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California State University Employees Union/SEIU 2579

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October 2008

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CSUEU turns to building better unions

Researcher shares expertise at BOD

By John Watson

At CSUEU's Board of Directors meeting, June 20–22, union researcher Paul F. Clark, PhD, author of *Building More Effective Unions* (Cornell University Press, 2000), led a thought-provoking four-hour workshop on ways to build member commitment and participation.

His insights provided the more than 50 leaders in attendance with many ideas for attracting new members and for enhancing commitment of current members.

The talk was a successful experiment, marking the first time that an outside speaker has ever been invited to present at a BOD meeting. Clark, a professor and head of Labor Studies and Industrial Relations at Pennsylvania State University, set the bar

high for future guest speakers, peppering his entertaining and informative talk with research statistics while engaging the group in an animated discussion.

The workshop included a discussion of labor's public image and other factors that

*'The union brings
the principles that we
all treasure ... to the
workplace, particularly
due justice.'*

influence member attitudes toward unions, along with strategies for changing negative attitudes.

A module on member orientation and socialization emphasized the idea that unions have an ideal opportunity in each new employee's first six months to have a significant impact on their attitudes.

All organizations that have loyal members, he pointed out, focus on socializing those members when they come in.

"One of the reasons that new member



Natalia Bremer

Author Paul Clark begins his presentation on more effective unions

programs are so important is that people can go down one road or another about unions, and, once they go down a negative road, it's hard to change that," he explained. "It isn't just pay and benefits that drive people's

interest in unions—the most important factor is bringing fairness to the workplace. Justice in the workplace isn't a given, and we can make the case that we can provide fairness on the job."

He added, "The union brings the principles that we all treasure as citizens of this country to the workplace, particularly due justice. That's one of the strongest arguments in favor of unions."

The final section focused on how to build a strong culture, taking lessons from anthropology. Clark invoked rites, rituals, ceremonies, taboos, hero stories, myths, symbols, language, and dress as they apply to unions.

As he put it, "There's a value to bringing new members to a meeting, introducing them and giving them a pin or T-shirt—that is, to have some custom that says, 'You are

See "Better unions" on page 3

Vote union: Nov. 4 ballot endorsements

For the first time ever CSUEU is offering voter recommendations. These come out of our very own Statewide Legislative Committee, lead by Vicki McLeod from Pomona and daughter of State Senator Gloria Negrete McLeod (D-32). In the past we relied on the work of CSEA's Governmental Affairs Committee, our former parent organization, to do the work of vetting candidates, issues, and races. Due to

our incorporation in 2005 and recent CSEA Association Bylaws changes we can now act as independent agents in politics. This gives each of us more say in our own political future. Besides this new responsibility the Legislative Committee is also responsible for developing the legislative program, which includes the yearly Lobby Day in Sacramento. (See story below.)

Endorsements for Nov. 4, 2008:

Senate/Districts

SD 3 Mark Leno
SD 7 Mark DeSaulnier
SD 9 Loni Hancock
SD 11 Joe Simitian
SD 13 Elaine Alquist
SD 19 Hannah-Beth Jackson
SD 21 Carol Liu
SD 23 Fran Pavely
SD 25 Roderick Wright

See "Endorsements" on page 2

Lobby Day team takes on Sacramento

*The 2008
Lobby Day
team, made
up of activists
from most
of the 24
chapters up
and down
the state,
pose before
heading in
to make their
voices heard.
Lobby Day
2009 is set for
April 27–28.
Save the date
and plan on
joining us!*



Steve Sloan

CSUEU gains in visibility, respect

By Russell Kilday-Hicks

Way back in March of this year our union converged on Sacramento in what has become our yearly trek to make lawmakers see who we are and hear what the CSU is all about. And each year since we started doing this on a regular basis, not only have we gotten better at it but, you can tell, it really does make a difference.

To prepare for the actual legislative office visits on the second day, the Legislative Committee brought before us a succession of political specialists from Senator Gloria Negrete McLeod (D-32) to policy wonks and lobbyists to explain various aspects of the budget crisis California was experiencing at the time.

Due to the unfriendly resident in the governor's office and the difficulty getting legislation signed without a veto, CSUEU has put the promotion of bills aside for the time being and decided to focus on improving our visibility in the state capitol and influencing the CSU budget allocation from the state.

Regarding the budget Sen. Negrete McLeod said "They never cut from the top; they start at the bottom, go after education first," she said. She wanted us to know up front that this was not going to be a good legislative year for California. "Felix does not have a bag of tricks here at the capitol. The sacrifices come out of the people, who

See "Lobby Day" on page 4

Looking forward

What's on the horizon for CSU Employees Union?

