



**2025**  
**adwest**  
aaf western region conference  
**Honolulu**

**Agenda**

October 2-4, 2025  
Honolulu Elks Lodge, 616

COLLABORATION, EDUCATION & IMPACT



**2025 ADWEST  
CONFERENCE SCHEDULE**

Updated: 10/01/25

**DATE**  
**WEDNESDAY**      **TIME**  
**OCT. 1, 2025**



Various

**WHAT:**

Pre-Register today to schedule optional pre-conference activities on Thurs, Friday, Sat or Sunday

See link to Register courtesy of MC&A

[Local Experiences & Services - AdWest 2025](#)

**THURSDAY**      **TIME**  
**OCT. 2, 2025**

6am to 3pm

**WHAT:**

Pre-Register today to schedule optional pre-conference activities on Friday, Sat or Sunday

See link to Register courtesy of MC&A

[Local Experiences & Services - AdWest 2025](#)

5pm to 5:45pm

2025 Western Region Executive Board Meeting

- for Western Region Officers, Governors and Lt. Governors

- Meet at Hotel Lobby Area - check in area

6pm to 8pm

Welcome Party presented by Ad 2 Hawai'i

Officially kick off AdWest 2025 at the Welcome Party hosted by Ad 2 Hawai'i. This is an opportunity to connect with fellow AAF club officers, board members, and industry professionals. Immerse yourself in the spirit of Hawaii's advertising community.

Pizza slices will be available on a first-come, first-served basis, and a no-host bar for your favorite beverage.

\*Our agreement states that "all drink orders must be ordered with the Server and not directly from the bar." thanks in advance!

Conference Attendees can check in for the 2025 AdWest Conference at this time and get their conference credentials.

Maui Brewing Co. is a 7 minute walk from the Outrigger Waikiki Paradise Hotel

**VENUE:**

Outrigger Waikiki Paradise Hotel  
150 Kaiulani Ave., Honolulu, Hawaii 96815

**VENUE:**

Maui Brewing Co.  
2300 Kalakaua Ave., Honolulu, Hawaii 96815



**ad 2  
hawai'i**



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FRIDAY  
OCT. 3, 2025



**TIME**  
6am to 8am  
8:30am to 9:30am  
9am to 9:45am  
10am to 12noon  
10:15am to 11am  
11am to 11:45am  
11:45am to 1:15pm



**WHAT:**  
**Pre-Register today to schedule optional pre-conference activities on Sat or Sunday**  
See link to Register courtesy of MC&A  
[Local Experiences & Services - AdWest 2025](#)

**Breakfast on the Beach**  
**Continental Breakfast Bento Pick Up**  
Breakfast Bento pick up one of two distribution locations while supplies last. Then head to the beach to relax and enjoy! But don't forget to throw away your trash!

**VENUE:**  
**Distribution Point #1**  
OUTRIGGER WAIKIKI PARADISE HOTEL  
Look for the AdWest Sign.  
-The Honolulu Elks Lodge is a 30 min walk from the Outrigger Waikiki Paradise Hotel

Start to head down to the Honolulu Elks Club for 10:15am meeting start

**Reception Table Opens for Conference Check-In**  
- Clubs can drop off their Raffle Prize Donations  
- Purchase Individual Event Tickets

**2025 AdWest Opening Session**  
- Welcome by AAF District 13 and introduction of the AAF Western Region & District Officers

**AAF Nationals Update & Townhall Meeting**  
**- Speaker/Moderator: Dawn Reeves, American Advertising Federation, SVP - Club Services**  
Hear what's going on with the AAF and their initiatives. This open forum allows attendees to ask questions directly to AAF Leadership and receive answers. Bring your inquiries and insights for a valuable dialogue.

**AAF Breakout Session #1**  
**2025 AAF Best Club Idea Competition**  
- Facilitator: Ryan Kawamoto, Past President, AAF-Hawaii  
Be inspired and equip yourself with actionable ideas for your club! In this dynamic session, each participating AAF club will share their their "Best Club Idea" in a rapid-fire, 2-minute presentation. Discover innovative programs and initiatives you can adapt and implement in your own club to enhance member engagement and impact. All attendees will vote, and the winning club will receive a complimentary pass to the 2026 AdWest Conference.

