



CommPac

Strategic Collaboration & Communications

Industry Experience and Success Stories

HiHR – Government Relations – PEOs

In 2012, the Hawaii State Legislature passed Senate Bill 2424, which, if allowed to become law, would impose unreasonable and excessive bonding requirements, fees, fines and penalties on PEOs.

Strategy

- Developed a government relations strategy and informational campaign with the goal of having SB 2424 vetoed.
- Arranged a meeting with Gov. Abercrombie to discuss the bill. Prepared talking points to highlight reasons why the bill should be vetoed.
- Prepared op-ed pieces that were placed in local newspapers and produced collateral materials to educate key audiences and generate statewide support to veto SB 2424.

Results

Senate Bill 2424 was vetoed by Gov. Abercrombie.

Senate Bill 2424

The Hawaii State Legislature passed Senate Bill 2424, which, if allowed to become law, would impose unreasonable and excessive bonding requirements, fees, fines and penalties on Professional Employer Organizations (PEOs).

Of the more than 30 PEOs in Hawaii, most would be forced to close if SB 2424 becomes law.

About PEOs

PEOs provide employee "outsourcing," mostly for small businesses. They essentially hire a company's employees and handle all of the company's paperwork, including payroll and payroll taxes, workers' compensation, temporary disability insurance, health benefits, unemployment, retirement plans, OSHA regulations and more.

Why SB 2424 Should Be Vetoed

It is anti-business at a time when many businesses in Hawaii are just trying to survive.

It is unnecessary; PEOs are already regulated.

It deserves full participation, with ALL voices heard. It benefits a select few and hurts many.

It is UNFAIR.

Highest Bond Requirement in Nation

Hawaii and South Dakota already have the highest PEO bond requirements in the country, at \$250,000. California requires \$200,000. The requirement for other states is \$100,000 or less. SB 2424 would quadruple the nation's already highest bond requirement - to \$1 million!

Shidler College of Business, University of Hawai‘i at Mānoa

\$7.2 Billion Gift Announcement

Created and executed a media relations plan to announce Jay Shidler’s 2017 gift of \$117 million in cash and real estate ground leases to the Shidler College of Business at the University of Hawaii at Manoa via Asia-Pacific, U.S. mainland and Hawaii media outlets. Leveraged the media coverage gained by the announcement to assemble a robust, ongoing program of commentary on trending business topics by Shidler College faculty in top-tier media outlets.

SHIDLER GIVES AGAIN

LANDMARK DONATION
Real estate investor Jay Shidler has donated seven landmark commercial properties to the University of Hawaii business school already named after him. He donated four similar properties in 2014, indicated by an asterisk. The school owns a partial or at-risk interest in the land under these buildings, and in 99 years will also own the buildings outright or with partners.

BUILDING	TYPE	LOCATION
1. 200 South Michigan	25-story office building	Chicago
2. 200 West Adams	12-story office building	Chicago
3. Barrisham Center	25-story office building	Chicago
4. Columbian Place *	17-story office building	Denver
5. Continental Plaza	31-story office building	Columbus, Ohio
6. Marriott Fairfield Inn *	Hotel	Mount Vernon, Ill.
7. Nashville City Center	26-story office building	Nashville, Tenn.
8. National City Tower *	40-story office building	Louisville, Ky.
9. Tampa City Center	36-story office building	Tampa, Fla.
10. University of Washington Biomedical Center *	Research building	Seattle
11. Wake Forest University Charlotte Center	Office and hotel complex	Charlotte, N.C.

Source: Jay Shidler

Donated properties could bring the business school \$7B over a century; UH hopes the gift prompts others

Shidler College of Business, University of Hawai'i at Mānoa

\$7.2 Billion Gift Announcement

Strategy

- Implemented an outreach strategy for the announcement that included key messages, media materials, and an international, a national and a Hawaii news release.
- Worked with the Business College dean to identify key faculty members whom we trained to be effective spokespersons for the College.
- Continue to develop story pitches for top-tier national media outlets on trending business topics on which Shidler College faculty provide expert commentary. Topics include changes to the tax law, cryptocurrency, artificial intelligence, corporate governance, marketing trends, etc.



Results

- Gained extensive local and national media coverage of the gift announcement plus coverage in more than 114 media outlets in China, Japan and Korea.
- Ongoing coverage of the College and its faculty in national print, broadcast and online media outlets such as TheHill.com, U.S. News & World Report, The Wall Street Journal's CFO Journal, Fierce CEO, NBC Better and eMarketer, and also in Hawaii news outlets.