- Nov. 4: Federal, state, and local election day (voting for new U.S. president)
- November 7–9: CSUEU Board of Directors meeting, Holiday Inn, Sacramento
- January 2009: Full-contract bargaining begins (current agreement expires at the end of June 2009); campaign to direct and support our Bargaining Team begins
- January 10: Governor introduces 2009–10 state budget
- February–April: CSUEU chapter elections (local officers and GC delegates)
- March 27–29: CSEA Women's Conference, Holiday Inn, Sacramento
- April 27–28: CSUEU Lobby Day in Sacramento
- May 15: May Revise, governor's budget proposal fine tuned
- June: CSUEU statewide elections (4 statewide officers and barg. unit councils)
- June 2: California state and local election day
- June 30: End of fiscal year, California budget due
- September 5–7: CSEA's 2009 General Council

Working together— Giving in or smart thinking?

If the Alliance for the CSU has taught us one thing, it's that cooperation can yield positive results. Students, faculty, staff—and management—pulled together for a common goal and achieved what many thought impossible: restoring at least part of the Governor's proposed budget cut to the CSU. Schwarzenegger and the Legislature could easily have ignored any one of the four factions, but they had to pay attention to this unusual coalition. The \$96 million payoff proved that together we could—*si, se puede.*

A similar philosophy is what makes labor unions work—together we bargain, divided we beg. When CFA was in job action mode last year CSUEU was in support. This shouldn't be surprising, since both organizations battle the common adversary in bargaining and day-to-day operations. And neither CFA nor CSUEU have major gripes with students. The Alliance's unusual affiliation for both groups was with management. Even Chancellor Reed agreed that we all needed each other. When bargaining for our next contract begins, the story will likely be different, but at least on the subject of getting what we need from the state, the CSU and the worker bees, strange bedfellows, are in harmony.

Recently CSUEU has seen another positive instance of beating swords into plowshares. Last year's General Council marked a 180 degree turn in the direction CSEA was headed. The Committee for the Future of CSEA was largely responsible for hatchets being buried with its sweeping changes to the Bylaws and Policy. In our struggle against shrinking budgets, an anti-labor governor, and an electorate that doesn't seem to recognize the importance of state services, we needed the turnaround in order for all affiliates to work together for our common interest. As times get tougher, as they seem to be doing, we'll depend on those alliances even more.

The principle learned from those partnerships can be applied at the local level, too. Some managers realize that our performance can make them look good; others don't get it. And some of us don't realize,

for example, how management can protect us from losing our positions when finances get tight. Often, though, managers make mistakes or intentionally make decisions that are contrary to the contract, our welfare, or best educational practice.

At these junctures we and our CSUEU representatives must decide on an approach to solving the problem. Do we cajole, bribe, sweet-talk, or brow-beat? The answer depends on the individuals and issues involved. No single approach works in all cases: experience, intuition, background investigation, and trial and error help determine the route to follow, and side roads often must be taken during the journey. Realization that the employee has to work under the manager tomorrow and beyond seems to dictate a firm, reasoned style without being offensive. Does standing one's ground in a respectful manner equal weakness? What are the consequences for the union and the employee, regardless of how the matter is resolved, if bridges are broken in the process?

To some, working within the system was unthinkable 40 years ago and still is. Management can be very effective at shutting out anyone they don't want to include in the power structure. The welcome mat can be extended, though, to those who are willing to work toward a common goal. Do we want to get trampled or to change the herd's direction?

Adversarial posturing can be useful when management is stubborn—and wrong, but it's not always necessary. Maintaining our professionalism and dignity goes a lot further than banging on tables, both in maintaining our self-esteem and gaining "the enemy's" respect. Cooperating and seeking solutions—while insisting that we be treated fairly—that allow all parties to save face may be untraditional for labor, but in the long run the rewards are more far-reaching. And trying to change the system from within, by getting involved in campus self-governance and improving conditions for everyone, truly works in our favor. Some people call that being weak, lacking testosterone; others call it playing the cards intelligently.

—Ray Finnell, Bakersfield

Reasons a Democratic vote is a pro-union vote this election

Federally: The Employee Free Choice Act, a law that would help end the corporate anti-union practices all too common with NLRB elections; introduced as bipartisan legislation by Sens. Kennedy (D-Mass.) and Reps. Miller (D-Calif.) and King (R-N.Y.), and supported by Illinois Sen. Obama. (By conservative estimate over 10,000 union organizers are illegally fired each year nationwide.)

Statewide: Two-thirds, super majority needed by the Democratic majority to reverse the trend of shrinking state services and stop the backward slide of our economy by

investing in our future; effectively ending minority rule, bringing us back to democracy (what a concept).

Locally: Find the local candidates who feels that education is a right, not a privilege, and who is willing to help California recommit to higher education for the public good (a concept the Republican neoconservatives do not believe in, thus their attack on the public sector). It's these good local folks who eventually end up in the state house and Congress down the road. We need to pick carefully at the start of their careers.

Vote union: Nov. 4 election endorsements ...

