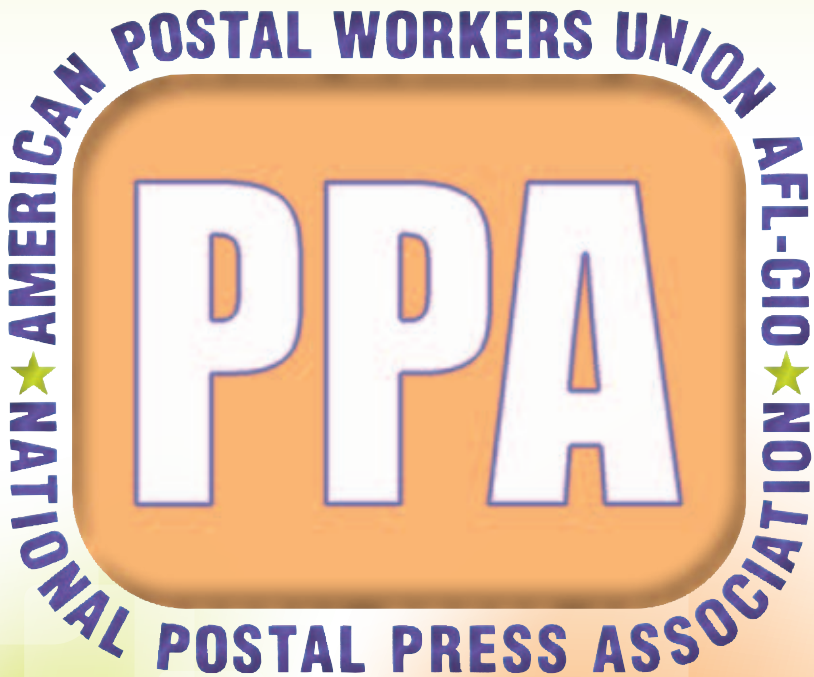


2015 Biennial Conference



August 20-22

(Pre-conference session August 19)

**The Madison Concourse Hotel
Madison, Wisconsin**



Dear Sister or Brother:

Plans are set for the 2015 biennial conference of the American Postal Workers Union National Postal Press Association (PPA). Included in this booklet is hotel information, condensed schedule of events, workshop descriptions, listing of conference instructors and registration form. Established in 1967, this event is part of the PPA's mission; helping communicators fulfill their responsibilities of informing and energizing the membership of our great union.

The intensive four-day program consists of eleven workshops that will be helpful to all who attend; from novice to experienced, to local or state organizations interested in establishing or enhancing a communications program for its membership. Also featured will be two general sessions, along with four networking events.

Faced with a variety of issues affecting our livelihood, these are indeed trying times for postal workers. As a means to confront these challenges, it is especially important to have an active, supportive and united membership.

How can this be accomplished? We should consider the value of maintaining a presence with our members and in our communities by the regular use of effective communication mediums; such as newsletters, social media and by communicating through public forums as well.

The PPA conference is an opportunity to learn more about communicating – a valuable activity that can influence not only the membership but also everyone the union needs to reach in order to promote and protect the interests of union members and their families.

See you in Madison!

In solidarity,

A handwritten signature in black ink that reads "Tony Carbine". The script is fluid and cursive, with a long, sweeping underline for the name "Carbine".

Tony Carbine
President

Hotel Information

The conference will be held at The Madison Concourse Hotel in Madison, Wisconsin. A guestroom rate of \$134.00 per day single or double occupancy will be in effect throughout the conference, in addition to three days before and three days after the actual meeting dates. Current tax rate is 14.5%. For more information about The Madison Concourse Hotel or to make room reservations, please visit the PPA website, www.apwupostalpress.org or call hotel reservations at 1-800-356-8293.

Conference Schedule

Following is a condensed timetable of conference meetings and activities. A complete schedule of events is available on the PPA website, apwupostalpress.org.

