Dylan Greig
Director of Sponsorships: Jocia Kanehiko
Director of Community Affairs: Amanda Yip, The Islander Group
Director of Government Affairs: Andrew Promonauvanon, Honolulu City Council
Director of DEI: Lena Stevens-Hig, Ulu He Tech
Director of Special Projects: Alohi Tolentino, Lohi'i Federal Credit Union

ad2hawaii@gmail.com
www.ad2hawaii.org

Membership onboarding documents

board ▾



Cale Guillermo 1:10 PM

WEEKLY UPDATES – 01/19/2025 🚀

Tuesday, January 20th ▾

@channel @here

Aloha Team! 🌺🌺🌺

Hope you all had a good Martin Luther King Jr. Day yesterday. ❤️

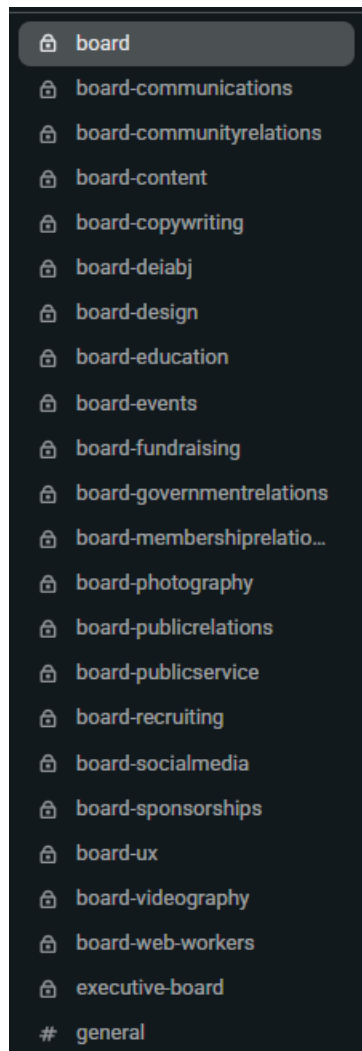
Please react to this message with an emoji of your choice once you've had a chance to read it through 🍷🍷🍷

GENERAL UPDATES 📢

- As decided in our January Board Meeting last week, we've moved our Mandatory In-Person Board Retreat to Saturday, February 7th from 2:00 PM to 5:00 PM.
 - I'll be calling everyone individually to confirm attendance.
 - Please also confirm your attendance on the Google Calendar invite.
- Don't forget our New Year Pau Hana is next week Thursday at 1938 Indochine from 6:00 PM to 8:00 PM.
 - Please come out — we need a strong turnout to kick off the second half of the term right.
 - Mahalo in advance for showing up and supporting!

🍷 6 🍷 5 😊

Weekly announcements to board of directors on communication platform Pumble



Channel organization on communication platform Pumble

Pinned by Cale Guillermo

Monday, January 12th



Cale Guillermo 9:03 AM

🎉 **Welcome (Back) to the #introductions Channel!** 🎉

- As we kick off the new year, we're taking a moment to reintroduce ourselves as a community. Whether you're brand new to or have posted here before, we'd love for everyone to drop a fresh intro so we can start the year connected!
- Please use the template below to share a bit about yourself and help us all get to know each other better as we head into the new year.
- We'll keep this template pinned in the channel for easy reference. 📌
- If you see someone you'd like to connect with, feel free to message them directly!

👤 **Name:**
🏠 **Hometown:**
🎒 **High School:**
🎓 **College:**
📖 **Major:**
💼 **Current Workplace:**
✍️ **Current Job Title:**
🎯 **What You Do at Work:**
⭐ **Career Interests:**
🏃 **Hobbies / Fun Facts:**
🔗 **LinkedIn:**
📷 **Instagram:**
🎯 **One goal for 2026:** (edited)

👍 5 🗨️



Jathryn 11:28 AM

👤 **Name:** Jathryn Racasa
🏠 **Hometown:** Honolulu, HI
🎒 **High School:** McKinley High School
🎓 **College:** University of Hawaii at Manoa
📖 **Major:** Marketing & Korean (+ music minor)
💼 **Current Workplace:** Bank of Hawaii
✍️ **Current Job Title:** Social Media & Community Specialist
🎯 **What You Do at Work:** Lead overall social content strategy, monitor and engage with messages, collaborate across teams/departments to grow the BOH brand and support business goals.
⭐ **Career Interests:** Project/Product Management & Digital Marketing
🏃 **Hobbies / Fun Facts:** I'm playing flute all the time outside of work. I currently play with the Honolulu Wind Ensemble, Hawaii Flute Society, and Hitbox Music Ensemble. I also post covers on social :)
🔗 **LinkedIn:** <https://www.linkedin.com/in/jathryn-racasa>
📷 **Instagram:** [instagram.com/jathryn98](https://www.instagram.com/jathryn98)
🎯 **One goal for 2026:** Learn photography/videography

👍 2 🗨️ 4 🏠 1 👍 1 🗨️



1 reply Last reply 2 months ago

Introductions channel on communication platform Pumble

Wednesday, June 25th, 2025 ▼



Nolan 5:36 PM

Just to update on the above conversation: is everyone moving to Final Cut Pro or Adobe Premiere? We just ended up with migrating to Premiere as my VA is in the Philippines, and the Final Cut Pro would be locked in with her personal Apple ID, the way it is set up while purchasing. Otherwise I would have gone with Final Cut Pro.



Cale Guillermo 5:59 PM

Me personally, I think Adobe Premiere Pro is the best. You can edit video in Premiere Pro with elements from other Adobe products. For example, you can import raw Photoshop (.PSD), Illustrator (.AI), After Effects (.AE), etc. and immediately edit with those files in your video timeline. No other video editing program can do that. It is tremendously helpful especially when combining video aspects with motion graphics.



Nolan 6:03 PM

@Cale Guillermo thank you!



Alohi 🐱 6:27 PM

i am also a premiere fiend <3 adobe dynamic link 😊😊😊



Justin 8:10 PM

I pay for the adobe suite I'm going to use the whole adobe suite

I color on davinci tho



Random channel to discuss personal work in communication platform Pumble

Professor & Instructor Email Addresses (2025-2026) .XLSX ☆ File Edit View Insert Format Data Tools Help									
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	A	B	C	D	E	F	G	H	
1	Instructor Name	Instructor Email	Subject						
2	Helena Noordhoff	hjn@hawaii.edu	Art						
3	Brandon Ng	ngbrando@hawaii.edu	Art						
4	Phillip Jung	jungphil@hawaii.edu	Art						
5	Isaac Kim	ikim4@hawaii.edu	Art						
6	Donald Oberheu	oberheu@hawaii.edu	Art						
7	Erika Molyneux	erikaj@hawaii.edu	Art						
8	Maya Portner	mportner@hawaii.edu	Art						
9	Irwin Yamamoto	iyamamot@hawaii.edu	Digital Media						
10	Robert Oshita	rsoshita@hawaii.edu	Digital Media						
11	Curtis Furumoto	curtisaf@hawaii.edu	Digital Media						
12	Liliana King	lking7@hawaii.edu	Digital Media						
13	John Vandercook	johnvand@hawaii.edu	Digital Media						
14	Janel Denny	jcohen@hawaii.edu	Marketing						
15	Mark Kanno	mkanno@hawaii.edu	Marketing						
16	Anika Gerhart	anikag@hawaii.edu	Psychology						
17	Ashley Biddle	ammorris@hawaii.edu	Psychology						
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Recruiting database for Director of Recruiting