

Case Study: VOLKSWAGEN AND THE UAW

Compiled By the Team at UnionProof.com



On Valentine’s Day, 2014, the UAW lost an historic representation election at Volkswagen’s Chattanooga, Tennessee plant. Despite what was possibly the most hospitable employer in UAW organizing history, 89% of the 1,600 VW workers voted: 712 to 626 against unionization. (<http://wapo.st/MVG2Uz>)

UAW organizers thought the vote was a foregone conclusion. After all, Volkswagen gave the UAW access to employees, and signed an agreement stating they they would not fight unionization. The UAW spent more than 2 years and an estimated \$5 million, and yet employees pushed back against the UAW themselves, ultimately rejecting unionization altogether. (<http://bit.ly/M6hdVg>)

To fully understand this pivotal (at least for the UAW) campaign, it’s important to get some background on both Volkswagen and the UAW.

How We Got Here: Volkswagen Group of America in Chattanooga

With the exception of a decade of manufacturing by Rolls-Royce in the 1920’s, Volkswagen was the first foreign manufacturer to build their product in the United States. But sales of Volkswagen’s US-built cars plummeted between 1980 and 1985, and in 1988, Volkswagen’s last US assembly facility in Westmoreland PA shut it’s doors. But other foreign manufacturers had been paying attention, and began following the Volkswagen model. Companies like Honda (first US plant in 1982) and Toyota (first US plant in 1988) began production in union-free facilities across the country. (The only foreign automaker in the U.S. that is unionized is a Mitsubishi Motors assembly plant in Illinois.)

20 Years later, sales resurged, and in 2009, Volkswagen decided to resume US-based production in Chattanooga TN. When the Chattanooga plant began production in early 2011, it marked the first time Volkswagens had been built on American soil since 1988.

The UAW tried to stop Volkswagen, claiming that the Chattanooga project’s application for a temporary Foreign-Trade Zone manufacturing authority would place domestic auto

manufacturers and suppliers at a competitive disadvantage.

Any potential increase in income and employment in Chattanooga resulting from such authority would come at the greater expense of lost income and employment elsewhere in the domestic economy. (Remember UAW is a major stockholder in two of VW’s biggest competitors, GM and Chrysler). (<http://bit.ly/1m1zhgH>)

But Volkswagen moved forward and production began in April of 2011.

Volkswagen invested \$1 billion into building the plant, awarding \$379 million in local construction contracts and another \$307 million in annual supplier contracts. This created 9,500 jobs at those supplier companies and by May of 2012, the 3,200 employees at the Volkswagen plant celebrated the manufacture of their 100,000th Passat. The facility has brought \$12 Billion in income growth to Tennessee and has added \$1.4 billion in total state tax revenues. (<http://bit.ly/1ftqKxz>) By May of 2014, Volkswagen employees in Chattanooga will manufacture their 300,000th car.



How We Got Here: The United Auto Workers

Back in 1979, the UAW boasted 1.5 million members. Today, they can barely claim 400,000 among their ranks (a 75% decline). The UAW's Volkswagen effort was not just another organizing campaign but what the union hoped would be the start of a trend that would save their struggling union. (<http://politi.co/NNGdT4>)

As employees at VW Chattanooga turned out the 100,000th Passat in May of 2012, the UAW knew it was time to come calling. VW seemed like the perfect target: German-owned, with every plant in Europe belonging to the powerful steelworker's union IG Metall and operating with a Works Council.

An Aside: Context and US Labor Law

For those unfamiliar with the concept, a "works council" is established by plant employees, but paid for by the employer to negotiate factory-specific conditions, such as bonuses, daily work hours and codes of conduct. Bargaining for wages and benefits is done by an industry-level union. (<http://bit.ly/1hq1NtO>)

The German model of dual representation -- with an industrywide union and plant-level works councils negotiating workplace terms of employment -- is inconsistent with U.S. law. The National Labor Relations Act requires that the employer negotiate terms and conditions of employment with the workers' union as their exclusive bargaining representative. This basically stops the establishment of works councils altogether. (In a 1994 case (NOS. 92-4129, 93-1169) involving Electromation Inc., the NLRB, building on a 1959 Supreme Court ruling (NLRB vs. Cabot Carbon Co. – 360 U.S. 203), found that the law prohibits the creation of any employer-assisted organ that engages in bilateral communications with employees on wages, hours or working conditions. (<http://bloom.bg/1cmAUhK>)