**LUNCH BUFFET SERVICE**

**VENUE:**  
**Distribution Point #2**  
KAIMANA BEACH HOTEL - BEACH PARKING LOT  
Look for the AdWest Sign.  
-The Honolulu Elks Lodge is a 6 min walk from the Kaimana Beach Hotel

**VENUE:**  
Honolulu Elks Lodge #616 - 2nd Floor Ballroom - Foyer

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Honolulu Elks Lodge #616 - 2nd Floor Ballroom

FRIDAY  
OCT. 3, 2025

# THE COVERT CODE

TIME  
12noon to 12:45pm



**WHAT:**

**Friday Keynote Lunch Speaker #1**  
"Mastering the Art of Digital Advertising"

**-Speaker: Anna Covert, Forbes Author & Digital Marketing Expert**

Anna takes the stage to unveil *The Covert Code*—her breakthrough framework for dominating digital advertising. With practical insights and proven strategies, Anna will show you how to maximize your marketing budget, target the right audience, and drive real, measurable results—while also protecting yourself from ad fraud and wasted spend. Following her presentation, Anna will host an interactive Q&A with the audience. This keynote sets the stage for a deeper dive in The Covert Code breakout session immediately after lunch.

[The Covert Code Book | By Anna Covert | Forbes Books Author](#)

Lunch Buffet Service

-included with Conference Package. Lunch and No Host Cocktails.

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom

12:45pm to 1:30pm



**Friday Keynote Lunch Speaker #2**

"Alaska Airlines/Hawaiian Air Merger Update - 1 Year Later"

**-Speaker: Alisa Onishi, Managing Director of Hawaii Marketing, Alaska Airlines**

Join Alisa as she delves into the significant impacts of the Alaska Airlines and Hawaiian Air merger one year after its execution. This keynote will explore how the integration has reshaped operations, customer experience, and market strategy, providing critical insights into the challenges and successes of merging two prominent airlines in the competitive aviation industry.

Whether you're in marketing, operations, or leadership, this update offers valuable takeaways on navigating corporate transitions effectively.

[Alaska Airlines - Flight Deals and Cheap Airline Tickets - Book Today](#)

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom

1:30pm to 2:15pm



**Professional Breakout - Session #1**

"Mastering the Art of Digital Advertising - Part II"

**-Speaker: Anna Covert, Forbes Author & Digital Marketing Expert**

Join Anna Covert for an in-depth follow-up to her keynote session as she takes you deeper into *The Covert Code*—exploring advanced tactics for campaign optimization, fraud prevention, and maximizing ROI across platforms by reaching the right person, at the right time, with the right message. Attendees will also have the opportunity to purchase Anna's bestselling book and connect with her directly.

[The Covert Code Book | By Anna Covert | Forbes Books Author](#)

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom



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FRIDAY  
OCT. 3, 2025

TIME

WHAT:



2:15pm to 3pm

**Professional Breakout - Session #2**

**"Streamlining Brand Consistency with Adobe Express"**

**-Speaker: Lauryn Gordines, EDU Trainer for State of Hawaii, Adobe & Principal Designer, Ellemsee**

Join this interactive to discover how Adobe Express can revolutionize your marketing and social media strategies.

Whether you're part of a marketing team, social media team, or small business, this session will show you how to maintain consistent branding across all platforms using professionally designed assets.

[Free Design, Photo, and Video Tool - Design Made Easy | Adobe Express](#)

[Ellemsee a Creative Agency located in Honolulu, Hawaii](#)

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom

3:15pm to 4pm



**2025 Western Region District Meetings**

-District 11

-District 12

-District 13

-District 14

-District 15

**VENUE:**

No meeting

Honolulu Elks Lodge #616 - 1st Floor Restaurant/Bar

No meeting

Honolulu Elks Lodge #616 - 1st Floor Restaurant/Bar

Honolulu Elks Lodge #616 - 1st Floor Restaurant/Bar

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**FRIDAY**  
**OCT. 3, 2025**

**TIME**

4:30pm to 7:30pm



**WHAT:**

Get ready for an unforgettable evening in Waikiki! We're combining a scenic trolley tour, a photo scavenger hunt, Poker and a two-stop bar crawl into one epic event. Your journey begins at 4:30 PM where we'll be meeting at the Duke Kahanamoku Statue. Please plan on ending between 7pm to 7:45pm as the last Trolley leaves Ala Moana Shopping Center at 8pm.

The Waikiki Trolley Pink Line is included with your conference pass.

Please note, this is a no-host event, and attendees are responsible for purchasing their own food and drinks.

