

**THE UNIONS HAVE DECIDED
TO “CHANGE TO WIN”**

...

**WHAT HAS YOUR COMPANY
DECIDED TO DO ABOUT UNIONS?**

**Join us for this exciting one-day program focusing
on strategies for remaining union free in the face
of a re-energized and resurgent labor movement.**

Presented by

The American Consulting Group, Inc. • Projections, Inc.

And the Labor and Employment Law Firms of:

Lehr Middlebrooks Price & Vreeland,
Birmingham, AL

Ellarbee, Thompson, Sapp & Wilson,
Atlanta, GA

Allen, Norton & Blue,
Orlando, FL

Kamer Zucker & Abbott,
Las Vegas, NV

LOCATIONS

Birmingham, AL

Thursday, March 23, 2006
Barber Vintage Motorsports Museum

Atlanta, GA

Tuesday, March 28, 2006
Marriott Marquis

Orlando, FL

Thursday, March 30, 2006
Buena Vista Palace Hotel

Las Vegas, NV

Thursday, April 27, 2006
Hard Rock Hotel

To register: Call (800) 747-8666
Or visit our website: www.american-consulting.com and select
Upcoming Training and Seminars
Cost: \$150.00 each; \$125.00 each with three or more attendees

THE CHANGE TO WIN COALITION

The organized labor movement is undergoing its most significant transformation in sixty years. The Change to Win Coalition (CWC) is at the forefront of developing aggressive and innovative union organizing techniques that take advantage of every variety of modern communications technology – *and they're winning!*

After the CWC split from the AFL-CIO in 2005, its 4.5 million members vowed to devote \$750 million *every year* to achieve one – and *only* one -- goal: organizing union-free workforces.

The split between these organizations has created a renewed urgency for unions to organize differently ... or to face the risk becoming irrelevant. Their strategies run the gamut, and include promoting uncompromising bargaining approaches and increased strike activity among unions, and coordinating slick, "eye- and ear-candy"-type public campaigns to pressure employers (and the customers and clients whom they serve) to embrace unionization of their work force.

This program combines the expertise of veteran labor consultants, seasoned labor attorneys, and communications specialists who collectively have counseled employers during thousands of union campaigns, negotiations and strikes. They will share their practical guidance with you on what your company should do ***now*** to respond to the unrelenting tactics of the new labor movement.

PROGRAM

8:00 – 8:45	Continental Breakfast
8:45 – 9:00	Welcome
9:00 – 9:45	A Messy Divorce The Formation of the CWC and what it means for Employers The lead unions: SEIU, Teamsters, UNITE/HERE, UFCW Organizing vs. politics/lobbying Focus on women, immigrants and minorities Threat to employers: “partner with us or else” The future for AFL-CIO and its industrial unions: UAW, IAM, Steelworkers
9:45 – 10:45	Preventative Medicine Innovative Employee Relations Tools to Reduce Vulnerability to Organizing Employees as stakeholders Maintaining an employee advocate Focus groups and sensing Dispute resolution programs Addressing job and benefits security Bargaining strategies at unionized sites to maintain union free status elsewhere
10:45 – 11:00	Break
11:00 – 12:00	Ignorance is an Organizer’s Best Friend How to Educate your Employees Before a Union Comes on the Scene Orientation programs Advanced education for supervisors Creating awareness of authorization cards Regular communication of union free messages
12:00 – 1:00	Lunch Using Technology for Effective Communications Web sites as an education tool Utilizing custom union education videos Customized orientation videos
1:00 – 2:00	Target Rich Environments Industries Targeted by CWC and AFL-CIO Unions in Your Region and Their Organizing Plans Health Care Non-Profit organizations Hospitality Retail/service Manufacturing Construction Warehouse/Distribution
2:00 – 2:45	In the Trenches Countering new union tactics and achieving victory in an organizing campaign How are unions winning more elections Organizer invasions of the work place Union appeals to the “satisfied” employee Unions as a “Sam’s Club” for employees and families Educating employees vs. attacking the union Identifying and rectifying employee issues
2:45 – 3:00	Break
3:00 – 4:00	Barbarians at the Gate Strategies for Defeating Union Corporate Campaign and Protest Tactics “Top down” pressure on Board of Directors and Customers Neutrality, code of conduct and card check demands Political and community pressure tactics NLRB changes affecting employer rights Union sponsored employment lawsuits
4:00 – 5:00	Expert Roundtable Open forum for questions, answers and discussion