In the case of VW, the union (IG Metall) has unique management powers over the German company, and union officials who can make good on either their threat or promise have arguably the same powers as management. It should be noted that IG Metall holds several seats on Volkswagen's supervisory board, the equivalent of a board of directors and they have made establishing a Chattanooga works council a high priority. (<http://bit.ly/1f6yw5z>)

Ironically, the AFL-CIO has opposed legislation, such as the Team Act of 1995, which would have expanded the permitted scope of employee-involvement committees and increased employer-employee collaboration. (<http://bit.ly/1nHvDHD>)

And Now, Back to the Campaign...

The UAW's strategy to organize a foreign automaker in the U.S. was already underway with Daimler AG (Mercedes-Benz) factory in Alabama and a global Nissan campaign. Once the UAW conquered VW, they were hopeful that, like dominos, KIA, Toyota, Honda, Nissan, Hyundai and BMW would fall to the United Autoworkers as well.

After months of typical UAW ground work and investigation into Volkswagen (but with very little progress in gaining employee support), the UAW decided on a different approach: to start a U.S. works council, with the UAW as the union of choice... even though such an arrangement is prohibited by U.S. law.

In March of 2013, Berthold Huber, President of the German Volkswagen union, IG Metall issued a letter in support of the UAW's representation of the Chattanooga workers. (<http://bit.ly/1bFMAT7>) His letter caught the attention of the leaders of the National Right to Work Legal Defense Foundation, who said they were concerned that United Auto Workers officials were pressuring Volkswagen to "cut backroom deals" that would force unwilling employees into the union ranks. (<http://bit.ly/1chVIR7>)



"If we don't organize these transnationals. I don't think there's a long-term future for the UAW – I really don't."

*-Bob King, UAW President, 2011
(<http://bit.ly/1cRonUo>)*

In May, IG Metall circulated a brochure to VW employees, asking them to get involved, “sign up”, and Join the Leadership Council.



In June, Stephan Wolf, a high-ranking labor leader who sits on VW’s supervisory board told a German news agency, “We will only agree to an expansion of the site or any other model contract when it is clear how to proceed with the employees’ representatives in the United States.” This meant that Volkswagen’s board wouldn’t authorize the addition of a second assembly line at the Chattanooga plant - or ANY new product - until the plant joined the works council that represents all of VW’s other assembly facilities. (<http://bit.ly/1ftBifV>)

By September of 2013, Gary Casteel, regional director for the UAW, said that a majority of VW’s 1,600 eligible workers had signed cards that included a statement about wanting to join Volkswagen’s Global Works Council, in support of a cooperative and collaborative relationship with the company. Casteel also stated that the cards were as legally binding as an election by the employees. (<http://bit.ly/1nHnfba>)



“We had some issues with the local management but those have been resolved. The notion that Southern workers do not want a union is false.”

UAW President Bob King
 (<http://bit.ly/1olryGr>)

President of Volkswagen America Jonathan Browning addressed the possibility of unionization at the local plant, saying that company leaders were looking for an “innovative solution” to the situation, in which “employees can have a strong voice locally and globally.”

“We’ve been very clear that the process has to run its course,” he said, when asked about negotiations between VW and United Auto Workers leaders. “No decision has been made. It may or may not conclude with third-party representation.” (<http://bit.ly/1ftBYlS>)

Note: VW fired Browning in December, stating that he was leaving the company “for personal reasons and returning to the U.K.” with no mention about his public opposition to the UAW. (<http://usat.ly/1bZKEDP>)

Toward the end of September, eight Volkswagen employees in Chattanooga filed federal charges with the NLRB, alleging that UAW representatives misled and coerced them to “forfeit their rights in what is now a ‘card check’ unionization drive.” The charges stated that UAW organizers told VW workers that a signature on the card was to call for a secret ballot election. The employees also alleged other improprieties in the card check process, such as using cards that were signed too long ago to be legally valid. (<http://bit.ly/1moTOPM>)