Continued from page 1
SD 27 Alan Lowenthal
SD 39 Christine Kehoe

Assembly/Districts

AD 1 Wesley Chesbro
AD 6 Jared Huffman
AD 7 Noreen Evans
AD 8 Mariko Yamada
AD 9 Dave Jones
AD 10 Alyson Huber
AD 11 Tom Torlakson
AD 12 Fiona Ma
AD 13 Tom Ammiano
AD 14 Nancy Skinner
AD 15 Joan Buchanan
AD 16 Sandre Swanson
AD 17 Cathleen Galgiani
AD 18 Mary Hayashi
AD 19 Gerald Hill
AD 20 Alberto Torrico
AD 21 Ira Rusk
AD 22 Paul Fong
AD 23 Joe Coto
AD 24 Jim Beall
AD 27 Bill Monning
AD 28 Anne Marie Caballero
AD 30 Fran Florez
AD 31 Juan Arambula
AD 35 Pedro Nava
AD 39 Felipe Fuentes
AD 40 Robert Blumenfeld
AD 41 Julia Brownley
AD 42 Mike Feuer
AD 43 Paul Krekorian
AD 44 Anthony Portantino
AD 45 Kevin de Leon
AD 46 John Perez
AD 47 Karen Bass
AD 48 Mike Davis
AD 49 Mike Eng
AD 50 Hector De La Torre
AD 51 Curren Price
AD 52 Isadore Hall
AD 53 Ted Lieu
AD 54 Bonnie Lowenthal
AD 55 Warren Furutani
AD 56 Tony Mendoza
AD 57 Ed Hernandez, OD
AD 58 Charles Calderon

AD 61 Norma Torres
AD 62 Wilmer Amina Carter
AD 69 Jose Solorio
AD 76 Lori Saldana
AD 78 Marty Block
AD 79 Mary Salas
AD 80 Manuel Perez

Ballot Propositions

Our own committee did not consider the ballot propositions. The following summaries come from the nonpartisan Calif. League of Women Voters.

Proposition 1A. Safe, Reliable High-Speed Passenger Train -- State of California (Bond Act - Majority Approval Required)

To provide Californians a safe, convenient, affordable, and reliable alternative to driving and high gas prices; to provide good-paying jobs and improve California's economy while reducing air pollution, global warming greenhouse gases, and our dependence on foreign oil, shall \$9.95 billion in bonds be issued to establish a clean, efficient high-speed train service linking Southern California, the Sacramento/San Joaquin Valley, and the San Francisco Bay Area, with at least 90 percent of bond funds spent for specific projects, with federal and private matching funds required, all bond funds subject to an independent audit?

Proposition 2. Standards for Confining Farm Animals -- State of California (Initiative Statute - Majority Approval Required)

Shall certain farm animals be allowed, for the majority of every day, to fully extend their limbs or wings, lie down, stand up and

turn around?

Proposition 3. Children's Hospital Bond Act. Grant Program -- State of California (Initiative Statute - Majority Approval Required)

Shall \$980,000,000 in general obligation bonds be authorized for construction, expansion, remodeling, renovation, furnishing and equipping of eligible children's hospitals?

Proposition 4. Waiting Period and Parental Notification Before Termination of Minor's Pregnancy -- State of California (Initiative Constitutional Amendment - Majority Approval Required)

Shall the California Constitution be changed to prohibit abortion for an unemancipated minor until 48 hours after physician notifies minor's parent, legal guardian, or, in limited cases, substitute adult relative?

Proposition 5. Nonviolent Drug Offenses, Sentencing, Parole and Rehabilitation -- State of California (Initiative Statute - Majority Approval Required)

Shall \$460,000,000 be allocated annually to improve and expand treatment programs?

Proposition 6. Police and Law Enforcement Funding, Criminal Penalties and Laws -- State of California (Initiative Statute - Majority Approval Required)

Shall of minimum of \$965,000,000 of state funding be required each year for police and local law enforcement?

Proposition 7. Renewable Energy Generation -- State of California (Initiative Statute - Majority Approval Required)

Shall government-owned utilities be required to generate 20% of their electricity from renewable energy by 2010, a standard currently applicable to private electrical corporations? Shall all utilities be required to generate 40% by 2020 and 50% by 2025?

Proposition 8. Eliminates Right of Same-Sex Couples to Marry -- State of California (Initiative Constitutional Amendment - Majority Approval Required)

Shall the California Constitution be changed to eliminate the right of same-sex couples to marry providing that only marriage between a man and a woman is valid or recognized in California?

Proposition 9. Criminal Justice System. Victims' Rights. Parole -- State of California (Initiative Constitutional Amendment and Statute - Majority Approval Required)

Shall notification to victim and opportunity for input during phases of criminal justice process, including bail, pleas, sentencing and parole be required? Shall victim safety be a consideration for bail or parole?