Wednesday, August 19

7:30 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 5:00 p.m.	Pre-conference session
6:00 p.m. - 9:00 p.m.	Reception (<i>Dinner from 6:30-8:00</i>)

Thursday, August 20

7:30 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 10:45 a.m.	General Session
11:00 a.m. - 4:15 p.m.	Workshops

Friday, August 21

8:30 a.m. - 5:15 p.m.	Workshops
7:00 p.m.	Friday Night at the Movies

Saturday, August 22

8:30 a.m. - 12:15 p.m.	Workshops
1:30 p.m. - 4:00 p.m.	General Session
5:30 p.m. - 6:30 p.m.	Reception
6:30 p.m. - 7:30 p.m.	Awards Banquet
7:30 p.m. - 8:30 p.m.	Award presentations/installation of officers

Pre-conference Workshops

Wednesday, August 19

(A) Communicating to Win: Case Studies of Effective Communication in Recent Struggles and Victories

Jennifer Sherer, Instructor

How are workers still winning against the odds, sometimes in the face of daunting challenges? This workshop will introduce selected case studies of recent struggles in which unions used highly effective internal and external communication strategies to help achieve bargaining goals or key policy changes. We will analyze real examples from contract and issue campaigns and ask what lessons we can learn and apply to our own contexts.

(B) APWU – A Historical Perspective; Coping with Stress

Terry Grant, Instructor

How did the American Postal Workers Union come into existence? What was achieved because of the postal strike of 1970? *APWU – A Historical Perspective* will address these questions and many more interesting events involving the history of the American Postal Workers Union and its predecessor unions. This session will conclude with a presentation on the subject of stress and how to successfully deal with it.

(C) Legal Issues, Your Responsibilities

Rebecca Golubock Watson & Tony Carobine, Instructors

Can you be sued if you don't name an individual? Is it illegal to reprint material from a commercial source without permission? Is it a violation of election law to advocate the election of candidates for union office? What is the value of establishing an Editorial Policy? *Legal Issues, Your Responsibilities* will address these questions and others with a presentation on the subjects of libel, copyright, union elections, and editorial policies.

Conference Workshops

Thursday, August 20 – Saturday, August 22

(D) Influencing Public Support: Developing a Strategy for Getting your Message Out (Thursday only)

Sally Davidow, Instructor

This interactive session will examine the importance of establishing a working relationship with the mainstream media and techniques for generating public support as a means to protect and enhance a vibrant public postal service. Presented will be communication techniques for developing and executing a plan that will boost your media relations efforts and influence public support.

(E) Newsletter Production: Giving Your Paper a Makeover

Tom & Laury Brimm, Instructors

The emphasis of this workshop will be to examine and evaluate overall design of your publication from nameplate to mailing block and everything in between. This unique design seminar will stimulate your creative skills and help you reinvent a newsletter that your members notice. Through a publication review you'll be able to see and discuss successful new designs for various types of publications. **(Note: Participants should bring a copy of their publication to this workshop.)**

(F) Communications for Member Involvement and Union Building

Robin Clark-Bennett, Instructor

In today's multi-media environment, union editors have the opportunity to make their publications the centerpiece of a strategic communications system that builds a stronger union. This highly interactive workshop will

walk through the steps of assessing your local's communications needs and capacity, analyzing what messages and media best motivate members, considering pros and cons of print, electronic, and face-to-face formats, developing a distribution/communications network that reaches all members, and integrating the newsletter into an overall communications plan.

(G) Illustrate Like a Pro: A Cartoon Collage Workshop

Mike Konopacki, Instructor

In addition to the written word, cartoons are an important communications tool and another way to deliver a message. Join cartoonist Mike Konopacki in this interactive, hands-on session and explore the deep dark secrets of political cartooning. You will brainstorm ideas relevant to your workplace and learn how to use readily available material to transform those ideas into cartoon collages that demand attention. Learn to think like a cartoonist without having to draw like one.

(H) Using Electronic Communication to Boost Your Message

Paul Iversen, Instructor

To tweet or not to tweet? That is the question – indeed one of many questions – that union communicators face today. This fast-paced workshop will examine when and how electronic communication can broaden the reach of your print publication and reinforce important messages, as well as how to recognize situations where electronic communication might not be the right choice. Then we'll delve into "dos and don'ts" of member communication via e-mail, mass text, and social media platforms, and tips for establishing or improving your local union's on-line presence.

(I) Learning from the Past to Conquer the Challenges of Today

Peter Rachleff, Instructor

This workshop will explore the relevance of labor history to today's labor movement. By examining how our predecessors built and maintained effective unions, we can learn what strategies and tactics might be currently useful. As the labor movement increasingly becomes comprised of a new generation of members, it's important to pass on the lessons that the founders of our

unions learned so well themselves. This session will help communicators educate their readers about the purpose of unions, inspire them to increase their involvement and encourage them to face up to the issues of today.