Mark Mix, president of the National Right To Work Foundation, said the UAW was hoping to avoid an election, which he said would have taken a basic right away from the workers. The Foundation agreed at this point to assist with legal representation for the employees. (<http://reut.rs/1cRuXdw>)

“It just shows you what three years of soft pressure can do,” said Chattanooga attorney Maury Nicely, who specializes in labor and employment. “They never staged big press conferences. They quietly worked with a company that’s willing to be neutral. If you think that just staying quiet and neutral will make the union get tired and go away—it won’t.” (<http://bit.ly/1fbODPv>)

Employees Start their Own Campaign To Push Back

As it became evident that the UAW wasn't leaving and that VW wasn't going to oppose the organizing effort, Volkswagen employees set up a website: No2UAW.com, as well as a FaceBook page, in an effort to now reach out to all concerned VW team members. (<http://on.fb.me/1jxeCzl>)

Within just a few days, and without assistance from VW, these employees obtained more than 600 signatures from their co-workers on a petition stating their opposition to unionization.



Election results are in.
Thank you to everyone for your hard work and realization
that we don't need the UAW to have a voice.
712-626 against the UAW.

Employees Call for the Right To Vote

In October, Bernd Osterloh, head of VW's global works council, said in a statement that forming a council was important if the Chattanooga plant wanted to produce other VW cars, and that he would keep talking with the UAW. This statement alone could either be construed as a threat if employees wished to remain union-free, as well as a promise should employees choose to unionize.

In either case, if this type of statement was uttered by a member of management (U.S.) during a union organizing campaign, the statement would likely be construed by the NLRB as coercively interfering with employees' rights and, as a result, an unfair labor practice.

When Osterloh's comments reached the plant, four more workers filed another charge with the NLRB, alleging statements by German VW officials were illegally coercing employees into UAW representation. (<http://bit.ly/1jxhkVx>)



Both sides are seeking to be conciliatory. UAW President Bob King said he realizes that any deal has to work "for our employers." Volkswagen, meanwhile, is aiding the UAW's effort to represent the workers in wage and benefits bargaining in return for a promise the union will cede its authority to a German-style "works council."

Note: In Germany, union affiliation isn't required for employees to form worker councils, says Gary Chaison, a labor law professor at Clark University in Worcester, MA. The tactic of organizing employees into worker councils could help the UAW increase membership. (<http://bit.ly/1f6yw5z>)

At this point, the Chattanooga employees began pushing for a secret ballot election. The UAW opposed this course of action, saying that a card check would eliminate the need for a more formal and divisive vote and allow the union and VW to represent the workers using an "innovative model" that would be a milestone in

the union’s long-running effort to organize foreign-owned auto plants.” (<http://reut.rs/1dE9aKK>)

UAW President Bob King, referring to outside nonunion groups that would likely pit workers against each other, said, “An election process is more divisive. I don’t think that’s in Volkswagen’s best interests. I don’t think that’s in the best interests of Tennessee. If they want to ... recognize us based on majority, I think that is the quickest, most effective way,” he added, noting that the UAW has taken a similar approach with hundreds of other companies in the United States.” (<http://bit.ly/1gwozGF>)

In January, Officials with the National Labor Relations Board recommended that allegations be dismissed against Volkswagen Group of America and the United Auto Workers Union. (<http://bit.ly/1gNSQXB>)

Meanwhile, Back in Detroit...



On January 15, 2014, UAW President Bob King confirmed the union’s international committee was proposing a staggering 25 percent dues increase for all members — an extra “half hour” from the current “two hours of pay” members currently paid per month. It was stated that this was the first dues hike since the late 1960s, and that the money would be directed into the union strike fund.

