

FACILITY1 / FACILITY2: CITY metropolitan area

Summary

- **Strong build-up of labor-aligned organizations in CITY indicates an investment by organized labor in central STATE, primarily to meet political objectives.**
- **The grassroots network exists to spawn and support a [REDACTED]**
- **[REDACTED] strategy) organizing drive against a large small-town employer in the greater CITY area.**
- **UFCW Local ###, based in CITY, ST., has the resources to [REDACTED] [REDACTED] in the CITY area.**
- **The recent lop-sided IAM victory against OTHER COMPANY in CITY, ST., is not a model for organizing a COMPANY facility.**

Organizations of Interest

Occupy the Supply Chain & the Wobbly Bagged Lunch Campaign

The [CITY chapter of the Industrial Workers of the World](#) (the I.W.W. or “Wobblies”) formed in 2010. Since that time, the chapter has grown significantly and become notably active, as compared to most other I.W.W. chapters. The chapter maintains a website and an active Twitter feed and meets at the First Unitarian Universalist Church of CITY. The church is part of the area’s Interfaith Workers Justice network.

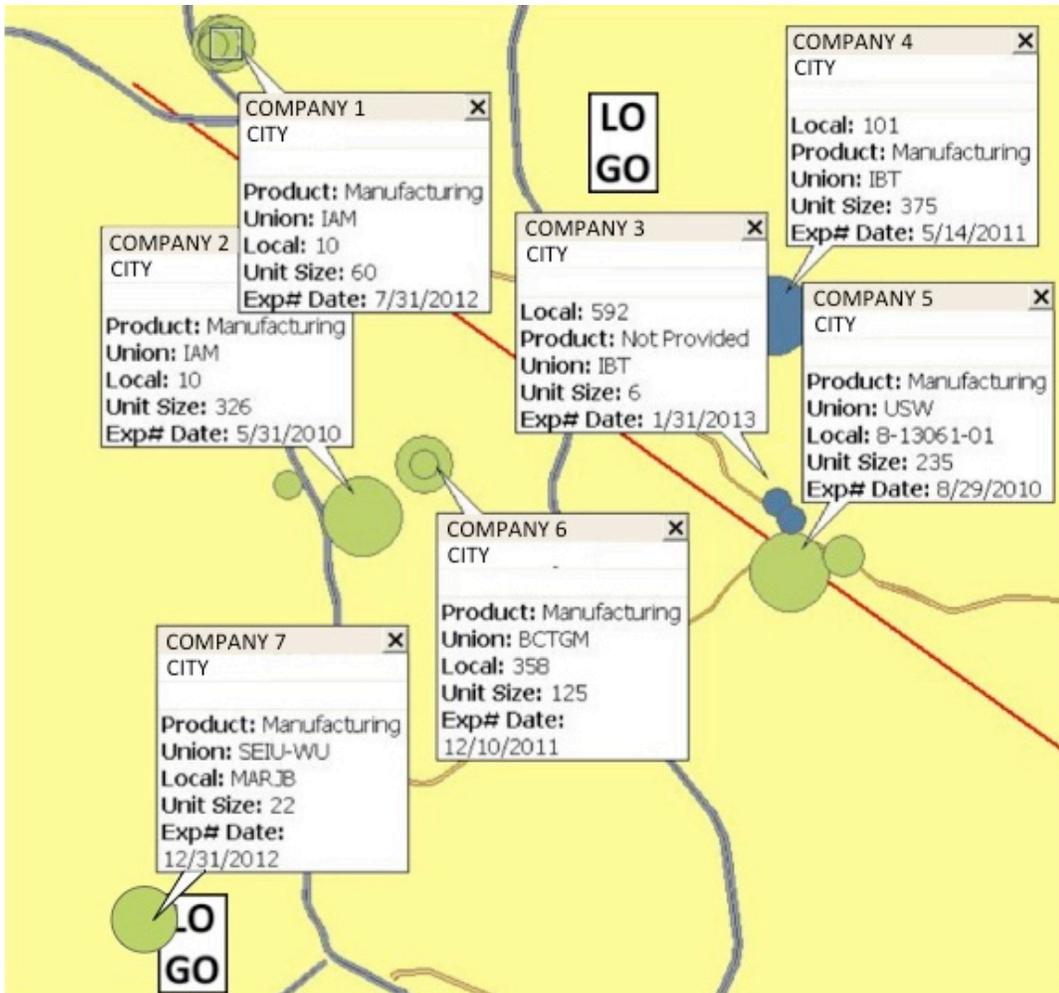
The CITY Wobblies distribute bagged lunches, once a month, to temp workers, or day laborers, with literature on workers’ rights and how to organize a union inside each bag. [REDACTED] [REDACTED] supply chain disruption and will conduct an Organizer training retreat in January, 2013. Chapter members also participated in last years Southern Workers Assembly in CITY, ST.

While it is unlikely any I.W.W. chapter could effectively organize a large worksite, Wobblies can provide informed organizing advice and tactical support for an internal organizing effort. Additionally, the Wobblies have attacked several well-known brands in the fast food industry (most notably McDonalds, Starbucks, and Jimmy Johns). While these attacks have not resulted in successful organizing efforts, they have resulted in a significant amount of negative press coverage and legal expense to the targeted companies.

Southern Workers Assembly

The first ever Southern Workers Assembly met in CITY on Labor Day, YEAR, at the start of the Democratic National Convention. Over 300 labor activists from surrounding states attended the event, which was

Contract Data



CITY (XYZ 1): The risk of a traditional organizing campaign is only a limited cause of concern at this time.

This is a close call. UNION LOCAL has the resources and recently hired the personnel to effectively conduct a large scale organizing effort after years of inactivity. We found no evidence that they are considering a campaign against COMPANY at this time, but they should be monitored closely. Suggested tactics include:

- Early response is critical to stopping a large-scale organizing drive, so make sure leaders are well-trained on the early warning signs of card-signing activity and refresh that training regularly
- We did not receive [REDACTED] but given local ###’s capability a solid look at engagement in these locations is recommended – if Local ### credibly begins supply chain organizing consider communicating the realities of signing union cards with new hires and incumbent workers
- Respond quickly to rumors of [REDACTED]
- Monitor job postings for [REDACTED]; regularly monitor UNION LOCAL website; [REDACTED]
- Consider the optics internally of decisions related to [REDACTED]
- Carefully conduct screening practices to make sure potential union salts cannot [REDACTED]
- Identify and engage informal leaders in the organization as you [REDACTED]

Traditional Recognition Drive

- Only a sophisticated and well-financed organizing staff could successfully carry out a traditional recognition drive on a [REDACTED]. An International union might conduct the drive itself using its own organizing resources, to then turn the unionized facility over to a chosen local. This does not preclude rogue leadership of a less than well-equipped local from making an attempt independently. (And a failed or poorly run campaign can be more disruptive than a well-managed one.)
- Unions now have several recent [REDACTED].
- One effective strategy, feasible for [REDACTED] is the organizing “blitz” where dozens of well-trained and experienced organizers from around the country descend on a thoroughly researched target and get all the cards needed in as little as two weeks. The opposite approach is to use salts and carefully chosen internal organizers to painstakingly build an internal organizing network over months or even years. This method is used successfully with prominent large targets like [REDACTED].
- Obviously a local union with organizing savvy and international union backing would have the best chance of success in a large-scale traditional recognition drive.