Proposition 10. Alternative Fuel Vehicles and Renewable Energy. Bonds -- State of California (Initiative Statute - Majority Approval Required)

Shall \$5 billion in bonds paid from state's General Fund

See "Nov. 4" on page 4

They did the best they could

The other day I received a phone call from some company conducting a survey of state employees. "OK, I have a spare 20 minutes," I said, "let 'er rip." Before we began, I asked the questioner what entity was behind the survey but she said she couldn't say. Sometimes you can tell by the tone of the questions whether a survey is "friendly" or not. I suspected that a union-friendly group sponsored this survey, and my guess was confirmed with a message from CSUEU President Gantt, who explained that the SEIU Statewide council was behind it.

While I was on the phone, as the survey progressed, it got me thinking. There were a few questions that I felt I was probably answering differently than most Californians would, if not most state employees. I was asked how I felt about the major state players in the recent budget debacle. Of course I gave the Republicans the lowest rating, calling them "Norquist's foot soldiers" or something, but when it came to rating the Democrats, I recalled the post-budget frustration someone expressed about how they "caved in" and sold out the working families of California and especially the unions who worked so hard to support them. I also remember hearing and reading many comments along the lines of "Why can't they [the state legislature] just do their job?" or hearing calls to "fire them all," or how about, "The governor should just lock the doors and turn off the air conditioning and don't let them out until they come to an agreement."

I don't agree with these comments, and here's why. What these views reflect is a fundamental misunderstanding of power and how the different players hold it and use it to get their way. In the survey, I said the Democrats did the best they could

under the circumstances. We are all familiar with those circumstances: a new record set for missing the budget deadline, programs and businesses dependent on state funding closing down, state employees threatened with delayed compensation, and a laundry list of Republican demands (most of which had little to nothing to do with the budget itself)—the state was in dire straights and things were threatening to get worse with different branches of state government suing each other and the state facing a cash flow crisis to boot.

On the surface it looks very much like elected officials failing to do the job they were elected to do, thus the tendency to blame them all. The key concept here to modify that perception would be an examination of the political power structure of California. Throughout the media analysis of the crisis you would read/hear time and time again how the Democrats "controlled" the state legislature. While it's true they are the "majority" party, which means in politico-speak the party with the

most votes, thus able to control the agenda to some degree and chair all the legislative committees, or to send legislation on to the governor's desk without any "bipartisan" a.k.a. Republican Party support. What it doesn't mean is control as

in being able to get your way. Why is that, you ask? Two reasons. Due to the two-thirds requirement to pass a budget and to set new taxes the real controlling party in California are the Republicans. The budget process is an

exercise in flexing their minority influence over our state. They don't have the votes to do new damage but they do hold just enough sway to muck up the system and make the Democrats and the state scream uncle. Due to the two-thirds requirement, the Democrats were short six votes in the Assembly and two in the Senate to gain a real controlling stance. The second reason has to do with the joker at the top. I would guess that most Californians do not know that this was his show through and through, and any blame and, ultimately, responsibility, should be laid squarely at his feet, not the legislature.

Time and time again during the budget process I heard details of yet another compromise on the part of Democratic leadership, but it wasn't portrayed that way. What we heard

was how frustrated the "consumer" taxpayer was at the delay and why their current proposal wasn't quite acceptable to the minority with the real power. Incidentally, labor struggles are often covered in the same way, that is, as a consumer problem rather than an unequal struggle between workers and owners. Framing labor struggles this way favors management over the workers, just like framing the budget issue the way they do disempowers the voters of California and lets the governor, with his notoriously poor leadership skills, off the hook. The Democrats held out as long as they could, especially with the media undermining their support all along the way.

In the end we got a budget that furthers the Republican agenda of "not feeding the beast," as they refer to the public sector. Of the \$18.424 billion the final budget cut from programs like Medi-Cal, welfare, both lower and higher education, and state employees, the governor added another half billion in line-item cuts, including taking away funding for the UC Contreras Labor Program (affecting the UCLA and UC Berkeley Labor Centers), long a target for elimination.

Could the Democrats have done better? Yes, with more political support. Budgets aren't really about money but values. Once again in our state budget process the value of the public good has been challenged. And the bad news is the next budget battle promises to chip away even more. Stay tuned ...

—Russell Kilday-Hicks,
San Francisco

Communication is key to future success

New staffer quickly makes large impact

Ray Finnell, Bakersfield

John Watson has worked in many different environments through his career. He was a publicist and staff photographer for iconic television producer Norman Lear during the '70s, working on such hit network sitcoms as "All in the Family" and "One Day at a Time." He got an adrenaline rush from working on successful television shows and seeing unknown actors become stars in the shows he worked on. In the '90s, while working full-time in media relations at UCLA Extension, he wrote articles for food magazines, took many cooking classes and worked for free in restaurants run by such well-known chefs as Wolfgang Puck. More recently, he has handled PR in the Silicon Valley high-tech sector as well.

