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**A New Strategy For Your Company If You Want To
Remain
"UNION FREE"**

Your Company's "Union Free" status can no longer be taken for granted. After much research, discussion and based upon twenty-five years of experience assisting companies in their battles with Unions, you must be prepared for a new era. Throw out your old opinions, your old strategies and open yourself up to a new way of dealing with the Unions that are going to target you. If you want to make sure that you remain "Union Free", the key is COMMITMENT, TIME AND MONEY.

The CHANGE TO WIN COALITION ("CTW") was formed in 2005 by the SEIU, UFCW, Teamsters, Laborers, Carpenters, Unite Here and the UFW. They left the AFL-CIO because they believed that the labor movement was dying with because their money being spent on politics in Washington D.C. with no results and it is the CTW's belief that their money should be spent on organizing.

The CTW's leader, President of the SEIU Andrew Stern has stated that "The only way to rebuild the labor movement is to organize wholesale, not retail, to organize all of a company at one time, not one plant, one shop, one worksite at a time." The CTW plans to spend \$750 Million annually on organizing. The goal is to add 500,000 new members in the next year through corporate campaigns designed to force you into entering a

NEUTRALITY AGREEMENT or face being put out of business. The CTW wants to avoid NLRB elections and agree to representation based upon a majority of your employees signing Union Authorization cards. The CTW advocates using employee petitions instead of authorization cards because of the impact of seeing other employees who have already signed.

The CTW will organize from the inside out as it always has done but it will now organize from the outside in using corporate campaigns similar to the attacks on Wal-Mart by mass picketing, the news media, the internet, the politicians and convincing a community that you are a bad employer. The CTW's attorneys will look for your company's violation of wage and hour laws, safety, sexual harassment and discrimination statutes to file class actions against you; the Union will be happy to drop such litigation in return for a NEUTRALITY AGREEMENT which will result in recognition. Many companies have already folded to such pressure.

SO WHAT SHOULD YOU DO?

Take these five proactive steps
without delay:

1. Adopt a written "UNION FREE" philosophy statement that each employee receives and signs an

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acknowledgment of receipt. The word "Union" must no longer be feared and you must let your employees know that you are committed to remain "UNION FREE" and that any Union is not in the best interest of the Company or the employees. This statement should be part of your new hire introduction and must be communicated to all of your current employees NOW.

2. You must identify all of the employees that are "Supervisors" within the definition of the National Labor Relations Act. These Supervisors are not eligible to vote in an election and must be your front line to defeat any efforts by the Union. Supervisors must be trained on the following issues: (a) Union issues with specific emphasis on what they can say to employees including what to say and do about the dissemination of Union Authorization cards; (b) sexual harassment; (c) wage and hour issues; (d) leadership; and (e) fair treatment and respect for all employees. The key to defeating a Union is the training of Supervisors. No outside paid consultant or attorney can defeat a Union. The solutions must come from within and the employee's perception that the Company, upper level management and their immediate supervisors recognize and appreciate their contribution to the success of the Company.

3. You must train your Human Resource Department and Upper Level Management on the same issues, but more in depth, concerning: (a) the Union issues with specific emphasis on what they can say to employees including what to say and do about the dissemination of Union

Authorization cards; (b) sexual harassment; (c) wage and hour issues; (d) leadership; and (e) fair treatment and respect for all employees. I recommend two separate training sessions specifically designed for each group.

4. You must develop a Union Avoidance Plan that addresses all of the key issues in the event the Union attacks any of your locations. A Company team must be designated for all key areas of responsibility including picketing activity, news media, police contacts, and legal support.

5. You must identify your Managers and Supervisors that do not treat your employees with dignity and respect or if they are a liability to you. They must change or they must go.

It's time to get started! Please contact me to set up a time for an initial meeting to discuss your questions and concerns. Together we can determine the best way to implement the above recommendation. ■