(J) News, Headline, and Feature Writing: Reaching Members with Messages that Matter

Jennifer Sherer, Instructor

Give your readers news they can use, features about people they know and stories on issues they care about. This valuable hands-on workshop will examine why we put local news and features in our publications and how they build credibility, readership, and member engagement. Through a host of exercises you will learn how to write timely, relevant news stories, eye-catching headlines, and high-interest features that help members connect their experiences to union priorities.

(K) Photojournalism, Creating Irresistible Photos

Shawn Ellis, Instructor

Even more compelling than the adage, "People like to read about people, themselves first and others second" is the fact that people like to look at people and other visual images. The focus of this gathering will be the benefits of including the membership and activities of the union in your publication and website through the art of photojournalism. A portion of this session will include a "field trip" whereby participants will take photos for a classroom critique. Also discussed will be the rules of editing photographs with computer programs.

Friday Night at the Movies

Networking is an important part of every conference. For conference attendees who like to continue stimulating discussion into the evening hours this event is for you. At this session you will be invited to pull up a chair, grab a snack and watch the film **Inequality For All**, a documentary examining the massive consolidation of wealth by a precious few and how it threatens the viability of the American workforce and the foundation of democracy itself. The film will be followed by a discussion about the movie's subject matter.



Conference Speakers

Ruth Conniff



Ruth Conniff is editor-in-chief of *The Progressive Magazine*. She will speak during the Thursday, August 20 opening session.

The Progressive is a monthly magazine of investigative reporting, political commentary, cultural coverage, activism, interviews, poetry, and humor. It steadfastly stands against militarism, the concentration of power in corporate hands, and the disenfranchisement of the citizenry. It champions peace, social and economic justice, civil rights, civil liberties, human rights, a preserved environment, and a reinvigorated democracy. Its bedrock values are nonviolence and freedom of speech.

A native of Madison, Ruth has been at *The Progressive* since she was an intern under then Editor Erwin Knoll while a college student at Yale back in the late 1980s.

She joined the magazine's staff as associate editor in 1992, and wrote a series of ground-breaking articles about welfare reform in Wisconsin under Governor Tommy Thompson; including an article on "Learnfare" that was a finalist for the Livingston Award.

Ruth became the magazine's Washington editor in 1997 and covered the Clinton Administration, early attempts to privatize Social Security, and the rise of Fox News and the anti-Clinton right from the belly of the beast (she was a Fox News contributor and a regular on the Fox Sunday show with Brit Hume, Mort Kondracke and Fred Barnes). Ruth was also a regular panelist on CNN's Sunday Capital Gang.

In 2000 she returned to Madison, Wisconsin to raise her family and currently resides in Madison with her husband and three daughters, who marched on the Capitol in 2011 along with their public school teachers as part of the Wisconsin Uprising.

Her reporting on Governor Walker won her the Madison Magazine Editor's Choice Award. Ruth's reporting on the looming threat of school privatization and her efforts to bring together writers and activists on the Public School Shakedown website has become a major focus of *The Progressive's* editorial mission since she took the reigns as editor-in-chief. Her *Progressive Magazine* feature story on school privatization is a chapter in the book "It Happened in Wisconsin" recently published by Verso.

Ruth is also a columnist for *Isthmus*, the weekly newspaper in Madison, and a regular on the Ed Show on MSNBC.

John Nichols



A speaker at the 2013 PPA conference; political reporter, writer and commentator John Nichols returns to address conference attendees during the Saturday, August 22 afternoon general session.

John writes about politics for *The Nation* magazine as its Washington correspondent. He is a contributing writer for *The Progressive* and *In These Times* and the associate editor of the *Capital Times*, the daily newspaper in Madison, Wisconsin. His articles have appeared in the *New York Times*, *Chicago Tribune* and dozens of other newspapers.

John is a frequent guest on radio and television programs as a commentator on politics and media issues. He was featured in Robert Greenwald's documentary, "Outfoxed," and in the documentaries Joan Sekler's "Unprecedented," Matt Kohn's "Call It Democracy" and Robert Pappas's "Orwell Rolls in his Grave." The keynote speaker at the 2004 Congress of the International Federation of Journalists in Athens, he has been a featured presenter at conventions, conferences and public forums on media issues sponsored by the Federal Communications Commission, the Congressional Progressive Caucus, Consumers International, the Future of Music Coalition, the AFL-CIO, the Rainbow/PUSH Coalition, the Newspaper Guild [CWA] and dozens of other organizations.