King felt that the strike fund was a necessary show of strength. At one point, the fund was \$1 billion, but today it stands at just over \$600 million. King wanted to see the fund returned to \$1 billion, to send a message to companies to bargain in good faith. “The strike fund really serves as a deterrent,” King told the Automotive

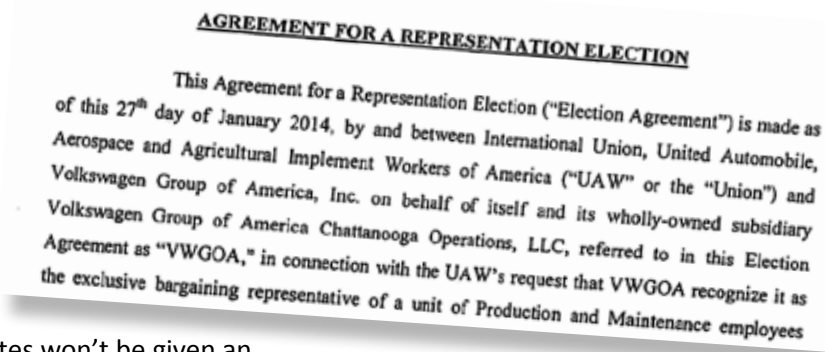
News World Congress in Detroit, held in conjunction with the Detroit auto show. “I think our members will overwhelming support this.”

Furthermore, he said, organizing workers at foreign auto plants in the United States isn’t cheap. “Those campaigns take a lot of money,” he said. (<http://bit.ly/1fgW8TC>)

There Is No Bad Press

The effort to block the unionizing of Volkswagen’s Chattanooga plant became the top goal for the newly formed Center for Worker Freedom, according to the group’s executive director. Similarly, Matt Paterson, whose organization is a part of the Washington, D.C.-based Americans for Tax Reform, said “That fight is our top priority.” (<http://buswk.co/1bYQr8d>)

January also brought insightful predictions by Dr. John Raudabaugh, former NLRB member and teacher of labor law at Ave Maria School of Law in Naples, FL. “The company itself could file for an employer petition to determine support for a union. Raudabaugh said that in nearly all cases, the union files the petition.” Raudabaugh said he’s worried that VW and the UAW are “in bed with each other” and that anti-union advocates won’t be given an equal chance to state their case to workers. (<http://bit.ly/1ft7wve>)



Monday, January 27th: An agreement for a Representation Election with Neutrality language was drafted by VW and the UAW. (<http://bit.ly/1biK6cP>)

“The more interesting question is why a union would not file its own petition, he said. Raudabaugh said he thinks the likely answer would be that VW and the UAW had “a tactical reason. Companies file so that if the union loses, it doesn’t look like they triggered the election,” he said.

Picking Up The Pace

Usually, the union will file an RC petition with the NLRB, requesting an election. But on Monday, February 3rd, Volkswagen filed for an NLRB election with a signed RM Petition. (<http://1.usa.gov/1gS4dOf>)

VW and the UAW also presented a Stipulated Election Agreement, requesting an expedited election. (<http://1.usa.gov/O5oPJw>)

“Volkswagen Group of America and the UAW have agreed to this common path for the election,” said Frank Fischer, chairman and CEO of Volkswagen Chattanooga, in the statement. “That means employees can decide on representation in a secret ballot election, independently conducted by the NLRB. Volkswagen is committed to neutrality and calls upon all third parties to honor the principle of neutrality.” (<http://bloom.bg/1oO3imr>)

Raudabaugh said, “if there is an election, it will be interesting to see how much time passes before the election is called and the length of the voting period.”

Southern Momentum

The election date was set for just 9 days out. On February 4th the employee-led opposition grew into a non-profit group calling themselves, “Southern Momentum.” They stated that their objective was to “ensure that all VW employees receive accurate, complete, and balanced information about the upcoming election.”



