



**Saturday, January 23, 2016**  
**9 a.m. – 5 p.m.**

# MIAMI TROUBLEMAKERS SCHOOL

## **MORNING PLENARY 9:30 a.m. – Room 110**

- Cynthia Hernandez, *South Florida AFL-CIO*, Welcome
- John Ford, *Jefferson County Education Association*, on fighting back a Tea Party takeover of a Colorado school board
- Marissa Lee, *National Nurses Organizing Committee*, on the fight for a fair contract at at Osceola Regional Hospital
- Olga Zelaya, *SEIU 32BJ*, on the campaign against union busting at Sunset Place

## **MORNING SESSION 10:30 a.m. – 12:00 p.m.**

(Note: Rooms subject to change)

### **1. Beating Apathy with the Secrets of a Successful Organizer – Room 110**

How can you inspire your co-workers to join you in building the union? Learn proven strategies to identify an organizing issue, develop a winning plan of action, and maximize participation. Hear success stories from others who've won improvements on the job by getting their co-workers moving.

- Samantha Winslow, *Labor Notes*
- John Ford, *Jefferson County Education Association*
- Elisabeth Mathieu, *National Nurses Organizing Committee*

### **2. Who's Got the Power? – Room 114**

In order for us to improve our workplaces and communities, we need to build power. To do that, we need to know what we're currently up against—who has power in Miami-Dade County? What are the major institutions that make decisions affecting us? And how do we use our leverage to shift power in our favor?

- Caitlin MacLaren, Researcher, *Social Justice Table*

### **3. Online Organizing to Build Power – Room 115**

Often we think about online organizing as just signing a petition or tweeting a #hashtag. But how can we use it to connect with co-workers, identify issues, and strengthen our offline organizing? Learn some strategies OUR Walmart has used through Facebook, websites, Twitter, and email to recruit members and promote its activities.

- Bianka Salomon, *OUR Walmart*
- Dan DiMaggio, *Labor Notes*

## **LUNCH 12:00 - 1:00 p.m.**

Provided with registration (thanks to LiUNA for their generous support.)

## **AFTERNOON SESSION 1:00 - 2:45 p.m.**

### **1. Labor-Community Alliances Done Right - Room 114**

Hear how unions and community groups are banding together to protect services and build sustainable alliances. This panel will discuss how to make sure a union-community connection is a two-way street, and how to cement ties at the grassroots, not just leader-to-leader.

- John Ford, *Jefferson County Education Association*
- Cynthia Hernandez, *South Florida AFL-CIO*

### **2. What's Your Story? Talking to Co-Workers and the Media - Room 110**

Part of organizing is being able to connect with various audiences. How can we tell our own stories in a way that our co-workers and the public can relate to their own experiences? In this interactive workshop, come learn—and practice—tricks for talking to the media and others in your workplace.

- Deborah Dion, *South Florida Voices for Working Families*
- Jeanette Smith, *South Florida Interfaith Worker Justice*

### **3. Taking Action on the Job - Room 115**

Winning grievances doesn't only depend on how well you argue your case. It's also a matter of organizing members to build pressure on management. This workshop will explore what makes a powerful organizing issue and how to win creatively without going to arbitration—or sometimes without even filing a grievance.

- Gary Stevenson, former Organizing Director, *Teamsters*
- Lou Nayman, Director, *American Federation of Teachers*
- Hugo Hernandez, *International Union of Operating Engineers*

## **SECOND AFTERNOON SESSION 3:00 - 4:30 p.m.**

### **1. Legal Rights on the Job - Room 114**

Part of organizing is knowing how to navigate the complexity of the law. What workplace activities does the law protect? Come discuss these issues with a couple of veteran organizers, who will be joined by a national expert on temporary workers' rights.

- Gary Stevenson, former Organizing Director, *Teamsters*
- Hugo Hernandez, *International Union of Operating Engineers*
- George Gonos, Professor of Labor Studies, *Florida International University*

### **2. One-on-One Conversations - Room 110**

Organizing starts with talking to people one-on-one. This interactive workshop will break down the key elements of an organizing conversation—whether you're at work, in your community, or visiting people at home to talk about your campaign.

- Samantha Winslow, *Labor Notes*
- Rose Campbell, *National Nurses Organizing Committee*

## **CLOSING PLENARY 4:30 - 5:00 p.m. - Room 110**

Reflections on the day and how we can move toward building a more powerful movement of working people throughout Florida.