Starting in mid-May, he has augmented the high-profile, glamorous life to become CSUEU's Senior Communications Specialist. Why? Watson's affinity for the labor movement steered him our way when the newly created position was advertised several months ago.

To get to know him better, I opened our interview by asking him to play a word-association game:

Home?: "Sunnyvale."

Write?: "My MFA in Screen writing from UCLA."

Eat?: "Food journalism in the '90s."

Read?: "Novels; classics. I recently completed 'To Kill a Mockingbird' and 'Of Mice and Men.'"

I'm currently reading 'Ice-land's Bell' by Haldor Laxness."

Walk?: "Sierra Club, Loma Prieta chapter. Part of the reason I moved from Southern California to Northern California was to be closer to the Sierra Nevada. We hike mostly in the Santa Cruz Mountains."

Ride?: "I grew up in San Francisco, using public transportation, and didn't buy a car until I was 25. I will buy a commuter bike soon and a racing bike later."

Challenge?: "Learning new systems [methods of getting things done and for CSUEU, e-mail systems] on new jobs."

Regrets?: "I sometimes regret leaving the entertainment business. But, for the most part, there's little social responsibility involved in cre-

ating popular entertainment; labor unions work for people's rights in order to make lives better."

Achievement?: "I'm proud of the fact that, while working in media relations at UCLA Extension, I won several awards, including Best Employee of the Year."

Hobby?: "Traveling. In the last year and a half, I've been to Germany and Mexico City. As I often joke, I hope to continue seeing

different parts of the world while I'm still ambulatory."

John invites visits to his writing portfolio website, www.johnwatsonwriter.com. In mid-May, just two days before starting the new job, an article about his home garden was published by the *San Jose Mercury News*, viewable in the "PR" section of his Web site.

John's position was authorized last fall by CSUEU's Board of Directors. Chief of Staff Phillip Coonley began the hiring search soon after he himself assumed his duties. Watson therefore has some ground to break by shaping the new position, based on his

skills and experience.

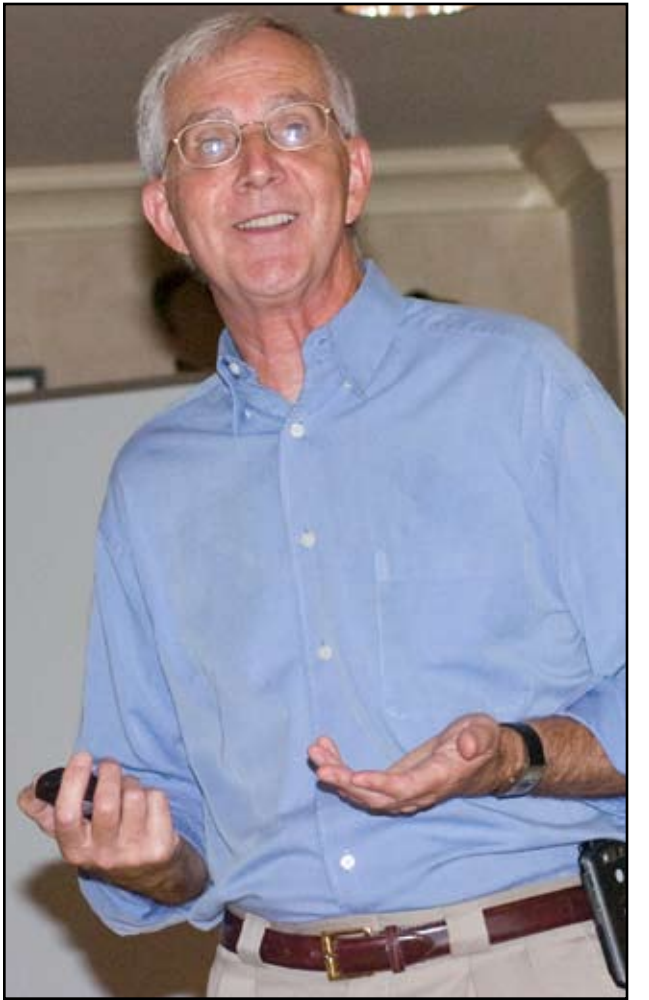
Certainly one of his goals is to build an effective department and to develop a media outreach program for getting our message to the public. He also wants to create a "thought leadership" program, creating opportunities for the union's leaders to express their opinions and to convey the union message in a variety of external venues.

From the frying pan of Southern California, John jumped into the raging fire of our state budget battle for greater CSU funding. "The Alliance for the CSU has created a great precedent of working with the CSU and with other unions for common causes," he says. "It's given us ways of working past differences in non-adversarial ways." The friends who help fight fires can make all the difference, he seems to be saying.

In addition to helping create a stronger public image for us, one of John's important goals is to expand communications between leadership and represented employees.

