

SPACE IS LIMITED!
Make Your Reservation Today!

Remaining UNION FREE

A COUNTER-ORGANIZING SIMULATION



IT'S FINAL:

The Labor Board's new election rules are here to stay. As a result, we have already witnessed an increase in union activity, and in the number of election petitions filed.

With less time for your organization to respond, how do you best prepare?



ARE YOU PREPARED
for a "QUICKIE" ELECTION?
*Petition-to-Election
Timetable Cut Short!*

Prepare your management team through
this COUNTER-ORGANIZING SIMULATION!



The FALL 2015
Simulation Series:

ATLANTA
October 7-8

LAS VEGAS
October 19-20

CHICAGO
October 26-27

Make your plans now to attend!

REMAINING

UNION FREE

A Counter-Organizing Simulation

An educational program presented by JACKSON LEWIS P.C.

ATTORNEY ADVERTISING

REGISTERING 5 OR
MORE ATTENDEES?

*You may wish to
consider a cost-
effective in-house
program specifically
tailored for your group.*

► See Back Cover

The UNION FREE simulation program is designed to challenge even the most experienced labor professionals.



DID YOU KNOW?

- ▶ Union win rates in elections have been at historic levels over the past several years
- ▶ More targeted counter-strategies yield results
- ▶ Trends suggest the continuation of a more highly-focused labor movement

WHO SHOULD ATTEND: In-house counsel, managers, labor relations and human resource directors, senior executives and business owners. Regardless of your experience with union organizing and elections, this workshop will provide the strategies and tools you need to determine how to respond effectively and aggressively to labor organizing.

This dynamic, interactive workshop will prepare you to:

- Address the unique strategic issues inherent in “quickie” elections
- Strategically align job classifications to argue for the most appropriate bargaining unit for the company in light of the changed standard of *Specialty Healthcare*
- Identify and develop policy language that does not infringe upon employees’ rights to discuss terms and conditions of employment under Section 7 of the NLRA
- Respond to difficult and challenging employment issues in the middle of a union organizing drive
- Respond to national and international corporate campaigns, including union requests for card check/neutrality
- Address NLRB directives allowing union access to your property
- Address handbilling and picketing on or near your property
- Address employees that use blogs, podcasts and YouTube to broadcast messages in support of a union using your organization’s own computers
- Deal with the myriad issues which arise when your employees are communicating with each other – and with the union – through social media

SPONSORED BY : PROJECTIONS, INC. / UNIONPROOF.COM | SPONSORED BY : PROJECTIONS, INC. / UNIONPROOF.COM



Visit us at www.UnionProof.com

TEAM The team behind Union Proof has been helping companies maintain a direct relationship with employees since 1979. Our in-house staff includes writers, producers, web developers, video editors, interactive programmers and graphic design specialists ... all of whom understand the urgency and delicate balance required when a third party gets involved in a company’s operations. Every member of the Union Proof team has over a decade of experience in labor relations communications – and that means we understand the situation you’re in, and the communication tools that are so vital.

OUR SPRING SESSIONS
SOLD OUT, SO MAKE YOUR
PLANS TODAY!

AGENDA

REGISTRATION 12:00 NOON

DAY 1 PROGRAM begins at 1:00 PM, ends at 6:00 PM

COCKTAIL RECEPTION at 6:00 PM

DAY 2 PROGRAM begins at 8:30 AM, ends at 4:30 PM

LABOR UPDATE

DAY 1

1:00 PM
to
3:00 PM

Jackson Lewis will provide a labor update to include a summary of recent changes and preventive strategies, including:

- The NLRB's final "quickie" election rule
- Your employees' ability to use your computer email system for the purpose of protected activities in the wake of *Purple Communications Inc.*
- The impact of *Specialty Healthcare* and micro-bargaining units
- The NLRB's agenda moving forward
- Increased remedies by the Board
- Labor strategies with regard to various state law initiatives (*i.e.* right-to-work legislation, public sector collective bargaining, etc.)
- Protected concerted activity decisions and the NLRB's focus on policy language that could have a chilling effect on Section 7 activity
- Compliance with the President's Executive Orders
- Class action waivers contained in arbitration agreements



See Program*
Registration Details
on Back Cover

* Special In-House Programs Available
for 5 or More Attendees.

LABOR SIMULATION

DAY 1

3:00 PM
to
6:00 PM

Cocktail Party
6:00 PM - 7:30 PM

DAY 2

Breakfast
7:30 AM - 8:30 AM

8:30 AM
to
4:30 PM

Jackson Lewis will conduct a simulated organizing campaign to challenge your leadership team.

This fast-paced, intense and challenging exercise will aid you in developing a keen understanding and awareness of how you might lawfully respond the first moment you receive notice of union organizing, and how to strategically structure your organization to avoid the likelihood of smaller micro-bargaining units. You will also learn practical approaches that you might use to address difficult employee relations issues that surface during union organizing campaigns, and how to use social media and technology to your advantage.

Attendees will learn through thought-provoking scenarios that raise some of the most challenging labor issues faced by employers during a labor organizing drive. You will also learn how to prepare for "quickie" elections that may occur within 14 to 28 days of a petition. We will provide you with the tools to prepare for a shortened election cycle.