John is the author of *The Genius of Impeachment* (The New Press); a critically acclaimed analysis of the Florida recount fight of 2000, *Jews for Buchanan* (The New Press); and a best-selling biography of Vice President Dick Cheney, *Dick: The Man Who is President* (The New Press), which has recently been published in French and Arabic. He edited *Against the Beast: A Documentary History of American Opposition to Empire* (Nation Books), of which historian Howard Zinn said: "At exactly the time when we need it most, John Nichols gives us a special gift – a collection of writings, speeches, poems, and songs from throughout American history – that reminds us that our revulsion to war and empire has a long and noble tradition in this country."

An advocate for maintaining a universal postal service; he has authored articles about the manufactured postal service financial crisis and the need for postal banking, among others.

Conference Instructors

Laury Brimm is co-owner of Stacy Publishing, Inc. and works side-by-side with her husband, Tom. Her focus on graphic design and computer technology has helped produce many award-winning publications including International Labor Communications Association (ILCA) and APWU National Postal Press Association (PPA) award recipients.

Tom Brimm started his union career as a steward in the Louisville, Kentucky Local of the APWU. In 1968, Tom became editor of the *Louisville Fed*, publication of the Louisville Local. He was elected to the PPA National Advisory Council in 1983 and re-elected in 1985. In 1988, he was named an honorary lifetime member of the PPA. He has been a journeymen printer since 1961 and founded Stacy Publishing, Inc. in 1974. He left the postal service in 1984 to devote full-time to the labor movement and his publishing business. Tom is currently managing editor of *The Kentucky Labor News*, a position he has held since 1974 and is the publisher of *The Union Builder of Greater Cincinnati*.

Robin Clark-Bennett is a labor educator with the University of Iowa Labor Center. Robin has extensive experience working with unions on internal and external communications challenges. She began her work with the labor movement in 1992 as a summer intern with the International Ladies' Garment Workers' Union in New York City and subsequently worked as an organizer in several unions including the Amalgamated Clothing and Textile Workers Union (later UNITE!), the Service Employees' International Union, and the American Federation of State, County, and Municipal Employees. Robin graduated from Yale University, where she studied history with an emphasis on U.S. labor history. She is also a co-founder and board member of Iowa's first community-based workers' center, the Center for Worker Justice of Eastern Iowa.

Sally Davidow is the Communications Director of the American Postal Workers Union, having served in this position since November 2001. The APWU Communications Department is responsible for the national union's communications with APWU members and the public through the union's website, *The American Postal Worker* magazine, *APWU News Bulletins*, toolkits, videos, and mass mailings. The Communications Department helps spread the word to APWU members and the media about issues of concern to postal workers, such as bargaining with the postal service, the USPS financial crisis, the fight against the USPS-Staples deal and other privatization schemes, as well as the union's opposition to

USPS proposals to consolidate mail processing facilities and to degrade service. Sally began her postal career in Philadelphia in October 1980, and immediately got involved with the union. She held several elected offices in the local and served as editor of *The Philadelphia Postal Worker*. She holds a Bachelor of Arts degree in journalism from Temple University.

Shawn Ellis has been a Teamsters Local 372 member since 1986 when he was hired as a home delivery manager for the *Detroit Free Press*. Shawn and other dedicated and committed union members in six unions became embroiled in a bitter labor dispute in 1995 when Gannett, Co. and Knight Ridder, Inc. began an attack on its workforce of nearly 2,500 workers at the Detroit Newspaper Agency, *Detroit Free Press*, and *The Detroit News*. During the 17-month strike and subsequent 55-month lockout that ended in mid-2001, he served in a number of volunteer assignments including co-coordinator of media relations and extensive volunteer at *The Detroit Sunday Journal* during its four-year production run. During the dispute, Shawn was fired twice by Gannett, Inc. for legally protected strike activity, with both firings overturned by the National Labor Relations Board. Later during the lockout, Shawn also worked for the Metropolitan Detroit AFL-CIO where he served as the organization's Community Services and Communications Director for nearly eight years. He produced a weekly radio program, monthly labor newspaper, and helped other union members in need with accessing services from local United Way funded agencies. In 2005, Shawn was asked to serve the International Brotherhood of Teamsters in the role of Central Region Training Coordinator where he has the responsibility of coordinating and facilitating Central Region courses on organizing, negotiations, arbitration, political action, and steward development. He also coordinates annual national trainings on media relations, newsletter and website design, and editorial and photo content development. Shawn serves on a number of national and regional boards including Labor's International Hall of Fame and Michigan Labor Press.