A hurdle to overcome on that path is building a complete and accurate database of e-mail addresses for all 16,000+ of us. John is spearheading the efforts of several union

See "New staff" on page 4



Steve Sloan

New communications specialist John Watson presents media issues at a recent organizing training for the southern campuses

Organizing gets an uplift



Steve Sloan

A tangled web we weave: LRR Michael Hejazi conducts an ice-breaking exercise in union interdependence and 'networks'

By Russell Kilday-Hicks, San Francisco

Different unions may disagree on what kind of organizing program to have, or the amount of resources to put toward organizational growth, but all can agree on one thing: there is no doubt that organizing is an integral element to any successful union, and in our case and in these times, especially ours. "To ensure we have a state budget that funds the CSU and the CSUEU contract," President Pat Gantt said, "we need the chapters and members to become more connected and active."

Recently chapter leaders were invited to one of two, comprehensive two-day organizing and contract campaign trainings, one in the north and one in the south. About 15 chapter presidents and organizing chairs attended the southern event on Sept. 6-7, along with our four statewide officers, some bargaining unit chairs and vice chairs, and the staff assigned to the statewide Organizing Committee, headed by Vice President for Organizing Ronnie L. Grant.

"It's important that we train our CSUEU leaders so your union can always be working at its best to advocate for raises, rights, and respect for members," Grant said.

The presentations ranged from solidarity "ice-breaking" exercises to discussions of our union's history to role-playing a bargaining session, along with practicing the more

traditional one-on-one ask to join. Activists left with recharged enthusiasm and a slew of practical tips to promote new membership back on their campuses, and the presenters too came away with usable suggestions for

'One of the things that makes CSUEU so successful is our all-volunteer leaders.'

—VP for Organizing Grant

improvements to our programs and procedures and better ways to support organizers on the ground.

Statewide President Pat Gantt presented our union history, emphasizing what might not be readily obvious to both members and non-members alike—that our union is less than three years old. January 2005 is when the former CSU Division of the California State Employees Association (CSEA started in 1931 over creating a retirement pension and achieving a 40-hour workweek) became a separate corporation, although we still maintain our affiliation with CSEA. A second affiliation is with SEIU, which, Gantt explained, we joined as part of Local 1000

in 1984 to protect our bargaining units from raids by other unions.

The other significant date for us is 2000, Gantt said. That is when Gov. Davis included the CSU in what the civil service state employees already had—mandatory agency or "fair share" fees for non-members. Before the fees the CSU Division of CSEA was merely a shadow of a real union: in debt with few staff and few functional programs. Organizing new members into the union was difficult with only the hard core choosing to pay voluntary dues. Today, not only is the difference between automatic fees and dues hardly worth noting (the average is less than \$4 a year) but now there is a transformed, and growing still, organization due to these added resources. "We are growing and trying to be more accountable and build our programs," Gantt said. The legal justification for the fees is derived from the duty of fair representation whereby the union must assist workers regardless of member status.

This information will help organizers field the inevitable questions they get in response to asking someone to move over from fee-payer to member. A recruiter is challenged with helping a potential member to get beyond the idea of "forced" fees, as corporate-funded groups like the National Right to Work charac-

See "Organizing training" on page 4

'Building better unions' ...

Continued from page 1

now one of us.' Those initiation ceremonies can serve a strong purpose."

Participants resolved to try new ways to reach out to new CSU employees in the weeks and months to come and to engage in discussions about the benefits of unions

wherever they found negative stereotypes being perpetuated.

CSUEU Board of Directors gather every four months around the state. The June event took place at the Crowne Plaza Redondo Beach hotel, while the next meeting is scheduled to take place in Sacramento this Nov. 8-9.



Natalia Bremer

Clark signs copies of his book for conference attendees

18 (labor) reasons *not* to vote for McCain

- 1) Proposed a tax plan that gives billions to corporations and cuts key working family programs.
- 2) Didn't attend a Senate vote on an economic stimulus package that failed by one vote.
- 3) Blocked a bill to protect overtime rights.
- 4) Opposed extending unemployment benefits.
- 5) Voted to allow privatization of government jobs.
- 6) Voted to eliminate the minimum wage.
- 7) Voted to tax health care benefits.
- 8) Voted to leave families at the mercy of big insurance companies.
- 9) Voted for NAFTA, CAFTA and other bad trade agreements that caused loss of over one million jobs.
- 10) Supports the Columbia Fair Trade Agreement.
- 11) Voted to outsource federal contracts overseas.
- 12) Voted to block the Employee Free Choice Act.
- 13) Voted against bargaining rights for federal employees.
- 14) Supports the bill to make it harder for all workers to get a voice on the job.
- 15) Opposes the Lilly Ledbetter Fair Pay Act.
- 16) Supports replacing SSI with privatized accounts.
- 17) Originally opposed, but now strongly supports the Bush Administration's massive tax cuts for the wealthiest Americans, and wants to make them permanent.
- 18) Supports President Bush's disastrous policies on children's health care.

