



Pacific
**MARKETING
CONFERENCE**
CONVERGE
AM> | Hawai'i

June 7-8, 2022

LETTER FROM OUR **PRESIDENT**

Aloha,

On behalf of the American Marketing Association Hawaii Chapter, welcome to our third annual Pacific Marketing Conference. We are thrilled to welcome you back for this year's hybrid experience and are so excited to see your smiling faces again.

This year's theme, Converge, encapsulates that we are better, stronger and more innovative together as a community, while also emphasizing the importance of recognizing the diversity of individual experiences and cultural interactions. The last three years have been filled with unprecedented challenges, but we are so proud of the resiliency and creativity of our community and hope this year's conference leaves you more connected and inspired for what's ahead.



We are so grateful for our sponsors, speakers and event partners who have continued to support, not only for this year's conference, but throughout the pandemic. We would not be able to bring you this experience without them.

A huge thank you to our hardworking conference team and our dedicated board of directors, who have worked tirelessly throughout the year to continue to help move Hawaii's marketing industry forward. I am so thankful for all you did to make this an AMAzing year.

Finally, thank YOU for attending our Pacific Marketing Conference. The future of our American Marketing Association Hawaii Chapter is bright because people like you continue to support and contribute to its success.

Mahalo,

Taryn (Bohan) Wells, President
American Marketing Association Hawaii

A decorative graphic at the bottom of the page consisting of several overlapping, wavy, light blue shapes that create a sense of movement and depth.

PACIFIC MARKETING CONFERENCE **SCHEDULE**

JUNE 7 - VIRTUAL | LIVESTREAM

9:00am HST

Welcoming Remarks

9:15am HST

Morning Keynote: Brands & Blockchain - Creating a NFT Strategy for your Brand
Ben Armstrong, *Founder, BltBoy Crypto*

10:15am HST

Sustaining Success - A Sustainability Marketing Panel

Moderator: Keely Bruns, *Partner, goodSWELL*

Kahl Pacarro, *Director, Parley Hawaii*

Myracle Mugol, *G3 Circular Economy Coordinator, Guam Green Growth*

Kelly Kitashima, *Director of Sales, 1 Hotel Hanalei Bay*

Jason Walter, *Marketing Manager, Waiakea Hawaiian Volcanic Beverages*

11:30am HST

Ready for a Rebrand? - How to Refresh Your Brand Without Redoing Your Logo

Ashley Kaneko, *Brand Designer & Founder, Ash Branding Co.*

12:30pm HST

Aligning Purpose & Products: The Impact of Micro-Influencers

Moderator: Grace Nikae, *Founder / Speaker / Influencer / Consultant, Gracefully Live, @gracefullylive*

Taylor Date, *Hawaii Food & Lifestyle Blogger, @townie.tay*

Les Alfred, *Host, Balanced Black Girl, @balancedles*

Mia DeLuca, *Content Creator & Social Media Marketer, @miaadeluca*

PACIFIC MARKETING CONFERENCE **SCHEDULE**

JUNE 8 - WAIKIKI BEACH MARRIOTT RESORT & SPA | LIVESTREAM

12:30pm HST **Networking & Refreshments**

1:00pm HST **Opening Remarks**

1:15pm HST **Intuitive Design: How to Build Authentic Brands with Heart**
Celeste Perez, Founder/Managing Director, WellFed and Co-Founder/CEO, Droplet

2:15pm HST **Content Collaboration - Toyota Hawaii Stories - Holoholo with Mark Noguchi**
Moderator: *Khrystyn Huynh, Sr. Marketing Manager - Brand Activation, Hawaiian Telcom*
Mark Noguchi, Chef/Co-Owner, Pili Group
Andrew Agcaolli, Founder, Shibby Stylee
Ryan Trujillo, Sr. Marketing Manager - Content, Creative & Partnerships, Servco Pacific Inc.