Rebecca Golubock Watson is associated with the Washington, DC law firm of Murphy Anderson. Prior to joining Murphy Anderson, Beccah was the Margaret Fund Fellow in Education and Employment at the National Women's Law Center, where she worked on employment and civil rights litigation in federal district and appellate courts. She focused on wage discrimination, equal opportunity for employees of federal contractors, and civil rights protections in federally funded schools. Previously she served as the Georgetown Women's Law & Public Policy Fellow at the National Partnership for Women & Families, where she worked on a range of issues regarding low-wage workers and their rights under ERISA, the Family Medical Leave Act, the Pregnancy Discrimination Act, and the Civil Rights Act of 1964. Beccah graduated from Harvard University with honors and Brooklyn Law School,

where she served as the Editor-in-Chief of the *Journal of Law & Policy* and was a member of the Moot Court Honors Society, Appellate Division. While in law school, Beccah was an Edward V. Sparer Public Interest Law Fellow and a Peggy Browning Workers Rights Fellow. She was the recipient of the Carole Mehlman Gould Prize for the greatest contribution to women's rights while in law school. Beccah is a member of the American Bar Association, Labor & Employment Section; the National Employment Lawyers Association; the Lawyers Coordinating Committee; and the National LGBT Bar Association. Beccah has been published in *Newsweek*, *TheNation.com*, *In These Times*, and has appeared on CNN Live Today.

Terry Grant has served for over 28 years as the full-time president of the Ohio Postal Workers Union (OPWU). A 42-year member of the APWU, he has been a four time member of the APWU Rank & File Bargaining Advisory Committee (1990, 1994, 1998, 2002) the last time serving as chairperson. He is also a former vice-chairman of the National President's Conference and also served as president of the APW Accident Benefit Association. While serving as president of the OPWU, Terry has published several manuals, including: *Duties and Responsibilities of Union Stewards*, *A Steward's Guide to Contract Interpretation* and a *Media & Press Guide*. He is co-founder and coordinator for the Tri-State Steward's School that is recognized as one of the finest training schools in the entire union. Terry and PPA President Tony Carobine co-developed the *Building the Local Union* program.

Paul Iversen is a labor educator at the University of Iowa Labor Center where he provides education for labor unions and other worker groups across the state of Iowa, and sometimes beyond. Before becoming a labor educator, Paul was a lawyer representing unions in Minnesota for 22 years, and he draws on his substantial experience in the labor movement in facilitating discussions on topics important to today's workers. He also served as an ad hoc instructor for the University of Minnesota Labor Education Service for approximately 13 years, and an adjunct professor of Labor Law for William Mitchell College of Law, in St. Paul, Minnesota from 2008-2010.

Mike Konopacki began labor cartooning for the *Madison Press Connection*, a local daily created by striking newspaper workers in 1977. After the paper folded in 1980, Mike began syndicating his labor cartoons through the labor news service, Press Associates Inc. In 1983 he and Gary Huck created their own syndication service, Huck/Konopacki Labor Cartoons with subscribers in the U.S. and Canada. They have also published six collections of labor cartoons, *Bye! American*, *THEM*, *MAD in the USA*, *Working Class Hero*, *Two-Headed Space Alien Shrinks Labor Movement* and *American Dread*. Their work can be seen on the web at <http://huckkonopackicartoons.com>.