CSUEU's annual Lobby Day a great success, again ...

Continued from page 1

don't have lobbyists, who are the least heard."

Negrete McLeod also wanted us to know where she stood when it came to the restrictions placed by the two-thirds super majority required to pass a budget. "We, the legislators, have to make the real hard decisions, but we are not carrying all the same burden," she said. "It's really unfair that the party that makes the hard choices is the Democrats; we all flow with the good times, but then we get maligned because we got elected to do this job. There are 80 members, not 80 democrats," Negrete McLeod concluded.

One of the policy wonks to present was Dave Hawkins, lobbyist for CFA. Hawkins complained that the Assembly Republicans decided not to get rid of the "yacht" tax loophole when they had the chance to recently. "Somehow they feel that's being responsible," he said. "CFA is going to hound the Republicans. Join with us; contact your friends. This is a turning point for the CSU; it startles me we are going to turn away 10,000 students; working families not poor enough to get in; can't get the classes when they do get in. We are letting them [the Republicans] do this to us; we need to make them accountable. We are going to embarrass them any way we can," Hawkins concluded.

Another policy wonk to present her expertise on the state budget was Executive Director of the California Budget Project Jean Ross. Ross put the current budget crisis in perspective as a multi-year struggle, saying that you needed an understanding of how we got to this point in order to get out of it. "Understanding how we got here is the only way to solve this crisis," she said.

Ross explained that this budget was the worst yet for California because all the tricks and gimmicks were used in years past. "We can borrow more or rob from the cookie jars, only there are few jars left," Ross said. Ross praised the governor for being honest and proposing to cut across the board as the only way to deal with this without raising taxes, but he also provided a good organizing tool. "You can find something in this budget that will affect everyone. Maybe that will help us get to some long-term solutions," she said.

Vicki McLeod, chair of the Leg-

islative Committee and daughter of Sen. Negrete McLeod said enthusiastically more than once, "This was the best one ever."

But if past experience is any

indication, we know that's true only until next year.

Remember to save the date and prepare for your chapter's involvement in Lobby Day 2009, which is

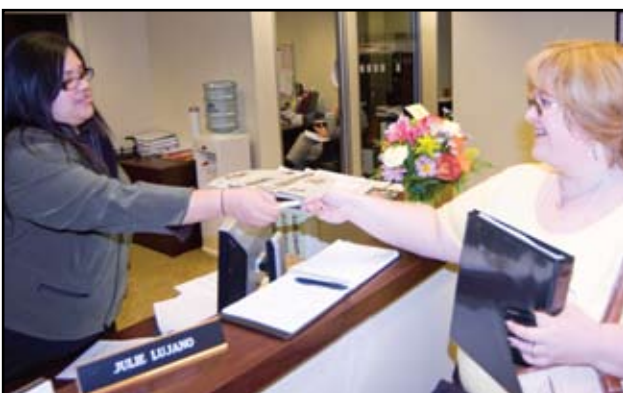
Photos by Steve Sloan



Members of the Legislative Committee welcome participants



Lt. Gov. Garamendi chats with members at the evening social



Unannounced meetings come with the territory



A face-to-face meeting with a lawmaker is what it's all about

New communication staffer in Sacramento ...

Continued from page 3

activists from around the state to utilize CSEA's resources, information from individual campuses and chapters, the chancellor's office, and other sources to consolidate and standardize a comprehensive e-mail list. Recent CapWiz actions, plus calls for action by the Alliance for the CSU, have helped to create the beginnings of a master list.

Another of his goals is to get members more involved, and there's evidence that's happening: one CapWiz action in mid-June resulted in more than 400 letters to legislators, surpassing similar actions by our brother/sister affiliates in CSEA, who also subscribe to the CapWiz service.

John is posting news items to the CSUEU website several times per month and has initiated biweekly e-mail news blasts to all the chapters. Hits to the website have increased, notably following a call to action using CapWiz in mid-June.

John, like many employees of the CSU and CSUEU, is a product of the CSU. He earned a bachelor's

degree from San Francisco State in English, with an emphasis on language and communication. "I worked there as a student also, in the library and other places on

'I wasn't sure what type of culture I would find ... the stereotype is that union workers make a living rattling management's cages.'

campus," he explains. That led to three semesters pursuing the arts at CSU Sacramento and an interest in writing for Hollywood, culminating in enrollment in UCLA's MFA screen writing program.

He grew up in a union family: "My father was a lifelong member of Operating Engineers [heavy equipment operators], and a cousin was an organizer of health care workers in SEIU."

Even though this is his first job in a labor union, he finds that it's been comfortable to transfer skills from other industries, as he has done when changing jobs in the past.

