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.)

Photos: CIW, UNITE HERE 355, AFSCME
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.

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