Peter Rachleff is a labor historian who taught for thirty years at Macalester College in St. Paul, Minnesota. He holds a Ph.D. in American history from the University of Pittsburgh, and has published two major books, *Black Labor In Richmond, Virginia, 1865-1890* (University of Illinois Press, 1989) and *Hard Pressed In The Heartland: The Hormel Strike And The Future Of The Labor Movement* (South End Press, 1993). In conjunction with the 100th anniversary of the founding of the Industrial Workers of the World (IWW), Peter edited and introduced a collection of IWW writings on the food industry and its workers, *Starving Amidst Too Much* (Charles H. Kerr Press, 2005). Since 1989 he has written newspaper columns for the *St. Paul Pioneer Press* and the *Minneapolis Star Tribune*, as well as the *St. Paul Union Advocate*, the *Minneapolis Labor Review*, the *Duluth Labor News*, and the electronic newspapers, www.workdayminnesota.org, and the *Twin Cities Daily Planet*, in which he has tried to connect the lessons of labor history to the present day labor movement. These columns have been picked up and republished by labor newspapers all over the country. From 2003-2006, Peter was a member of the executive board of the Labor and Working Class History Association and, in 2006-2007, he was President of the Working Class Studies Association. Peter has a longstanding relationship with the American Postal Workers Union. From 1980 through the late 1990s, he taught in the Eastern Region Summer School, held at West Virginia University. In the early 1980s, he and a group of students from this summer school wrote and published a small book entitled *Moving The Mail: From A Manual Case To Outer Space*, which analyzed the impact of technological change on the jobs of postal workers and the power of postal unions. He has presented seminars and workshops for APWU locals and state organizations across the country and his columns have appeared in many APWU publications. A year ago Peter left his teaching position to start the East Side Freedom Library (see <http://eastsidefreedomlibrary.org>) which is a center for labor history resources and programs in Saint Paul.

Jennifer Sherer is Director of The University of Iowa Labor Center, where she oversees statewide labor education and outreach programs. She has over a decade of experience teaching courses for workers on a range of workplace rights, communications, labor history, union leadership, and public policy subjects. She first became active in the labor movement as a departmental steward, president and bargaining committee chair for UE Local 896-COGS, a Project Staff Organizer for the United Electrical, Radio, and Machine Workers (UE), and an activist in student anti-sweatshop campaigns while earning a PhD in English. She has led workshops at several past PPA conferences and especially enjoys working with editors on new ideas for their publications.

Puppet Theater

The 'APWU History Players Puppet Theater' presents:

RACISM IN OUR HOMETOWN: THE STORY OF THE ARTHUR AND EDITH LEE FAMILY, MINNEAPOLIS (1931)

A segment of the Saturday afternoon session will include a participatory theater performance. Delegates attending the conference with their children or grandchildren are encouraged to contact the PPA about their child participating in what promises to be a wonderful learning experience for everyone.

The multi-media puppet show introduces the Lee Family in the years following WWI. Arthur Lee was an African American, WWI veteran who worked at the Minneapolis Post Office, and moved into an all-white neighborhood. His co-workers, a majority of whom were white, protected his family when police failed to defend the family against the racist mobs that numbered around 3,000 and tried to force him from his home.

The puppet show emphasizes the significance of the Lee family's courageous struggle and its enduring inspiration in the Minneapolis community. It expands on the puppet show that was originally performed by The American Postal Workers' *Solidarity Kids Theater* produced by former National Business Agent Greg Poferl.

Poferl has used the Lee Family theater project in his U.S. History classes at Cretin-Derham Hall High School in Saint Paul where he has been teaching for the past eight years. Last year, two of his students completed an exhibit about the Lee Family for their National History Day project, which took first place in the state competition at the University of Minnesota. Also, they were selected to represent Minnesota at the Smithsonian Museum of American History while they participated in the National competition at the University of Maryland last June.

Registration Form

2015 PPA Conference Registration Form

Name: _____

Title: _____

Publication: _____

Local or State Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Registration Fee: (PPA Members): \$160.00

After July 20: \$200.00

Non-PPA Members: \$225.00

The registration fee includes workshops, dinner, refreshment breaks, and Awards Banquet. (Note: The registration fee is all-inclusive and must be paid in full prior to the close of registration.)

Pre-conference Session

Wednesday, August 19

Please select from the three half-day workshops (A-C). Walk-ins are not permitted.

___ (A) ___ (B) ___ (C)

Conference Workshops

Thursday, August 20 – Saturday, August 22

You must register for these workshops in advance by selecting four of the workshops and your alternative choices by using the letter next to the workshop description (D-K). Assignments will be made on a first-registered-first-served basis. Class size is limited. Walk-ins are not permitted.

___ First Choice ___ Second Choice ___ Third Choice ___ Fourth Choice
___ Alternative Choice 1 ___ Alternative Choice 2

Please make your check payable to **APWU National Postal Press Association** and mail it along with this registration form to:

APWU National Postal Press Association
PO Box 888
Iron Mountain MI 49801

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PPA Conference
Information!*