They announced workers will finally get a chance to vote. (<http://bit.ly/1eNOF3j>)

“We encourage our fellow team members to really look at the facts about the UAW and vote no,” said Mike Burton, who had helped put together the anti-unionization website, no2uaw.com. “It appears [the UAW] needs us more than we need them. We can have representation on VW’s Works Council without the UAW. That’s why we’re encouraging our fellow team members to get all of the facts and vote no.” (<http://bit.ly/1h2Hgqy>)

Cornell University professor Dr. Lowell Turner who directs The Workers Institute commented, “It’s an unusual election, he

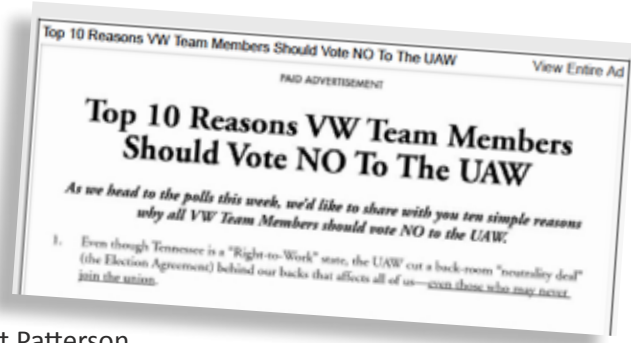
said. “It’s very rare that you get outside forces campaigning. I’m sure there will be intensive campaigning. It’s one thing to have management [campaigning], but with outside forces it’s a whole new ball game.

The next day, February 5th the Notice of Secret Ballot Election was posted stating that the election would be over a 3-day period, starting at 6:00am on February 12th and ending at 8:30pm on February 14th.

As part of the VW signed 22-page Neutrality agreement, 20 UAW organizers wearing black shirts with UAW insignia were granted the ability to campaign on company property, such as inside break rooms and lunch areas (they even interrupted Team Members on the production floor even though VW management assured this would not happen), and were be given an office in the plant and bulletin board space to post campaign literature.

During company meetings, UAW organizers were given the floor to speak with employees. Employees were told they were welcome to leave as the UAW spoke to persuade team members of why they should vote for the UAW. The workers who stayed to hear what the union organizers had to say were told they could not ask any questions.

“When management (pays and) requires team members to attend a meeting, then invites team members to stay and listen to union officials who won’t answer any public questions—let alone allow questions to be asked—something stinks,” said Mike Burton. (<http://bit.ly/1kVZpJd>)



Volkswagen had previously rejected a request from VW workers to give equal time to workers opposed to unionization attempts by the UAW. The rejection drew condemnation from labor watchdogs, including Matt Patterson, executive director of the Center for Worker Freedom. (<http://bit.ly/1m6KBrN>)

“That’s what’s been a little frustrating for our group,” Maury Nicely, who represents Southern Momentum. Nicely, a Chattanooga-based lawyer for Evans Harrison Hackett PLC, says opponents of the union movement inside the factory have been on their own on an uneven playing field against UAW efforts. “The UAW has been granted access to the property in the run-up to the week’s vote. This really placed us at a disadvantage in getting our message across.” (<http://bit.ly/1gEf510>)



6 Days Until the Vote

On Thursday, February 6th, Southern Momentum announced that they would be holding an informational meeting for any interested VW Team members and their families that Saturday, February 8th. The meeting was held off-site from the VW campus because VW management had denied the request for equal time on-site. (<http://bit.ly/1jQHh5T>)

Volkswagen Answers Back

“From a very legal standpoint, that’s VW’s right,” said Southern Momentum’s Maury Nicely, “The whole premise of our electoral system is that voters have the right to be informed. The degree to which we have seen the term ‘neutrality’ redefined in this election has been unprecedented.”

In a statement, Volkswagen Chattanooga Vice President of Human Resources Sebastian Patta said, “Outside political groups won’t divert us from the work at hand: innovating, creating jobs, growing and producing great automobiles. Fact is: Our employees are free to discuss and state their opinions at the plant and to distribute campaign materials, including flyers and other literature, irrespective of whether they are in favor of or against a union.”

The vote was to be the first at a major foreign automaker’s assembly plant for the UAW since its failed attempt to gain the right to represent Nissan workers in Smyrna, Tennessee in 2001. With the help of resources from Projections’ Union Proof Team, Nissan won that vote by a 2-to-1 margin.

...Video, Websites, TV... Oh My!

Both union and anti-union forces spent much of that week promoting their views through radio, newspaper ads, websites and billboards.

The Center for Worker Freedom, a special project of Americans for Tax Reform, headed by conservative Grover Norquist, purchased 13 billboards in the Chattanooga area, including 11 digital boards. The boards carried a strong message. One billboard linked



the UAW to President Barack Obama, whose national approval ratings are low, and another linked the union to the demise of Detroit, which filed the biggest municipal bankruptcy in U.S. history last July.

