

Issues Management Turtle Bay Resort

The Limtiaco Company (TLC) was the agency of record during the extended disputes between H.E.R.E. Local 5 and Turtle Bay Resort. During this period we worked on behalf of the resort to clarify issues with the media, educate key reporters on the history of the negotiations, communicate via direct mail to key stakeholders in the community, and convey good news about the hotel's charitable gifting and outreach projects in the community. We also worked extensively with the hotel's legal team to manage balanced news coverage and to mitigate attempts to sensationalize.



Our firm became a part of the "inner circle" planning team, including top management and the attorneys. We were able to secure media coverage of inappropriate union tactics and orchestrated a meeting for the resort's attorneys with the director of the State Department of Labor. We also researched the funding of a non-profit that was supporting the union and determined a possible misuse of their funding.

To mitigate the negative campaign waged by the union, we created a North Shore stakeholder list and instituted a direct mail campaign with news bulletins about the resort's positive outreach efforts. For example, we ensured that stakeholders learned of the gift of over \$100,000 from the resort's golf tournaments, divided among various charities and non-profits on the North Shore. The awards luncheon was filmed and the footage delivered to local TV stations. We also helped create the hotel's first Seafood Festival as a benefit for the local library to allow them to purchase a bookmobile for the North Shore.

This was an extremely protracted dispute that involved our firm in frequent and on-going dialogue with the resort's management, providing advisement and formal statements for the media.

In August, 2006, the union and the resort signed a contractual agreement. We wrote and issued the news release and managed news coverage of the resulting celebratory event.