Aloha Festivals

Social Media Engagement

Twitter

Impressions: The number of times a user is served a Tweet in timeline or search results.

April 2017

- Tweet Impressions: 2,156
- New Followers: 18

May 2017

- Tweet Impressions: 6,295
- New Followers: 3,805

June 2017

- Tweet Impressions: 5,773
- New Followers: 30

July 2017

- Tweet Impressions: 5,312
- New Followers: 21

August 2017

- Tweet Impressions: 6,285
- New Followers: 19

September 2017

- Tweet Impressions: 31,300+
- New Followers: 74

October 2017

- Tweet Impressions: 9,088
- New Followers: 2

Facebook

Reach: The number of people who saw any of your Page posts.

Page Likes: The number of likes of your Facebook page.

Month	Number of Posts (Photos + Videos)	Reach	Page Likes
April 2017	3	1,375	9,969
May 2017	10	15,005	9,957
June 2017	11	15,220	9,970
July 2017	13	15,692	9,983
August 2017	16	23,703	10,001
September 2017	85	70,331	10,003
October 2017	2	1,933	10,194

Instagram

Impressions: The total number of times all your posts have been seen.

Reach: The number of unique accounts that have seen any of your posts.

Engagement: The number of times your post was liked, commented on, and saved.

***Note: Aloha Festivals' Instagram account was converted to a Business Profile in August 2017. Business Profile accounts allow for insights/tracking of posts.**

Month	Likes	Comments	Number of Posts
April	154	2	2
May	759	3	10
June	810	7	10
July	636	3	10
August	856	14	15

September			
<i>Impressions</i>	<i>Reach</i>	<i>Engagement</i>	<i>Number of Posts</i>
53,257	44,785	8,712	75

October			
<i>Impressions</i>	<i>Reach</i>	<i>Engagement</i>	<i>Number of Posts</i>
1351	1112	110	2

Followers of Aloha Festivals Instagram Page (as of November 8, 2017): 2,312



McDONALD'S RESTAURANTS OF HAWAII

Archways to Opportunity

McDonald's Restaurants of Hawaii owner/operators set an aggressive plan to educate the public on the Archways to Opportunity program, a program to support employees in pursuing their educational goals.

Strategy

Developed a cross-functional media strategy to educate consumers on Archways to Opportunity and generate statewide awareness on the program's local employee success stories.



Results

- Garnered widespread local media coverage, including MidWeek Business Round Table, Living808, Hawaii Tribune-Herald, Big Island Now and The Garden Island.
- Local Living808 television spot received national recognition from McDonald's Corporate team of high-ranking leaders.

RONALD McDONALD HOUSE CHARITIES

Hawaii 30th Anniversary

Planned and executed a series of mall events and media outreach to celebrate the 30th anniversary of the Ronald McDonald House in Hawaii.

Strategy

- Placed heartwarming stories in print and television media about families who benefitted from staying at the Ronald McDonald House.
- Planned and executed a launch event at Kahala Mall that resulted in television, print and radio coverage.
- Coordinated Living808 segment at the Ronald McDonald House with KHON2.
- Developed and executed a social media campaign to increase awareness of the 30th anniversary and launched hash tags to monitor the campaign reach. #RMHCHawaiiTurns30 and #OurHouseisYourHome



Results

- Total Story Count: 29
- Total Audience: 567,810
- Total Publicity Value: \$84,234

McDONALD'S RESTAURANTS OF HAWAII

Big Mac Special Sauce Giveaway

Research showed that 33 percent of millennials had never eaten a Big Mac. A communications plan was developed to create awareness and excitement, drive trials and increase sales of Big Mac products among the millennial demographic.

Strategy

- Developed a statewide promotion to celebrate the 50th anniversary of the Big Mac and introduce two new sandwich sizes -- the Grand Mac and Mac Jr.
- Executed a radio campaign and gave away limited-edition bottles of Big Mac Sauce at McDonald's of Keeaumoku.
- Delivered Big Macs and fries to television and radio stations to extend earned media reach.