Southern Momentum group called on Projections' Union Proof Team to help produce three videos, made available on the no2uaw.com website. The videos were factual and based on cautionary tales, including a testimonial from a former Volkswagen worker at the company's shuttered plant in Pennsylvania that once made VW's Rabbit. Another video, with an on-camera narrator, provided the truth about the UAW, laying out a litany of UAW offenses, including support for liberal political groups that fight gun control.

The UAW bought radio advertisements in the last days of the campaign, while Southern Momentum took out full-page ads in the Chattanooga Times Free Press, and ran advertisements in the Cleveland Banner, the newspaper in Bradley County, north of Chattanooga, where many VW workers live. (<http://reut.rs/1d00c6l>)

Tennessee's Republican Governor Bill Haslam told the Tennessean, "I think that there are some ramifications to the vote in terms of our ability to attract other suppliers. When we recruit other companies, that comes up every time." (<http://tnne.ws/1jCtgoV>)

Two days before the election began, Republican State Senate Speaker Pro Tempore Bo Watson and Republican House Majority Leader Gerald McCormick suggested that Volkswagen might not receive future state subsidies if the plant unionized. (<http://bit.ly/1jcijuN>)

The Union Proof Team

On February 3rd, the call came in to Projections' Union Proof Team from the Southern Momentum non-profit group. This group of employees and concerned citizens knew then that an election was likely, and very likely to be very quick. When Volkswagen asked for a fast vote on February 3rd, the Union Proof Team immediately went to Chattanooga to begin drafting a communication strategy. Scripts were written, testimonials shot, and in-plant footage was recorded.

Walter Orehwa, CEO of Projections, said, "The VW/ UAW 9-day petition-to-election process was an excellent prototype for an ambush election. The truth is, regardless of the timeframe, powerful employee communication is always key to remaining union-free."

By February 4th, the first script drafts were ready and a day later, the first testimonial video was live. As powerful as that video was, it seemed imperative to capture the story of Volkswagen's former employees in Pennsylvania. The Union Proof crew was on-site in Westmoreland, PA on February 6th, all while producing the fact-based "25th Hour" video on the UAW back at the studios. On February 7th, all 3 videos were ready. (<http://bit.ly/1kgfcVJ>)

The consultants and advisers on the Southern Momentum team requested that the videos be placed on flash drives, which was done overnight so the message could be provided to employees to take home with them that same day, February 7th.

On February 8th and 9th, the videos were shown at two public meetings led by Southern Momentum, and were then placed online at no2uaw.com for employees, their families, the community, and other influencers

“We felt like we were already being treated very well by Volkswagen in terms of pay and benefits and bonuses,” said Sean Moss, who voted against the UAW. “We also looked at the track record of the UAW. Why buy a ticket on the Titanic?”

And So It Begins

On day one of the three-day election, U.S. Sen. Bob Corker (R-Tenn.)—the former mayor of Chattanooga—declared, “I’ve had conversations today and based on those am assured that should the workers vote against the UAW, Volkswagen will announce in the coming weeks that it will manufacture its new mid-size SUV here in Chattanooga.” (<http://bit.ly/MA7yae>)

Day two of the election: Volkswagen Chattanooga Chairman and CEO Frank Fischer refuted Corker, saying the union election would have no effect on the SUV decision, Corker doubled down. “Believe me, the decisions regarding the Volkswagen expansion are not being made by anyone in management at the Chattanooga plant.

U.S. Senator Bob Corker called the UAW a “destructive force,” and he said the union will damage the city’s ability to attract suppliers and will stifle potential economic growth. (<http://bit.ly/1cRxvZo>)

After all these years and my involvement with Volkswagen, I would not have made the statement I made yesterday without being confident it was true and factual.” (<http://bit.ly/1fgTsoT>)

On the final day of the 3-day vote, even President Obama voiced support for the unionization effort, telling House Democrats that Republicans looking to block the union were “more concerned about German shareholders than American workers.” (<http://reut.rs/MOFnk2>)

It All Comes Down To This

The UAW spent more than two years organizing, and then called a snap election in an agreement with VW. German union IG Metall worked with the UAW to pressure VW to open its doors to organizers. But local anti-union forces showed a strength that the German union, the UAW, and even Volkswagen never expected.

