

**NO TIME  
TO**



**CRISIS MANAGEMENT SERVICES**



**YOUR TRUSTED PARTNER IN TROUBLED TIMES**

**[BOARDROOMPR.COM](http://BOARDROOMPR.COM)**

## What is Crisis Management?

Sometimes a company or individual will find themselves in the middle of a crisis that could end up staining their reputation permanently. They may be responsible for the problem or be unwittingly dragged into a situation that is out of their control. Either way, all of the time and effort they've put into building goodwill can be erased overnight if the crisis is not managed properly. Entrepreneurs and executives must know how to respond to these situations in a way that can help minimize damage and protect their reputation.



## What constitutes a crisis?

It's not a matter of IF, but a matter of WHEN, you or your company will face a situation that results in negative news coverage or negative online reviews. News today travels faster than it ever has before, especially through social media. Some common scenarios include: lawsuits, government investigations, regulatory violations, accidents, data breaches, corporate/employee malfeasance, bad customer service, actions betraying the public trust, and land use and zoning disputes. Most of the time, you can assess your vulnerabilities to a crisis situation and plan for it accordingly.

## How can BoardroomPR help?

When a crisis hits, you need to be prepared to deal with it fast and effectively. BoardroomPR can help from the very beginning—with planning and early risk assessment—all the way to managing a crisis situation when you are in full damage control mode. We have a team of communications experts who have been advising clients for more than 25 years. Over our history, we have worked with large corporations with PR/Marketing departments, small and medium companies, nonprofits, entrepreneurs, real estate developers, attorneys, lobbyists and individuals.

### **boardroom** **PR** SERVICES

- Crisis management plans
- Policies and procedures
- Consulting
- Message development
- Media relations & Media training
- Online reputation management
- Social media management
- Collateral material development
- Website design
- PowerPoint presentations and speech writing

# Representative Matters

## Real Estate

Large national owner/developer of commercial real estate fights Martin County Planning & Zoning over wet lab requirement.

Luxury Aventura condominium developer sued by neighbors trying to stop a multi-million-dollar development next door.

Well-known and respected high-rise condominium developer sued by historic Fort Lauderdale landmark to stop the project from being built.

Statewide Realtors association comes under attack by membership and competitor for issues resulting from a new software rollout.

Real estate investors are dragged into discrimination investigation of the property manager of a West Palm Beach apartment complex.

## Insurance

Large insurance company investigated by local Jacksonville television station for possible sex discrimination in its claims adjusting process.

Statewide insurance company accused of not paying its claims, experiences negative Yelp reviews and is investigated by a Southwest Florida television station.

Insurance company investigated by the Department of Insurance Affairs for improper conduct.

Florida insurance company blamed for raising rates, investigated by Florida Department of Insurance Regulation.

## Non-Profit

National firefighters' charity is attacked by a union and blocked from supporting burn centers and camps throughout the country. That same charity is investigated by a Boston TV station for not properly allocating its contributions to program services.

Large not-for-profit in Broward County is investigated for voyeurism by a staff member.

Allegations of sexual assault on the grounds of a South Florida not-for-profit are investigated by law enforcement and the media.

Hollywood charity board member is accused of self-dealing and other criminal mischief.

## Banking and Financial Services

Multinational investment firm faces condemnation of a hotel property in conjunction with Fort Lauderdale Airport runway expansion project.

Major international bank discovers fraud and loss of tens of millions of dollars.

Florida's largest credit union experiences multi-million dollar loss on investments and bad loans.

One of Florida's largest community banks experiences an armed robbery at a Fort Lauderdale branch where bank guard was shot and seriously injured.

Hedge fund bilked out of more than a \$100 million in one of the worst Ponzi schemes in Broward County history. Scheme is investigated by law enforcement, state attorney's office and the media

## Education

Miami religious school investigated by DCF based on playground incident involving preschoolers.

Fort Lauderdale private school experiences uprising by parents as a result of new leadership and policies.

Miami Episcopal School investigated by television station and Department of Children and Families.

## Manufacturing/Distribution/Service

Large South Florida-based cleaning company hit with negative audit and I.G. investigation regarding its business practices.

Florida computer manufacturer experiences battery fires causing a national product recall.

International supplier of pool safety devices is essentially shut out of the Florida market after industry association gets state and national building codes changed.

Florida-based international distributor of medical supplies encounters counterfeit product investigation.

## Health Care

Central Florida health care facility has a rash of accidents, deaths and escapes and is facing a shut down by the State of Florida.

Consulted with a Palm Beach County surgical center after a patient goes into cardiac arrest on the operating table.

Fort Lauderdale patient under the care of a physician dies after using over-the-counter remedy.

Union organizers in South Florida institute high-profile negative media campaign against a corporation.

## BoardroomPR Crisis Management Team Leadership



**DON SILVER**, Chief Operating Officer, brings 30 years of successful public relations and marketing management experience as a corporate executive with companies such as Duracell USA, Forster Manufacturing and Park & Sun Sports and as COO at Boardroom PR.

Don is co-chair of the agency's busy Crisis Management Practice, assisting many of the area's top entrepreneurs, corporations, not-for-profits, associations, hospitals and law firms manage their crises. From media relations to customer, employee and stockholder communications, Don and his team take a global view and assist with all aspects of crisis management. Examples include: government and media investigations; regulatory inquiries; criminal charges and accusations of wrongdoing; hostile takeovers; litigation; product recalls; safety compliance; accidental death; legislative affairs; project approval and others.

Whether developing a crisis communications plan or responding to an urgent threat, Don and his team serve as trusted counsel prepared to take charge and position the client in the best possible light - even when facing the worst possible situations.

Don sits on the board of directors of three non-profits and is a former chair, co-chair and VP of communications, programming and marketing with several others.

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**TODD TEMPLIN**, Executive Vice President, has been in the public relations business for nearly two decades following a successful career in television news. As co-chair of BoardroomPR's Crisis Management Practice,

Todd has guided several companies through a media storm, he lectures on best practices and conducts media training for marketing and C-level executives.

Todd has worked with clients in a wide variety of industries including real estate, tech, professional services, health care, financial services, nonprofit and government agencies.

Prior to joining BoardroomPR, Todd spent 16 years as a television journalist, both in front and behind the camera. He worked for seven years at WPLG-TV in Miami as an executive producer and served as a freelance producer for ABC and NBC News. He also held news management positions in Detroit and Sarasota.

Todd is active in local civic and charity organizations. He's on the board of directors for the American Red Cross-Broward Chapter and Firewall Centers and is an active member of the Broward Business Alliance. In addition, he is a former chair of the Weston Business Chamber and former board and executive committee member for the Greater Fort Lauderdale Chamber. Todd graduated from the University of Florida's College of Journalism and Communications with a degree in broadcast journalism.

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