



HOSTS
Kevin Oliff - Chair
Ken Christ
Anthony La
Robert Lee
Stephen Pan

2025 MEETING AGENDA

Friday, April 25			
TIME	LOCATION	EVENT	PRESENTER / SPONSOR
All Day	Kona Airport	Arrivals	
10:00 AM - 5:00 PM	Ballroom Foyer	Registration	
6:00 PM - 7:30 PM	Palm Grove Lawn	Welcome Reception	Sponsored by NBCUniversal Local
All Evening		Dinner at Leisure	

Saturday, April 26			
TIME	LOCATION	EVENT	PRESENTER / SPONSOR
7:00 AM - 9:00 AM	Garden Lawn	Breakfast Buffet	Sponsored by Ampersand
8:00 AM - 8:10 AM	Ballroom	Welcome	Kevin Oliff
8:10 AM - 8:15 AM	Ballroom	Regional Welcome	Martin Fritsches
8:15 AM - 8:30 AM	Ballroom	COE Awards	Martin Fritsches / Wes Berg
8:30 AM - 9:20 AM	Ballroom	Omnicom National Marketing and Tier 2 MACO Performance Updates	Tim Mosback / Peter Lofaro
9:20 AM - 9:40 AM	Ballroom	Q & A	
		General Session Concludes	
9:45 AM - 10:45 AM	Mauna Kea Room	Denver MACO Meeting	Rector, Sweeney, Brandonisio, Flanigan, Byers
10:45 AM - 11:45 AM	Mauna Kea Room	Puget Sound MACO Meeting	Rector, Sweeney, Brandonisio, Flanigan, Byers
12:00 PM - 2:00 PM	Mauna Kea Room	Dealer Advisory Board Meeting / Working Lunch	Martin Fritsches / Joe Rector
All Afternoon		Lunch & Afternoon at Leisure	
6:00 PM - 9:00 PM	Sea Shell Pool	Bay Area & Sacramento/Modesto Group Dinner	Sponsored by NBC Sports Bay Area
6:30 PM - 9:30 PM	Miller & Lux Restaurant	Southern California & San Diego Group Dinner	Sponsored by Spectrum Reach
All Evening		Dinner at Leisure (remainder of the group)	

CONFIDENTIAL

Sunday, April 27			
TIME	LOCATION	EVENT	PRESENTER / SPONSOR
7:00 AM - 9:00 AM	Garden Lawn	Breakfast Buffet	Sponsored by iHeartMedia
8:00 AM - 8:05 AM	Ballroom	Welcome	Tim Smith
8:05 AM - 9:00 AM	Ballroom	Dealer Forum	John Firmage / Taso Theodorou
9:00 AM - 10:00 AM	Ballroom	Annual Western Region MACO Meeting	Nick Sweeney, Robert Flanigan, Duccio Brandonisio
10:00 AM - 10:20 AM	Ballroom Foyer	<i>Break</i>	
10:20 AM - 11:00 AM	Ballroom	Organic Social Strategies	Elliott Bastien
11:00 AM - 11:40 AM	Ballroom	Portfolio Management and New Customer Outreach	Matt Derenthal
11:40 AM - 11:50 AM	Ballroom	Closing	Tim Smith / Martin Fritsches
		General Session Concludes	
12:00 PM - 1:00 PM	Mauna Kea Room	San Diego MACO Meeting / Working Lunch	Rector, Sweeney, Brandonisio, Flanigan, Byers
1:00 PM - 2:00 PM	Mauna Kea Room	Phoenix MACO Meeting	Rector, Sweeney, Brandonisio, Flanigan, Byers
All Afternoon		Lunch & Afternoon at Leisure	
2:00 PM - 6:00 PM	Hualalai Tennis Court	BMW Financial Services Pickleball Tournament	Sponsored by BMW Financial Services
All Evening		Dinner at Leisure	

Monday, April 28			
TIME	LOCATION	EVENT	PRESENTER / SPONSOR
7:00 AM - 9:00 AM	Garden Lawn	Breakfast Buffet	Sponsored by Univision
8:30 AM - 10:00 AM	Ballroom	Southern California MACO Meeting	Rector, Sweeney, Brandonisio, Flanigan, Byers
10:30 AM - 12:00 PM	Ballroom	Bay Area MACO Meeting	Rector, Sweeney, Brandonisio, Flanigan, Byers
		Meetings Conclude	
All Afternoon		Lunch & Afternoon at Leisure	
7:00 PM - 10:00 PM	Hoku Amphitheatre	BMW Aloha Dinner	Sponsored by BMW North America

CONFIDENTIAL

Tuesday, April 29			
TIME	LOCATION	EVENT	PRESENTER / SPONSOR
All Morning		Breakfast at Leisure	
7:45 AM - 8:45 AM	Hualalai Golf Driving Range	Grab & Go Breakfast for Golfers	Sponsored by Genesco Sports Enterprises
8:50 AM - 1:00 PM	Hualalai Golf Course	BMW Financial Services Golf Tournament	Sponsored by BMW Financial Services
8:50 AM - 1:00 PM	Hualalai Golf Course	Golf Hosted Beverage Cart	Sponsored by Genesco Sports Enterprises
1:00 PM - 3:00 PM	Miller & Lux Restaurant	Golf Lunch and Awards Presentation	Sponsored by BMW Financial Services
All Evening		Dinner at Leisure	

Wednesday, April 30			
TIME		EVENT	
All Morning		Breakfast at Leisure	
All Day		Departures	