



TURNING STONE
ENTERPRISES

TO: Turning Stone Enterprises Team Members
FROM: Joel Barkin, Vice President for Communications
DATE: February 16, 2024
SUBJECT: Updated Turning Stone Enterprises Terminology Guidelines

Earlier this week, we announced updates to our Image Standards. This update is part of a larger effort to ensure our team represents Turning Stone Enterprises in a way that reflects our reputation as a best-in-class organization among our guests and industry authorities. As a next step, we have updated our Terminology Guidelines as well. In the attached, you will find specific terms we felt required clarification.

Our organization always strives to demonstrate professionalism and consistency across business and government functions. This includes the use of appropriate terminology. Using the terms in the attached in all print and digital materials and across internal and external communication will help deliver the clarity, precision and accuracy these functions require.

Use of these terms also demonstrates our values as an organization. When we use “team members” rather than “employees,” for example, we highlight the value Turning Stone Enterprises places on collaboration and recognizing individuals’ contributions. Our Terminology Guidelines will help ensure we consistently communicate these values.

This precision and consistency in terminology will be especially important as Turning Stone Enterprises continues to grow at such a rapid pace. As we evolve, we will redefine what it means to be best-in-class. Our already high standards will continue to rise, including standards for how we communicate about and within our organization.

Please share this guide with your team immediately and convey to them that it is critical to use these terms exclusively. #WeAreTurningStone.