On Feb. 14th 8:30pm, voting was closed, and a 10:00pm press conference was given by Volkswagen. In that press conference, Volkswagen announced that the UAW had lost the bid for representation. 89% of the 1600 eligible voters cast ballots, voting 712-to-626 against unionization.

National Right to Work Foundation President Mark Mix hailed the outcome, “If UAW union officials cannot win when the odds are so stacked in their favor, perhaps they should re-evaluate the product they are selling to workers.” (<http://bit.ly/1jO6y0g>)



February 16, two days after the election...

Volkswagen’s works council said it would press on with efforts to set up labor representation at its Chattanooga, Tennessee plant, undeterred by a workers’ vote against any such step involving the United Auto Workers union (UAW).

“The outcome of the vote, however, does not change our goal of setting up a works council in Chattanooga,” Gunnar Kilian, secretary general of VW’s works council, said in a statement on Sunday, adding that workers continued to back the idea of labor representation at the plant. (<http://huff.to/1e1eByR>)

February 21, eight days post-election...

On February 21st, The United Auto Workers filed an appeal with the National Labor Relations Board, asking them to set aside the results of the election. (<http://bit.ly/1mMLvtR>)

The UAW claimed that outside interference led by politicians such as Republican U.S. Senator Bob Corker improperly influenced worker-voters. The UAW said the U.S. National Labor Relations Board would investigate the election and decide if there were grounds to scrap it and hold a new one.

February 26, twelve days post-election...

According to the National Right to Work Foundation , five Volkswagen workers, including Mike Burton, of Southern Momentum, filed to be allowed to intervene against the UAW’s objection to the election results.

The five workers said that if they are not heard, VW and the UAW will not present a defense of the vote’s result. The employees went on to say that the company and the union colluded to support unionization.



“Of course, if you don’t win, you review your strategy.”

Opinions on what’s next for the UAW as a result of the loss at Volkswagen are all over the map, from the eventual demise of the union itself to the idea that they’ll return for another vote in a year. Harley Shaiken, a labor economist with the University of California at Berkeley, said, “The ferocity of the anti-union forces only reinforces the fact that there is a powerful new form of organizing emerging. Volkswagen turned out to be painful because it was so close. This doesn’t prove it can’t be done; it proves how close they came. It laid the basis for future organizing.” (<http://bit.ly/1m5LozB>)

Perhaps most telling was the realization UAW President Bob King came to, “The difference in the vote ... was people hunting down the information to make an intelligent decision, not just listening to their buddies. Of course, if you don’t win, you review your strategy.” (<http://bit.ly/1m5LozB>)



“Volkswagen’s a class act. They really are. They set a standard in the United States ... We’re not leaving Chattanooga ... It took seven years to organize Ford. So I’ll be around for the next five.”

*-Dennis Williams, UAW Secretary-Treasurer
Williams is expected to be elected the union’s next president
(<http://bit.ly/1m5LozB>)*

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Today, organized labor is fighting for its very existence. They’re using every weapon at their disposal - including every channel of communication, running corporate campaigns, and influencing politics and legislation with large donations. Their foot soldiers are waging an all-out war against corporate America, and the spoils of victory are your employees.

In “Union Proof: Creating Your Successful Union Free Strategy,” we provide knowledge based on over 35 years of helping companies maintain a direct connection with employees. This book gives you the “best practices” that truly make a difference in remaining union-free. Far from a legal text, “Union Proof: Creating Your Successful Union Free Strategy” provides the practical tools and advice that can help you make union representation irrelevant within your organization.

Whether you’re a Human Resources executive, thrown into the midst of a cardsigning campaign or a seasoned Labor Relations expert, Union Proof cuts right to the essentials with 11 areas to implement best practices, the 5 steps that prevent organizing drives, plus tips and sample communication plans that will help you craft your successful union free strategy.

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