3:15pm HST **Transforming Customers to Community - How To Build An Online Community**
Moderator: *Marisa Guerrero, Sr. Marketing Manager at WebMD Health Services and Founder, Wahine Rise*
Michelle Carmack, Founder, Oak+Pine

4:15pm HST **Advancing Aloha - Hawaiian Voices in Marketing**
Moderator: *Matthew Dekneef, Editor-At-Large FLUX Hawaii, NMG Network*
Napali Souza, Co-Founder, Salvage Public
Jalene Kanani Bell, Founder, Noho Home
Justin Prestidge, Vice President, Home Loans Marketing, Bank of Hawaii

5:15pm HST **Closing Keynote**
Zakary Noyle, Creative Director & Founder, Eleven 17 Creative

6:00pm HST **Closing Remarks**

6:00pm HST **Sunset Pau Hana - Join us for a toast to celebrate our community!**

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OPENING KEYNOTE SPEAKER

Brands & Blockchain

Creating a NFT Strategy for your Brand

→ Virtual | Livestream



Ben Armstrong
Founder
BitBoy Crypto

The BitBoy Crypto YouTube Channel was founded in January of 2018 by Ben Armstrong.

Since then, BitBoy Crypto has become one of the most recognized news channels for the latest updates on Bitcoin & cryptocurrency.

Over the last two years, the BitBoy Crypto brand has expanded to now include a separate news division. BitBoy Crypto News is a website dedicated to educating & informing the public on Bitcoin & cryptocurrency. BitBoyCrypto.com has exclusive stories that provide a different perspective on the news than many readers get from the traditional crypto news sources.

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Virtual | Livestream

Sustaining Success:

A Sustainability Marketing Panel

→ Virtual | Livestream



MODERATOR

Keely Bruns,
Partner
goodSWELL

Keely Bruns, a seasoned marketing professional with over 20 years of marketing experience, 15 of which have been in Hawai'i.

In 2017, Keely co-founded goodSWELL, a conscious marketing company that helps brands in ways that benefit people and the planet.



Kahi Pacarro
Director
Parley Hawaii

Bringing both a business and nonprofit lens to the discussion, Kahi is proving that you can be successful and beneficial to the planet at the same time.

Originally from Kailua, Oahu and now residing in Maunaloa, Kahi spends as much time in the ocean while working with businesses to prove that it can be more lucrative to save the oceans than destroying them as the Director of Parley Hawai'i. He's also the founder of Sustainable Coastlines Hawai'i and continues to serve on their Board of Directors.



Myracle Mugol
G3 Circular Economy Coordinator
Guam Green Growth

Myracle Mugol is the Guam Green Growth Circular Economy Coordinator.

Her primary role is to manage the Circular Economy initiatives for G3. This includes managing the G3 Circular Economy Makerspace and Innovation Hub, Guam Green Growth Commitment Program, G3 Education Curriculum, and Green Store Incubation program. She is also one of the main producers for events and lead for development with the Center for Island Sustainability.

Outside of G3, she wears several hats is known as a community/event organizer, entrepreneur, intrapreneur, film-maker and activist.



Kelly Kitashima
Director of Sales
1 Hotel Hanalei Bay

A graduate of Kamehameha Schools. Kelly attended the University of Hawai'i for two years before transferring to the University of Nevada Las Vegas, where she graduated with a Bachelor's Degree in Hotel Management.

Today, Kelly is the Director of Sales for Kauai's new 1 Hotel Hanalei Bay, which is scheduled to open later this year.



Jason Walter
Marketing Manager
Waiakea Hawaiian Volcanic Beverages

Jason Walter is an experienced, enthusiastic and creative leader with a background in arts administration, marketing and communications, non-profit operations, project management and politics.

Born on the South Shore of Oahu and raised in the rainy town of Hilo, Jason holds a Bachelor's Degree in Religion, and considers his journey into marketing unconventional.

A writer and artist since early in life, Jason needed a way to survive, which started his freelance marketing and communications career. This grew into a full-time career and has allowed him to find new ways to thrive, be creative, and grow holistically.

Virtual | Livestream

Ready for a Rebrand?

How to Refresh Your Brand Without Redoing Your Logo

→ Virtual | Livestream



Ashley Kaneko
Brand Designer & Founder
Ash Branding Co

Ashley is a brand designer and photographer who spent the past decade in the agency world crafting big brands for big businesses and Fortune 100 companies like Toyota.

She recently left her career in the corporate world behind to help small businesses build big brands, too. Her studio, Ash Branding Co. brings the caliber of big branding to the heart of small businesses through custom branding, cinematic storytelling and digital resources for entrepreneurs on every budget.



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Virtual | Livestream

Aligning Purpose & Products:

The Impact of Micro-Influencers

→ Virtual | Livestream



MODERATOR

Grace Nikae
Founder, Speaker,
Influencer Consultant,
Gracefully Live, @gracefullylive

GRACE NIKAE has enjoyed a global, tour-de-force career as a world-renowned concert pianist, cultural ambassador, writer, speaker, entrepreneur, educator, thought leader, and change agent.