PROGRAM SPEAKERS



Erick J. Becker, CEO leads ACG, a labor relations consulting firm with a nationwide practice that has assisted employers in over 1000 union elections. With 17 years of experience as a labor relations practitioner, he has a wealth of knowledge and expertise in countering union organizing efforts at the card signing and election stages.

Tom Geist, Executive Vice President has been with ACG since its inception in 1974, specializing in employee relations and counter organizing campaigns. He has developed innovative employee relations strategies for companies across every sector of the economy. Mr. Geist has won hundreds of campaigns in his 30 year career, and is an expert on the new organizing tactics utilized by the CWC unions.



Steve D. Wardrop, Vice President has been with Projections, Inc. for over 13 years. Projections is the nationwide leader in the area of sensitive employee communications. Projections specializes in creating preventive union organizing tools, developing communication strategies and options to help clients win during organizing campaigns, as well as designing all manner of employee-oriented training and development programs.



Richard I. Lehr, a founding partner of LMPV, assists employers throughout the United States to develop innovative strategies to use employer rights to meet their employee relations objectives. He serves as chief spokesman in negotiations covering several industries, also on a national basis. Mr. Lehr was recognized by *Chambers USA (2005 edition)* as a "really knowledgeable labor relations specialist" and "an exceptional negotiator with an unflappable style." He and David J. Middlebrooks are co-authors of "An Employer's Blueprint for a Union Free Future."



Victor A. Cavanaugh is a partner with Ellarbee Thompson and current President of the Worklaw Network. His practice includes all areas of labor relations (union avoidance, union organizing attempts, bargaining, unfair labor practice proceedings, arbitration) as well as defending claims under Federal and State employment statutes and regulations.

Douglas H. Duerr is a partner with Ellarbee Thompson. His practice focuses on preventive advice and counseling on a wide range of employment and labor issues, while providing experienced counsel to employers in litigation and administrative proceedings. He has particular expertise representing employers in the hospitality and restaurant industries.



Wayne L. Helsby, Esq. is a partner in charge of the Orlando office of Allen Norton & Blue, Florida's preeminent labor and employment law firm. He is experienced in handling all types of labor-related litigation for medium to large-size companies, cities, counties, community colleges and other governmental entities.

Mark E. Levitt is a shareholder with Allen Norton & Blue and has handled a broad array of labor and employment law litigation before the National Labor Relations Board, the Department of Labor, other state and federal agencies and courts. Previously, Mr. Levitt was an attorney with the State of Florida, Department of Administration and served for three years as a Trial Attorney with Region 12 of the National Labor Relations Board.



Gregory J. Kamer is the founding partner of Kamer Zucker & Abbott, which is ranked in the 2005 edition of *Chambers USA America's Leading Lawyers for Business*® as "a 'definite leader' in employment and labor law." He began his career in 1980 working for the National Labor Relations Board and was the first field attorney in the NLRB's Las Vegas Resident Office. Mr. Kamer has extensive experience defending employers in union organizing drives, negotiating collective bargaining agreements and representing employers in arbitration.

Edwin A. Keller, Jr. is a partner at Kamer Zucker & Abbott. He exclusively represents and advises employers in the areas of union organizing, labor relations, arbitration, and employment law. Mr. Keller's practice includes representing clients before the National Labor Relations Board, the U.S. Court of Appeals for the Ninth Circuit, the U.S. District Court for the District of Nevada and the Supreme Court of Nevada.