Bar Hop, Scavenger Hunt Details will be distributed at the Duke Kahanamoku Statue.  
- 3 cards will be distributed to all attendees to start their 5-card Poker hand

23 min Walk or 12 min Car ride from the Elks Club to Duke Kahanamoku Statue.

Check-In at the Reception Table

Volunteer Lead Host: Zoe Shimizu

**VENUE:**

**Bar Hop Location #1 - between 4:30pm to 6:30pm**

**HULA'S BAR & LEI STAND**  
134 Kapahulu Ave.  
Honolulu, Hawaii 96815  
Honolulu, Hawaii 96814

Volunteer Hosts:  
Jerry & Renee Blue  
Terrance Lum

10 min walk from the Duke Kahanamoku Statue to Hula's Bar.

Closest Waikiki Trolley Pink Line  
Stop is back at the Duke Kahanamoku Statue

**WHAT:**

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[Local Experiences & Services - AdWest 2025](#)

**VENUE TO MEET AT:**

**KUHIO BEACH PARK - DUKE KAHANAMOKU STATUE**  
2453 Kalakaua Ave.  
Honolulu, Hawaii 96815

**VENUE:**

**Bar Hop Location #2 between 6pm to 7:30pm**

**MAI TAI'S GRILL & BAR - ALA MOANA**  
Ala Moana Shopping Center  
1450 Ala Moana Blvd. (next door to Cal Pizza & Olive Garden)  
Honolulu, Hawaii 96814

Volunteer Hosts:  
Keith DeMello  
tbd



**SATURDAY,**  
**OCT. 4, 2025**

**TIME**

6am to 8am



**WHAT:**

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**SATURDAY,  
OCT. 4, 2025**

**TIME**  
8:30am to 9:30am

**WHAT:**  
**Breakfast on the Beach**  
**Continental Breakfast Bento Pick Up**  
Breakfast Bento pick up one of two distribution locations while supplies last. Then head to the beach to relax and enjoy! But don't forget to throw away your trash!

**VENUE:**  
**Distribution Point #1**  
OUTRIGGER WAIKIKI PARADISE HOTEL  
Look for the AdWest Sign.  
-The Honolulu Elks Lodge is a 30 min walk from the Outrigger Waikiki Paradise Hotel

**VENUE:**  
**Distribution Point #2**  
KAIMANA BEACH HOTEL - BEACH PARKING LOT  
Look for the AdWest Sign.  
-The Honolulu Elks Lodge is a 6 min walk from the Kaimana Beach Hotel

9am to 9:45am

**Start to head down to the Honolulu Elks Club for 10:15am meeting start**

10am to 10:30am



**AAF Breakout - Session #2**  
**"Leadership Round Table: President & Exec Board Collaboration"**  
**Facilitator: Dawn Reeves, American Advertising Federation, SVP - Club Services**  
Open to everyone but all club leaders and exec board team members and their representatives are encouraged to attend.

**VENUE:**  
Honolulu Elks Lodge #616 - 2nd Floor Ballroom

10:30am to 11:30am



**AAF Breakout - Session #3**  
**2025 Western Region Business Meeting**  
**- 2025-26 AAF Western Region Vice Chair: Julie Hackett, AAF District 12**  
[Home - AAF Western Region](#)  
A mandatory session for all AAF Western Region clubs to be represented. This crucial meeting brings together leadership from across the Western Region to discuss current key initiatives, strategic direction, and collaborative efforts to benefit our entire Western Region. Your participation is essential for the effective representation of your club's interests and the overall growth of the AAF.  
Club Roll Call.

**VENUE:**  
Honolulu Elks Lodge #616 - 2nd Floor Ballroom

11:30am to 12:30pm



**Saturday Keynote Lunch Speaker #1**  
**"The World of Kamea Hadar and Pow! Wow! Worldwide"**  
**-Speaker: Kamea Hadar, Hawaii-based Artist/Muralist, Head of Pow! Wow! Worldwide.**  
In this inspiring keynote, Kamea will share his journey as an artist and the impact of Pow! Wow! Worldwide in transforming urban landscapes and fostering creative collaboration across the globe. Attendees will gain insight into the power of public art and its ability to connect people, revitalize spaces, and inspire future generations.

