

2020 CAMPAIGNS CONFERENCE

“Stand Up, Fight Back!”

Delta Hotels by Marriott Minneapolis Northeast, Minneapolis Ballroom
1330 Industrial Blvd NE, Minneapolis, MN 55413

Thursday – February 6, 2020

7:45 – 8:45 am – Continental Breakfast

7:45 – 8:45 am – Registration

9:00 am – Welcome

- President McCarthy, MN AFL-CIO
- Minneapolis Mayor Jacob Frey

9:15 am –

Code of Conduct

- Brad Lehto, Secretary-Treasurer, MN AFL-CIO

Overview of Agenda

- Bethany Winkels, Executive Director, MN AFL-CIO

9:30-10:15 am – Worksite and Political Member Mobilization

Hear from member activists and staff about how they have run successful worksite programs with their coworkers and strengthened their union in the process. We are the best messengers to our coworkers!

Moderator:

- Coly Intemann, Worksite Coordinator, MN AFL-CIO

Panelists:

- Octavio Chung Bustamante, Organizer, LIUNA Great Lakes Regional Organizing Committee
- Laura Askelin, Political Organizer, AFSCME Council 5
- Catina Neal, Second Vice President, Minneapolis Federation of Teachers Local 59

10:15-10:35 am - Powerful Strikes: Spotlight on the Awood Center

We will hear from leaders regarding organizing at Amazon, one of the biggest and most wealthy companies in the world, and how the workers are taking on Amazon and are winning!

Moderator:

- Todd Dahlstrom, Organizing/Growth Director, MN AFL-CIO

Panelists:

- Chelsie Glaubitz Gabiou, Minneapolis Regional Labor Federation President
- Paul Slattery, Director of Politics and Organizing, International Brotherhood of Teamsters Local 120
- Hafsa Hussien, Worker Leader, Awood Center

10:35 -10:45 am – Federal Action: Protecting the Right to Organize (PRO) Act

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Presenter:

- Melissa Hysing, Legislative Director, MN AFL-CIO

10:45 am – Break

11:00 am – 12:00 pm – Breakout 1

Workshops:

1. Social Media Activism: Being a smart and effective online Labor activist
St. Paul Ballroom

Like it or not, social media has become a critical part of any campaign. As an individual activist, you have more power than you know to impact people. In this workshop, you will learn about the best content to share online, the best ways to share, and how to avoid spreading disinformation. You will also have an opportunity to join the Labor 2020 social media team.

Presenters:

- Chris Shields, Communications Director, MN AFL-CIO
- Jessica Hayssen, Director of Communications, UFCW Local 663

2. Common Sense Economics
Lake Superior Ballroom

Come to this workshop to get a taste of the National AFL-CIO Common Sense Economics program. Facilitators will take you through four exercises that you can do with members before meetings to get them thinking about how the conditions of the economy impacts their lives and how race and immigration affect how workers navigate the economy.

Presenters:

- Casey Hudek, Minneapolis Regional Labor Federation
- Alfreda Daniels, Minneapolis Regional Labor Federation

3. Shop floor actions and organizing Right Now
Minneapolis Ballroom/Salon D

In this break out we will learn from workers and their union about actions and organizing they are doing on the shop floor to build power for themselves and their co-workers. You will hear some inspiring stories and learn some tactics that you could put to use in your own work-site.

Moderator:

- Travis Lohmann, United Steelworkers District 11

Panelists:

- Alisha Volante, Director of Strategic Research & Communications, SEIU Local 26
- Sheigh Freeberg, Secretary Treasurer, UNITE HERE Local 17

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- Connie Westlund, International Brotherhood of Teamsters
- Leah Van Dassar, Saint Paul Federation of Educators
- Tom Stinson, Saint Paul Federation of Educators

4. **Retiree Activism – Voter Registration**

Minneapolis Ballroom (Main Stage)

The Minnesota State Retiree Council, AFL-CIO, is the umbrella organization of union retirees' clubs and local unions with retirees. It provides retired union members and spouses official representation within the Minnesota AFL-CIO. It enables retired trade unionists to speak with a unified voice on public policy issues.

This workshop will teach union retirees best practices on carrying out member-to-member voter registration programs.

Presenters:

- Pommella Wegmann, MN AFL-CIO Field Director
- Martha Johnson, Minnesota State Retiree Council, AFL-CIO

12:00 pm – 12:15 pm – Lunch Buffet

12:15 – 1:15 pm – Lunch Panel: The Trump effect: direct attacks on workers and divisive tactics on our movement

Moderator:

- Stephen Cousins, AFL-CIO Central Region Field Director

Panelists:

- Montserrat Garibay, Texas AFL-CIO Secretary-Treasurer
- Joe Fowler, LIUNA Local 563 Business Manager
- Katie Gregg, Regional Director, Working America, Community Affiliate of the AFL-CIO

Call to Action: Volunteer to expand constituency group work.

Speaker:

- Bethany Winkels, Executive Director, MN AFL-CIO

1:15 pm – Break

1:30-2:30 pm – Breakout 2

Workshops:

1. **Legislative Battles: what we can accomplish in 2021**

Lake Superior Ballroom

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The 2020 elections present an opportunity to win a pro-labor majority in the MN Senate while retaining a pro-labor House and Governor. Here’s a preview of what we could accomplish in the 2021 session to improve the lives of working people.