As founder of Gracefully Live, Nikae is a leadership and empowerment expert guiding individuals to take ownership of and become leaders of their lives. As an executive performance and digital strategy consultant, she helps companies adopt progressive leadership practices and reshape growth through empowered innovation. Her singular strategies, innate understanding of future trends and changes, and talent for connecting with people have resulted in massive internal transformations and revenue growth for her clients and firmly established her as a visionary and thought leader within the business community.

Nikae's unique, dynamic approach remains deeply rooted in her personal experiences, education, and humanistic philosophy.



Taylor Date
Hawaii Food & Lifestyle Blogger
@townie.tay

Collaborating with local businesses to showcase their products and restaurants in a new light, Taylor is a Hawaii-based creative that describes herself as being "passionate about trying new restaurants, learning the stories behind businesses, and creating engaging content!"



Les Alfred
Host
Balanced Black Girl, @balancedles

Les is the founder and host of *Balanced Black Girl*, an online wellness community and podcast focused on health, wellness, and self-care from the perspectives of Black women.



Mia DeLuca
Content Creator & Social Media Marketer
@miaadeluca

Mia DeLuca is a New Jersey based freelance content creator and social media marketer. Her work includes marketing products, representing reputable brands and creating unique videos that speak to the current trends!

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Waikiki Beach Marriott Resort & Spa

MORNING KEYNOTE SESSION

Intuitive Design:

How to Build Authentic Brands with Heart

→ In Person | Livestream



KEYNOTE SPEAKER

Celeste Perez
Founder/Managing Director, *WellFed*
Co-Founder/CEO, *Droplet*

Celeste is a Filipino-American creative entrepreneur whose latest food and beverage product is Droplet, a stress-balancing adaptogen beverage.

In 2015, Celeste launched Well Fed, a creative branding studio for lifestyle and hospitality concepts.

In 2017, Celeste launched Artful, an all-online design studio providing meaningful work for creative women worldwide.

Her experience as a freelance creative also led her to start FreelancersntFreeCA.org, a campaign to enact laws protecting California's 2 million freelancers from non-payment. She is based in Los Angeles and is also a Certified Holistic Nutritionist.

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Waikiki Beach Marriott Resort & Spa

Content Collaboration:

Toyota Hawaii Stories - Holoholo with Mark Noguchi

→ In Person | Livestream



MODERATOR

Khrystyn Huynh
Sr. Marketing Manager
Brand Activation
Hawaiian Telcom

Project Runway contestant) and Carissa Moore (professional surfer and Olympic Gold Medalist). Khrystyn loves a good brand launch, implementing the rebrand of Central Pacific Bank, Ad 2 Hawaii and the launch of Servco's Hui Car Share.

Khrystyn Huynh has over 10 years of marketing experience in both agency and in-house settings.

She recently joined Hawaiian Telcom managing brand activation, experiential events and sponsorships.

Previously at Central Pacific Bank, Khrystyn led key influencer campaigns on social media. Most notably for Shaka Checking, working with over 55 influencers including Avian Ku (business owner and Netflix's Terrace House: Aloha State cast member), Kini Zamora (designer and



Mark Noguchi
Chef/Co-Owner
Pili Group

Mark "Gooch" Noguchi cooks from an 'āina-based perspective, connecting food to its source to build community.

An approach he learned from hula Halau o Kekuhi, it's defined his innovative restaurant offerings like He'eia Kea Pier, MISSION Social Hall & Cafe, and his current Pili Group, a non-traditional food concept interweaving community, education and food.

A graduate of the Culinary Institute of America, 2019 Omidyar Fellow, Mark is now a Food & Sustainability Curriculum Specialist at Punahou School.



Andrew Agcaoili
Founder
Shibby Stylee

Born and raised in Hawai'i. Andrew started his career as a professional photographer shooting for clients such as Patagonia and National Geographic.

As the founder of Shibby Stylee, Andrew's mission is to capture the narratives of people and the natural world. He believes in stories that drive action, change beliefs, and build community.



Ryan Trujillo
Sr. Marketing Manager
Content Creative & Partnerships
Servco Pacific Inc.

Ryan Trujillo currently oversees three marketing teams at Servco Pacific Inc. in the areas of content marketing, creative services, and events & partnerships for the Toyota, Lexus and Subaru Hawaii brands.

