UNDERSTANDING THE IMPLICATIONS OF PAID FAMILY LEAVE

The Chamber’s opposition to the paid family leave bills moving through the legislature this session has been cast as a battle between business and families. This characterization is both unfortunate and far from the truth. Many of our member businesses already provide different versions of paid family leave on their own or are flexible and work with their employees when they encounter difficult situations. Many others have trepidations about such a program and how it will impact their businesses, including how they would continue to provide the level of service that customers have come to expect when an employee is out for an extended duration. These include small business owners that we, in Hawaii, have come to love and depend on daily in our communities. Mandates are not one-size-fits-all.

The bills currently moving forward, SB2990 HD 2, legislature paid family leave, but leave the details of the program to be worked out at a later date by an implementation board. While we do not know what the program will entail and who will pay for the benefit, we do know that the business community will ultimately be responsible for executing and shouldering, at a minimum, some of the costs. And some of those costs may be shouldered by employees, as well as passed on to customers. HB2998 SD2 was amended to expand TDI to cover family leave.

Those advocating for paid family leave contend that a social insurance model is what they prefer and that businesses should be able to support such a model, but a social insurance model is only one of the models currently in discussion and being contemplated. It is critical that we understand the cost impact on employers, employees and taxpayers of each option. We believe a prudent approach must be taken before enacting legislation that could potentially have negative consequences and answer questions that business owners have. Without these details, it is unreasonable to expect the business community, as a whole, to support it.

As the Honolulu Star-Advertiser noted in its March 28, 2018 editorial, before a mandate is enacted and benefit payments start rolling, we should thoroughly size up issues and costs tethered to such a program.

Providing these important details is not only part of creating good, sound economic policy, but will also help alleviate concerns, avoid unintended negative consequences and answer questions that business owners have. Without these details, it is unreasonable to expect the business community, as a whole, to support it.

Welcome New Members
- Sherry Menor-McNamara, President & CEO

UPCOMING EVENTS

CHAMBER EVENTS
April 25 - Employment Law Update
May 3 - Young Professionals/Eric Connect
May 9 - Business After Hours at Bubba Gump
May 24 - FocusON: What’s Happening with Payments? Cash, Credit, Crypto
For more information on all events, to register or to join the Chamber, visit cochawaii.org or call 808-545-4300.

MEMBER EVENTS
April 28 - Spreadsheets & Browse Excel Bootcamp
April 28 - Build Aloha - Benefit for Honolulu Habitat for Humanity
May 1 - Stop Being a Leader & Start Being THE Leader, an EO Hawaii Event

BENEFITS OF MEMBERSHIP
In 2017, I relocated from Kauai to Oahu to take on the role of Director of BAYADA Home Care, an agency that provides personal care support for the elderly and injured. One of the first things I did in my new role was to join the Chamber. The Chamber’s Young Professionals program gave me the opportunity to network with bright, energetic people representing many types of businesses. I was grateful to the Chamber for giving me the chance to become a thriving part of this community.

- CHRISTINA WHITE
Director, Global Home Care - BAYADA Home Care

Welcome New Young Professionals
- James CADY
Realty International
- Chelsea Castillo
Blue Planet Foundation
- Andrea Delmonte
Go Hawaii Tours
- Winona Dodds
Vernon Galisse LLC
- Belle England
Alaska Asian Benefit Advisors LLC
- Justin Enos
Inov8 Home Care

Ask the Expert

What are the Elements of a Strong Brand? The word “brand” is tossed about frequently when discussions about public relations, advertising and marketing arise. But what is a brand? It is not a tagline, slogan or logo. Those are manifestations of the brand. Your brand is your story. It should:

• Articulate your personality;
• Resonate with your authentic voice;
• Deliver a promise that is compelling, and on which you can deliver; and
• Clearly identify your uniqueness.

But that’s merely the definition. A brand is a living thing, and it’s up to the entire organization to breathe life into it and to make it credible. Brand credibility depends on a completely congruent organizational culture. It requires a consistent tone across every aspect of operations, every communications tool, and every behavior throughout the organization. Everyone, from the top to the bottom, must walk the walk, and talk the talk. Ultimately, every staff member should be able to give an “elevator pitch,” a concise, thirty-second explanation of what the company is, does, and stands for.

The strongest brands are the ones that are the most reflective of and deeply ingrained in the company.