Moderator:

- Max Hall, AFSCME Council 5

Panelists:

- Brian Elliott, SEIU MN State Council
- Kathi Micheletti, Education Minnesota
- Laura Sayles, Minnesota Nurses Association
- Andy Snope, IBEW Local 292

2. Retiree Activism – Organizing Conversations

Minneapolis Ballroom (Main Stage)

This workshop will teach union retirees best practices on how to talk to other retired folks for labor member-to-member political, legislative, and organizing campaigns.

Presenters:

- Pommella Wegmann, MN AFL-CIO Field Director
- Leif Grina, Minneapolis Regional Retiree Council, AFL-CIO

3. Leadership and Activism: Increasing Local Union Power

St. Paul Ballroom

This workshop will have participants reflecting on what it means to be an effective leader and share best practices on how to get others involved and develop them into leaders.

Presenters:

- Coly Intemann, Worksite Coordinator, MN AFL-CIO
- Diana Tastad-Damer, Organizing Director, UFCW Local 1189

4. Advocating for our Communities and Organizing for the Common Good

Minneapolis Ballroom/Salon D

In this break out we will be hearing from a panel of workers and unions about how they are using community issues that are felt beyond their work place, how they are using these issues to build power for their communities, and how this will affect working people beyond an individual work site.

Panelists:

- Barb Andrew, SEIU Healthcare
- Rose Roach, Executive Director, Minnesota Nurses Association
- Lucas Franco, Research Director, LIUNA District Council of Minnesota and North Dakota

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2:30-2:45 pm – Break

2:45-3:45 pm – Breakout 3

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4. Good Jobs and a Healthy Environment

Minneapolis Ballroom (Main Stage)

Working people deserve both good jobs and a healthy environment. Those who seek to divide us would have us believe otherwise. This presentation will equip participants with facts and tools for talking with other union members about these issues.

Presenters:

- Jessica Looman, Executive Director, Minnesota State Building and Construction Trades Council
- Bree Halverson, Minnesota Regional Program Manager, Blue Green Alliance

3:45-4:00 pm – Break

4:00-4:15 pm – Speaker

- Lieutenant Governor Peggy Flanagan

4:15-4:45 pm – Labor 2020 Campaign Overview

Presenter:

- Bethany Winkels, Executive Director, MN AFL-CIO

4:45-5:00 pm - Voter Registration: information, importance, and how to take action

Presenters:

- Coly Intemann, Worksite Coordinator, MN AFL-CIO
- Pommella Wegmann, Field Director, MN AFL-CIO

5:00 pm – Adjourn for the Day

- President Bill McCarthy, MN AFL-CIO

5:00-7:00 pm – Reception

St. Paul Ballroom

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Friday, February 7, 2020

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9:00 – 10:00 am – Breakout 4

Workshops:

1. Union Member Candidate Program

Minneapolis Ballroom (Main Stage)

The AFL-CIO’s Union Member Candidate Program trains and supports union members to run for public office. By developing a continuous cycle of electing and engaging union elected officials, we can increase activism, enact pro-worker laws and build capacity to run union members for even higher office.

If you’re a union member interested in running for public office now or sometime in the future, come to this workshop to learn about labor’s nationwide initiative to elect union members to office and the resources available to help you with your campaign.

Presenters:

- John Shea III, New Jersey AFL-CIO COPE Director
- Katelyn Hartford, Governance Organization Leadership Development Coordinator, AFL-CIO
- Pommella Wegmann, MN AFL-CIO Field Director

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- Diana Tastad-Damer, Organizing Director, UFCW Local 1189

10:00-10:15 am – Break

10:15-10:45 am - Local Campaign Updates:

Moderator:

- Todd Dahlstrom, Organizing/Growth Director, MN AFL-CIO

1. MSP Fight for \$15

Presenter:

- Wade Lüneberg, Recording Secretary, UNITE HERE Local 17

2. MNA St. Joseph and Bethesda Hospital Action

Presenters:

- Karlton Scott, Organizing Director, Minnesota Nurses Association
- Rose Roach, Executive Director, Minnesota Nurses Association

3. SEIU Healthcare: HealthPartners

4. AFSCME Pay Equity Now! End Retaliation for Union Activity!

Presenter:

- Sharaunta Beach, AFSCME Local 2822

10:45 -11:45 am – Delivering Labor’s Message: Breaking through the Noise

Part of any successful campaign be it organizing, legislative, or political, is delivering a winning message. But what good is an effective message if we can’t break through the toxic rhetoric used to divide working people? In this panel, we’ll learn about the latest message tactics from the national labor movement. Additionally, we’ll learn how to use a race/class narrative to break through the toxic noise and have conversations with harder to reach union members.

Moderator:

- Chris Shields, Communications Director, MN AFL-CIO

Panelists:

- Nick Gaw, Director of Data, Analytics, & Infrastructure, AFL-CIO
- JaNae’ Bates, Communications Director, ISAI AH/Faith in Minnesota
- Chris Williams, Press Secretary, Education Minnesota

11:45 am – Final Comments, Thank you and Sendoff

- President McCarthy

12:00 pm – Conference Concludes