Results

- Story count: 27 stories
- Total audience: 556,242
- Total Television Publicity Value: \$110,646

PROSPECT ASSET MANAGEMENT, INC. (PAMI)

Pacific Rim Cup Soccer Tournament

CommPac planned and executed community outreach, brand building and public relations to promote PAMI's role as the financial sponsor of the first annual Pacific Rim Cup Soccer Tournament at Aloha Stadium in February 2018.

Strategy

- Developed key messages regarding PAMI's donation of 2,000 tickets to local youth organizations as part of their commitment to supporting youth.
- Selected local youth organizations and reached out and invited them to the soccer tournament to enjoy the games in the "dream seat" section at Aloha Stadium.
- Provided media outreach to build community awareness of PAMI's ticket and its goal to inspire Hawaii's children through the sport of soccer.



PROSPECT ASSET MANAGEMENT, INC. (PAMI)

Results

- Media outreach resulted in television coverage on KITV and Hawaii News Now featuring Curtis Freeze, president of PAMI, talking about the PAMI ticket donations and the company's commitment to youth sports.
- KITV aired the story before the tournament with Curtis leading the segment. Hawaii News Now aired coverage on the opening night of the tournament and again the following morning.



HAWAII SYMPHONY ORCHESTRA

Music That POPS

Hawaii Symphony Orchestra had a need: help them brand, launch and generate awareness and excitement for their new pops series.

Strategy

- Developed a brand name and logo that will “pop” and resonate strongly within the community.
- Created innovative story angles for different Hawaii media channels to generate strong awareness for the series.

Results

- Designed and branded “musicthatPOPS,” a three-program series designed to bring rich orchestral power to a variety of popular genres.
- Generated widespread media coverage in print, television and online publications.



musicthatPOPS

BY HAWAII SYMPHONY ORCHESTRA

SLEEP NUMBER

Grand Opening and Blessing at Kapolei Commons

Developed a brand launch plan to introduce Sleep Number in the Hawaii market.

Strategy

- Planned and executed a grand opening and Hawaiian blessing to create awareness of Sleep Number entering the Hawaii market and drive customers to the store.
- Conducted outreach to television, radio and print media and dropped off Sleep Number pillows to local media that included a news release and grand opening invitation.
- Generated excitement through earned media and social media efforts by giving away pillows to the first 50 customers.



Results

- Earned television, radio and print media coverage.
- Received a photo recap of the grand opening in the MidWeek Pa'ina section.
- Generated coverage on Kapolei Commons social media channels and shared posts via key influencers.

SAMKOO PACIFIC

Kapiolani Residence Groundbreaking

SamKoo Pacific needed help with orchestrating a community groundbreaking ceremony and event for their first Hawaii project, the Kapiolani Residence.

Strategy

In less than three weeks, employed successful event planning model and expertise to organize and coordinate the various facets of the event including invitations, project and event messaging, media relations and vendor logistics.

Results

- Generated widespread local media coverage in print, television and online publications.
- Garnered increased queries and traffic to the sales center.



IRONGATE

Trump International Hotel, Waikiki Beach Walk

When Los Angeles-based developer Irongate announced plans to Develop a Trump-branded hotel in the heart of Waikiki, it represented the company's first foray into Hawaii's real estate market.

Strategy

- Designed and executed a multifaceted communications campaign that focused on public relations and community outreach.
- Facilitated meetings with the surrounding businesses and neighbors to listen to their concerns.
- Worked in conjunction with the general contractor to arrange and host monthly meetings with the project neighbors to ensure that they were kept in the loop every step of the way.

Results

- A project website and hotline were established to create another avenue for the neighbors to communicate with the project team.
- Due in part to CommPac's efforts, the project opened to wide acclaim in November 2009.



NA'I AUPUNI AND THE 'AHA

A Path for Hawaiian Self-Determination

Assisted Na'i Aupuni in establishing a path for Hawaiian self-determination by engaging over 150 delegates to a Native Hawaiian constitutional convention, or 'aha.

Strategy

- Developed key messages, provided media training and secured an editorial-board presentation prior to the launch of the Na'i Aupuni campaign. The strategy was designed to explain Na'i Aupuni's purpose, which was to establish a path to Native Hawaiian self-determination.
- Developed and managed websites for Na'i Aupuni and the 'aha to provide transparency, respond to inquiries and keep information accurate.
- Planned and coordinated logistics and managed the month-long event.

Results

Despite many challenges, a cross-section of Native Hawaiians gathered, discussed, drafted and approved a Native Hawaiian Constitution during the month-long 'aha.