"I wasn't sure what type of culture I would find at CSUEU, since the stereotype is that union workers make a living by rattling management's cages," he muses. "I'm glad to report that I've found the culture here to be very supportive."

Have there been any surprises for him so far? Yes, he says: the definition of "communications" within a union environment. Here, he's been quick to discover, communications means mobilizing the membership just as much as working with journalists, and that's quite a change from other types of organizations. He has seen the need to mobilize as many members as possible when needed.

"Ultimately, all staff are here to serve," says John. "I hope to provide service to be sure that CSUEU's image in the public and governmental eye is accurate and positive."

In addition to escaping the heat of SoCal, John seems to have made a philosophical journey away from an industry based on glitz and glamour to a Sacramento job of service for the good of many. We welcome him.

CSEA/CSUEU

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Comprehensive organizing training pushes us on ...

Continued from page 1

terize it. While the fees are mandatory, non-members do benefit greatly from them. The task for an organizer is to make a non-member see the inherent value of the union, not just in services provided but in offering the opportunity to become involved in the governance of the workplace, having a deeper say and participation in their own lives.

Another important part of the training involved lectures on the contract bargaining process and a live bargaining demonstration. There is wide agreement that you have to experience bargaining to really know what it's like. Leadership learned from our last round of talks with the CSU that a better job of communicating the process and helping members understand the give and take at the table is important to the support of the team, and ultimately the success of the entire process.

Newly hired Senior Communications Specialist John Watson took us through some tips for effective communications during campaigns, including dealing with the media. Watson encouraged audience members to share their past experiences being interviewed by reporters. "As time goes on, it will be important to weave media interviews into our big campaigns," Watson said, "and it's encouraging to see that many members already have had experience—typically quite positive experiences at that—working with the media."

One interesting exercise was sizing up co-workers to pick leaders for a campaign. We were asked to select from a list describing the strengths and weaknesses of various fictitious people in a workplace. Different chapter leaders stressed the important traits for them but there were no right or wrong answers. This reminded chapter leaders that running an all-volunteer organization means you just about have to take all comers. We do our best to get people to work together for our common goals but inevitably there are conflicts. For union leaders, the challenge is to transcend conflict to allow the best of each to contribute to the whole.

Legal notice:

Corporations code section 8321 requires CSUEU to notify members yearly of their right to request our annual financial report.

Anyone wishing to receive an annual financial report may send a written request to: CSUEU, 1108 O Street, 5th Floor, Sacramento, CA 95814.



Steve Sloan

LRR Hejazi instructs on labor history and the reasons for unions

Grant felt it was a well-rounded and very successful program, adding, "One of the things that makes CSUEU so successful is our all-volunteer leaders. It's an honor to be able to work with our training team to put tools and information in the hands of our volunteers," he said. Grant also said the PowerPoint used in the training is available for chapters to use. Additionally, more than half of the chapters applied for and received organizing grants

to put some of these lessons to work right away.

Although the state budget looks bad and the national economy not that much better, at least all the news isn't bad, our union is on the rise: statewide membership has risen over seven percent in the past year and our programs continue to expand as we hire staff and develop further. It's a good time to join your union and get in on the ground floor to help shape what we become.

Nov. 4 state propositions ...

Continued from page 2

be authorized to help consumers and others purchase certain vehicles, and to help research in renewable energy and alternative fuel vehicles?

Proposition 11. Redistricting -- State of California (Initiative Constitutional Amendment and Statute - Majority Approval Required)

Shall the authority for establishing state office boundaries be

changed from elected representatives to a commission comprised of Democrats, Republicans, and representatives of neither party selected from the registered voter pool in a multilevel process?

Proposition 12. Veteran's Bond Act of 2008 -- State of California (Bond - Majority Approval Required)

Shall a nine hundred million dollar (\$900,000,000) bond be issued to provide farm and home aid for California veterans?

CSUEU news tidbits

New CSU retiree voluntary vision plan: CSUEU members approaching retirement will be glad to know of a new vision plan for CSU retirees, effective Jan. 1, 2009. See the latest CSUEU E-news (available on the website) for details.

Revised forms on the Web:

Under the guidance of the Communications Committee, we've just launched a new format for forms and documents under the heading "Forms." Visitors will find a helpful menu of folders categorized by subject matter, with appropriate forms and documents within those folders available for easy download. We're calling this format the "Document Library."

Newly revised forms include: Expense Claim form and a guide to release time and union leave:

CalPERS responds to the financial crisis: CalPERS released

the following: "The CalPERS pension system remains sound amid the current market downturn. Our members' defined retirement benefits are guaranteed by law and remain secure, unthreatened by market swings. We will withstand current market fluctuations with our highly diversified portfolio, and by keeping focused on long-term investments." For more info, see: www.calpers.ca.gov/index.jsp?bc=/about/press/news/invest-corp/repands-financial-crisis.xml.