**VENUE:**  
Honolulu Elks Lodge #616 - 2nd Floor Ballroom

[BIO | KameaHadar.com](#)  
[POW! WOW!](#)

11:30am to 1pm

**LUNCH BUFFET SERVICE**

**VENUE:**



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SATURDAY,  
OCT. 4, 2025



**TIME**

12:30pm to 1:30pm



**WHAT:**

**Saturday Keynote Lunch Speaker #2**

**"What is Tourism for Anyway?: The Nuance(s) of Human Engagement and the Power of Hawai'i to Change the World."**

**-Speaker: Aaron J. Sala, PHD, President & CEO, Hawaii Visitors & Convention Bureau**

Marketing leaders can redefine industry success by elevating human connection over transactions. Hawai'i leads this evolution, transforming both visitors and communities through meaningful interactions. These interactions—steeped in the celebrated differences and color consciousness of Hawai'i's people—can change narratives and can thus change the world.

[HVCB.ORG](http://HVCB.ORG) [GOHAWAII.COM](http://GOHAWAII.COM)

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom

1:45pm to 2:30pm

**AAF Breakout - Session #4**

**"AAF Club Roundtable Sessions"**

Join us for a dynamic, interactive session designed to tackle your club's biggest challenges. Led by a Table Host, this roundtable format features 5 key topics. Attendees will engage in open discussions, share best practices, and ask questions with peers from other clubs. With 12-minute rotations, you'll have the opportunity to join multiple conversations and gain a wealth of actionable insights to bring back to your chapter. Network and learn from the collective wisdom of the AAF community.

**Table Hosts:**

MEMBERSHIP: Jerry Blue, District 13 Treasurer & AAF-Hawaii Membership Committee

AMERICAN ADVERTISING AWARDS: Kate Kearns, Exec Director, AdFed Minnesota

COMMUNICATIONS: Mandi Witkower, D15 Governor

PROGRAMS: Stephanie Walaszek, D12 Lt. Governor

AD 2: Priscilla Zheng-Moore, National Ad 2 Vice Chair

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom

2:30pm to 3:15pm



**Professional Breakout - Session #3**

**"Crafting Compelling Brand Messaging"**

**Speaker: Brent Shiratori, Founder / CEO, Aidia Marketing**

Learn how to craft a brand story that connects emotionally and drives customer action. In this workshop, you'll identify your customer's core problem, position your product or service as the solution and highlight the benefits that matter most. We'll walk through a clear storytelling framework that make your messaging compelling and actionable.

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom

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SATURDAY,  
OCT. 4, 2025



**TIME**

3:30pm to 4:15pm



**WHAT:**

**AAF Breakout - Session #5a**  
**"Cracking the code of the American Advertising Awards Program"**

**-Speaker: Kate Kearns, Executive Director, AdFed Minnesota**

Elevate your club's American Advertising Awards competition with an exclusive workshop from AdFed Minnesota. This chapter has a proven blueprint for success, boasting over 750 entries and generating a net revenue of \$40-50K. In this session, you will gain actionable strategies for driving entry volume, maximizing event revenue, and producing a premier awards show. This is a rare opportunity to learn from their mastery, helping you immediately strengthen your own club's competition and financial health.

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Ballroom

3:30pm to 4:15pm



**AAF Breakout - Session #5b**  
**"Build an Event"**

**-Speaker: Priscilla Zheng-Moore, Ad 2 National Vice Chair**

Ever wanted to host an event but didn't know where to start? This workshop is your chance to stop planning and start building! In this interactive session, you'll walk away with a ready-execute plate for your next event, whether it's for Ad 2, the AAF, a community initiative or your own business. You'll get the tools and the templates to help bring your Event to life.

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Lanai

4:15pm to 6pm

**Rest and Revival. Get ready for Aloha Banquet - 2025 Best of the West Awards**

6pm to 9pm



**Aloha Banquet-2025 Best of the West Media Awards**

**Emceed by: Noah Tom, AAF District 13**

Celebrate the grand finale of 2025 AdWest in style at the Aloha Banquet! Join us for a memorable evening as we honor 12 outstanding awardees from across the West. Dress in your favorite Evening Aloha Attire, from stylish aloha shirts to island-inspired dresses, and get ready for a night of celebration and camaraderie in the heart of Waikiki.

6pm to 7pm - Check-In, No Host Cocktails, Dinner Buffet Service

7pm to 8:30pm - 2025 Best of the West Media Awards

8:30pm - 9pm = Networking

9pm - Aloha! See you in 2026 when AAF D15 Hosts the 2026 AdWest!

**VENUE:**

Honolulu Elks Lodge #616 - 2nd Floor Lanai



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LEADERSHIP  
IN PARADISE

COLLABORATION, EDUCATION & IMPACT

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# 2025 AdWest Sponsors