Their content team spearheads social media, seven brand ambassadors, and docu-style storytelling like the Holoholo Stories series. Creative services takes on everything from small production, utilizing a four person in-house team, to large production, which what could be promoting the next Toyota Tundra Hybrid.

Events & Partnerships supports 30+ community activations each year like Sony Open, UH Athletics, and Spartan Race.

Waikiki Beach Marriott Resort & Spa

Transforming Customers to Community:

How To Build An Online Community

→ In Person | Livestream



MODERATOR
Marisa Guerrero
Founder
Wahine Rise

Founder of Wahine Rise, Marisa Guerrero has been helping women and brands grow their business through content marketing and social media for over 13 years.

Started in 2019, the mission of Wahine Rise is to connect, inspire and ignite Wahine - so we can rise together.



Michelle Carmack
Founder
Oak+Pine

Michelle Carmack is a first-generation American who believes a woman with a plan can create life-changing opportunities just as her mom and grandma did for her.

Oak + Pine is an extension of her family's legacy of uprooting life as they knew it in the Philippines to start a new life in Honolulu, HI. Because even though your goals and ambitions for a better life are scary, it's possible with the right community, connections, and creativity.

Waikiki Beach Marriott Resort & Spa

Advancing Aloha: *Hawaiian Voices in Marketing*

→ In Person | Livestream



MODERATOR

Matthew Dekneef
Editor-At-Large
FLUX Hawaii
NMG Network

Matthew is the editor-at-large for FLUX Hawaii at NMG Network, working with writers, photographers, and filmmakers on Pacific Islander-focused stories for video, digital, and print.

Born and raised on O‘ahu, he graduated from Kamehameha Schools and attended Chapman University in Southern California, where he later worked in the editorial and creative departments for entertainment news sites in Los Angeles.

Formerly, Matthew has served as deputy editor for Hawaii Magazine, associate editor for the Honolulu Weekly, and has written about Hawai‘i’s culture for Complex, Teen Vogue, Travel & Leisure, and T: The New York Times Style Magazine. He lives in Honolulu.



Nāpali Souza
Co-Founder
Salvage Public

Nāpali Souza is a designer and entrepreneur from Kailua, O‘ahu.

In 2013, Nāpali co-founded Salvage Public, an apparel brand and retail store that reflect his love for Hawai‘i’s history, culture, and people. More recently, he orchestrated the relaunch of Nāpili Village, a Hawaiian-owned and operated hotel located in Kā‘anapali.



Jalene Kanani Bell
Founder
Noho Home

Jalene Kanani is Artist and Founder of NOHO HOME, a sophisticated island experience cultivated through artful home decor. Marked by the designer’s profound love for her Hawaiian heritage and other first nations’ cultures, NOHO HOME reimagines the island home aesthetic into organic textures woven with native intelligence.

Jalene has worked with Architects and Interior Designers in Commercial FF&E for 27 years and has licensed her JaleneKanani Collections to International Manufacture’s and noted Interior Decor Brands.



Justin Prestidge
Vice President
Home Loans Marketing
Bank of Hawaii

A professional marketing strategist, passionate community builder and seasoned outdoor adventurer, Justin Prestidge works to develop integrated marketing strategies for Bank of Hawai‘i.

In his free time, you can find Justin out surfing, hiking or traveling the world.

Waikiki Beach Marriott Resort & Spa

CLOSING KEYNOTE

→ In Person | Livestream



KEYNOTE SPEAKER

Zakary Noyle
Creative Director & Founder
Eleven 17 Creative

Zak is considered one of the best extreme surf photographers in the world.

At age 25, Zak became senior staff photographer of the nationally distributed Surfer Magazine, traveling the world shooting the best surfers in some of the most exotic surf locations.

His works has been featured on the cover of National Geographic European Edition as well as campaigns for Apple, Instagram, Stussy, Micheal Phelps, Canon, MasterCard and Red Bull to name a few.

Two years ago, Zak established Eleven17 Creative with his partner Kimo Kennedy. A content, branding and marketing agency built for the digital world with Hawai'i in mind. The agency is based in Honolulu, Hawai'i and continues to attract world class brands including Oura Ring, Coors Light, Peloton amongst others.

Their work for Oura Ring "Oura Originals" recently received a Judge's Award and several Pele Awards, including three golds. This is the beginning for Eleven17 Creative. Making Waves is what they do.

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