Whether you have extensive experience in labor organizing, or have never experienced a union campaign, this conference is right for you and your team. You will be an active participant in every sense under the pressures and time constraints of union organizing. You will create and draft material, direct management teams and react to employment issues, all of which have both a practical and legal impact on the organizing attempt.



SPONSORED BY : PROJECTIONS, INC. / UNIONPROOF.COM | SPONSORED BY : PROJECTIONS, INC. / UNIONPROOF.COM

CLIENTS Our Clients range in size from a few dozen employees to the largest employers in the country. They're as diverse in geography as they are in industry, ranging from automotive to retail to waste service to convenience and fast food. What they all have in common is a desire to maintain a direct line of communication with employees, and to operate in the way that makes them most competitive for the future. Union Proof resources aren't about negativity or keeping employees from having a voice in the workplace. Union Proof clients know that the best environment is one where third parties simply aren't necessary.

CAPABILITIES From video to websites to eLearning, community relations, and social media, the solutions to your union organizing challenges are within reach. The Union Proof facilities include a 2,000 sq ft soundstage and control room, multiple post-production suites, and animators and graphic designers with all the latest technology at their fingertips. Fast turnaround of any project is our specialty, and something we've excelled at for over 35 years. We invite you to be involved in all aspects of your communication project as we guide you through the proven methods that will help you remain union-free.

ABOUT JACKSON LEWIS' LABOR PRACTICE Jackson Lewis is a law firm that offers legal advice to employers through the many laws that impact every aspect of an employer's decision and ability to develop and implement a comprehensive preventive labor relations program. ■ Jackson Lewis has been retained to

offer legal advice to many employers who have succeeded in winning NLRB elections or in averting union elections altogether. ■ Our labor attorneys have represented clients in thousands of matters before arbitrators, mediators, the National Labor Relations Board, state labor boards, government agencies, and state and federal courts. ■ On a daily basis, we offer legal advice and counsel to employers regarding corporate campaigns, neutrality agreements, union organizing, protected concerted activity, social media, NLRB elections, contract negotiations, grievance and arbitration proceedings, unfair labor practices, traditional and third party economic activity pressures (such as picketing, bannering or hand billing), and public appeals, work stoppages, purchase/sales, reductions and reorganizations, as well as the entire range of pre- and post-hire employee relations issues.

This workshop will be presented by ED CHEROF, CHAD RICHTER, JONATHAN SPITZ, and MICHAEL STIEF, Shareholders with Jackson Lewis, who together have presented hundreds of programs over the years to advise organizations like yours that seek to remain union free.

TO REGISTER

Visit www.jacksonlewis.com and fill out the online form.

▶ **IF YOU HAVE 5 OR MORE ATTENDEES**, you may wish to consider a cost-effective in-house program specifically tailored for your group. ◀

For details and further information, contact **REGAN HARRISON**
regan.harrison@jacksonlewis.com

DATES & LOCATIONS

> You must mention your affiliation with the Jackson Lewis Seminar in order to receive the discount.

ATLANTA • October 7-8

W Atlanta Downtown

45 Ivan Allen Jr. Boulevard Atlanta, GA 30308 | 404-582-5800

Reduced Jackson Lewis rate: \$229 per night

LAS VEGAS • October 19-20

The Cosmopolitan

3708 S Las Vegas Blvd, Las Vegas, NV 89109 | 702-698-7000

Reduced Jackson Lewis rate: \$229 per night

CHICAGO • October 26-27

Summit Conference Center

205 N. Michigan Avenue, 10th Floor, Chicago, IL 60601

Nearby hotels within walking distance to the Conference Center are:

Radisson Blu Aqua Hotel | 221 N Columbus Drive, Chicago, IL 60601 | 312-565-5258

Virgin Hotel Chicago | 203 North Wabash Avenue, Chicago, IL 60601 | 312-940-4400

Hard Rock Hotel Chicago | 230 N Michigan Avenue, Chicago, IL 60601 | 312-345-1000

Hyatt Regency Chicago | 151 East Wacker Drive, Chicago, IL 60601 | 312-565-1234

Room reservations are the responsibility of registrants. We have arranged for a limited number of rooms in Atlanta and Las Vegas. If the Jackson Lewis room block is full, you can often still book a room outside of the block, so be sure to ask!

REMAINING

UNION FREE

A Counter-Organizing Simulation

- No recording devices are allowed.
- Jackson Lewis reserves the right to refuse participation in the program to anyone other than a bona fide management representative.

The information presented is intended only to be recommendations regarding decisions or a course of conduct which employers may consider adopting and implementing. The information should be reviewed by the attendees and may be accepted, rejected, or modified for use with respect to the attendees' supervisors and employees.

The programs are intended to be informational and educational in nature. We will not provide legal advice. Attendees are cautioned to consult with counsel of their choosing.

Cost: \$695 per individual attendee

\$595 for each additional attendee
from the same organization

Please register online at
www.jacksonlewis.com/events

Room blocks at our spring
sessions sold out, so make your
reservation today!