

MA AFL-CIO **Gompers – Murray – Meany** Annual Educational Conference Agenda



May 22 - 24, 2019

Closed to the Press

WEDNESDAY, MAY 22

3 pm **Conference Registration**, (Nauset Nook)

5 pm **President's Reception & Clambake** (The Courtyard)

7:30 pm **"Moth" Storytelling Contest** (The Courtyard)

The labor movement is full of stories – from our struggles to our victories. Some of our stories tug at the heartstrings, some make us laugh, and all teach us valuable lessons. Come share your favorite stories for a chance to win.

Emcee: President Steven A. Tolman

THURSDAY, MAY 23

7 am **Breakfast** (Ocean View Room)

9 am **Welcome and Introductions** (Nauset Room)

President Steven A. Tolman

9:30 am **Keynote: A Collective Bargain: Union organizing and the fight for democracy**
(Nauset Room)

Jane McAleve, Organizer, Author, Labor Scholar, PhD

How do we build and sustain high participation unionism? How can our unions become strike ready, and why should they be?

With table discussions facilitated by leaders from the UMass Labor Extension Programs

11 am **Break**

11:15 am **Proactive, Aggressive and Coordinated Messaging in Contract Campaigns**
(Nauset Room)

Jeff Hall, President, 617Media Group

What are the in's and out's of a good contract campaign plan? How do we message with our membership, the press, general public, social media, and win?

12:15 pm **Lunch** (Ocean View Room)

-Continued on Reverse-

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THURSDAY, MAY 23 CONTINUED

- 1:15 pm **Life on the Line: Strikes, Shutdowns and Lockouts in Massachusetts**
(Nauset Room)

Featuring: UFCW Strike against Stop & Shop, Government Shutdown and AFGE, National Grid Lockout of USW, Sheet Metal Workers Local 17 Strike against SMACNA, IBEW Strike against Verizon, AFL-CIO Rapid Response services for workers without paychecks and benefits

Strike Preparedness 101: A worksheet & discussion with UMass Labor Extension Program leaders
- 2:45 pm **Book Signing - *No Shortcuts: Organizing For Power in the New Gilded Age***
A conversation and book signing with author Jane McAlevey, PhD
- 5 pm **Cocktail Reception** (Ocean View Room)
- 6 pm **Awards Banquet** (Ocean View Room)
Honoring:
Liz Shuler, Secretary-Treasurer of the National AFL-CIO
Lowell Alexander, International Staff Representative, USW
Brian Brousseau, President and Business Agent of Roofers Local 33 and President of the Fitchburg/Worcester Building Trades Council
Susan Winning, Director of the UMass Lowell Labor Center
With special guest U.S. Senator Ed Markey

FRIDAY, MAY 24

- 7 am **Breakfast** (Ocean View Room)
- 9 am **Union Candidate School** (Nauset Room)
Why we need union members in elected office, and how we win.
Kevin Brousseau, Political Director, Massachusetts AFL-CIO
Jordan Berg-Powers, Executive Director, Mass Alliance
Jordan Berg Powers is the Executive Director at Mass Alliance. In his time with Mass Alliance Jordan has helped elect new progressive leaders across the state, recruited progressive champions to run, and trained hundreds of grassroots organizers.
- Success Stories: Union Members Elected to the State House**
- 10:30 am **Solidarity Updates: Open Mic** (Nauset Room)
- 11 am **Closing Remarks** (Nauset Room)
President Steven A. Tolman