

Unions.org Pipeline

Offering Free Online Advertising for Unions

Fall Issue



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Free Sign up
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Advertise

Call 888-891-3461
Ext. 104



Face Of Labor



“...the youth of today are the labor union members, productive workers, and taxpayers of tomorrow. Labor union employers and governments all have a vested interest in their development and advancement.” - John J. Sweeney - OECD Youth Employment Conference

As of October 2005 there are 15.9 million 16 to 24 year olds who have entered the workforce. In this age group (16-24), the union membership rates were at a historical low of 4.6%. The AFL-CIO has recently begun to reach out to young workers, with programs such as Union Summer along with other union organizations offering paid internships, however, the Internet is one medium which unions have not fully utilized to their advantage.

“Recruiting young people is the key to the future of the labor movement,” says Mike Caputo, a member of the United Mine Workers and a Democratic lawmaker in the West Virginia legislature. To recruit young people, unions need to connect with students and educate them on the benefits of unionizing.

Continued on page 6



Unions.org

Proudly presents union sponsors which help subsidize the expense of maintaining the World's Largest Labor Union Directory.

Union Sponsors



Labor Union Sponsors - Introductions

NID - National I.D. Defense

National I.D. Defense (NID) is a privately funded corporation, headquartered in San Diego, California, that is 100% committed to today's growing identity theft issues. NID has partnered with Marsh, Inc., to deliver the ID TheftSmart® program to consumers. NID is now responsible for the marketing and sales of ID TheftSmart®. www.nid-defense.com

The Law Offices of Ronald S. Housman

Has offices in Santa Monica, CA., and the San Fernando Valley (Woodland Hills, CA.). Mr. Housman has been a member of the California Bar for 21 years. His practice is devoted exclusively to Family Law and related matters. www.southerncaliforniadivorce.com

RK&M - Rose, Klein & Marias LLP

For more than 70 years, the firm of Rose, Klein & Marias LLP (RKM) has offered specialized legal services to union members in the fields of Workers' Compensation and Personal Injury in Southern California counties from offices in Los Angeles, Ventura, San Fernando Valley, Covina, Ontario, Orange, Long Beach, San Diego and Santa Barbara. www.rkmlaw.com

Epic - EPIC Hearing Healthcare

EPIC is Ear Professionals International Corporation, the nation's largest coalition of hearing healthcare physicians and audiologists. EPIC brings together those physicians, primarily otologists, fo-

cused on hearing and ear disorders. Together with the best diagnostic and rehabilitative audiologists in the country, EPIC offices set the standard for hearing care in the United States. www.epichearing.com

Binder & Binder – Binder & Binder, LLC

We know exactly what proof the law requires to win, and how to present that proof. We take care of all the complicated paper work, and process all aspects of your case professionally. Using our services eliminates both the necessity of waiting in long government lines and the chance that some government clerk's incorrect notation on your condition could jeopardize your case. Simply knowing that we are on your side is important. www.binderandbinder.com

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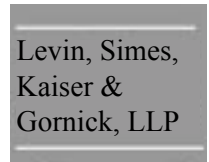
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Levin Simes Kaiser & Gornick, LLP is a nationally recognized leader in products liability, pharmaceutical, asbestos and consumer protection litigation. They currently represent thousands of individuals in products liability cases and tens of thousands of individuals in consumer protection class actions. The firm is also involved in business litigation involving unfair business practices and False Claims Act cases. www.levinsimeskaisergornick.com

Williams Bailey Law Firm L.L.P.

Founded in 1983 – more than 20 years ago – and based in Houston, Texas, this is a firm of 26 attorneys and over 120 support staff. They are committed to the protection and defense of the rights of individuals. www.williamsbailey.com



To Advertise with Unions.org - Call 888-891-3461 Ext. 104



Personal Voice Message

TellBlast makes it easy to send a personal voice message to your group of 20 people, or 20,000. And not just any message, but one straight from leadership, in your own words and voice.



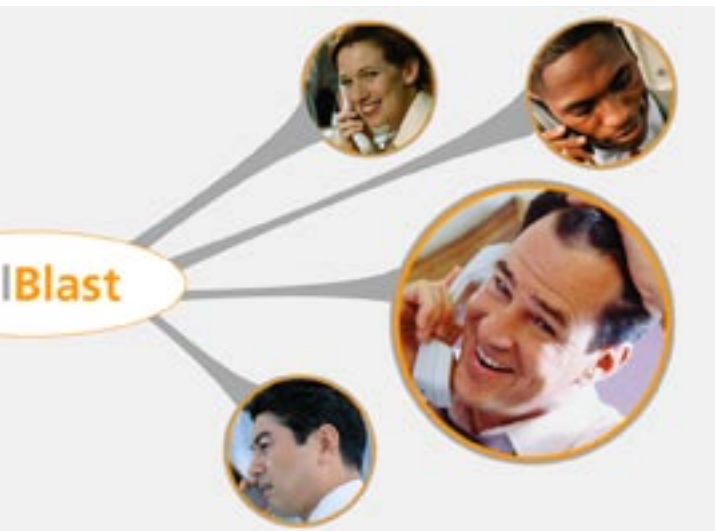
TellBlast keeps Unions in Touch

It was late Thursday before Memorial Day, and 200 members of UFCW Local 1776 faced a contract that was about to expire. Negotiations on an extension were scheduled to go into the weekend, with the outcome uncertain. The Local's members didn't know if they would have jobs to return to after the holiday. Final word, if there was to be one, might not come until over the weekend. How would these workers know if their jobs were safe?

With TellBlast, Wendell W. Young, IV, President of UFCW 1776, was able to personally notify all of his members – in his own voice – just as soon as an agreement was reached on an extension late Friday night. At the moment the members received Young's call, they knew that they could enjoy their weekend and count on being able to report to work on Tuesday. They knew their union was working hard for them. Today, Local 1776 officials continue to get positive feedback from members as they use TellBlast on a regular basis to keep in touch.

TellBlast makes it easy to send a personal voice message to your group of 20 people, or 20,000. And not just any message, but one straight from leadership, in your own words and voice.

If you can check your email, you can use TellBlast. From your desk, TellBlast allows you to create your own call lists, record messages, schedule your calls, and instantly see detailed results.



h!

877-442-5578

Imagine the uses:

- **Urgent news immediately delivered to all those affected.**
- **Current event updates that cut through the noise of newsletters and media, and talk directly with members so they get the right story straight from their union.**
- **Organizational coordination, reminders, and other logistical notification immediately to the right people, faster than other methods.**

Right now, TellBlast is offering a 30 day free trial. You can send up to 2,500 free messages, in whatever batch sizes you want, so you can see for yourself just how powerful your voice can be. After that, TellBlast is just \$149.95 per month for up to 2,500 messages, and 6¢ per additional message, with an annual agreement. One of the most effective and wide-reaching communications tools around – the telephone – is available for just pennies per member each month. Compare that to the cost of a postage stamp!

Call us now at 877-442-5578, and you can be ready to send a TellBlast today. To learn more, visit us at www.tellblast.com/unions It costs nothing to try, and will be ready when you need it. UFCW Local 1776 was ready when it's members needed to hear from it's President. With TellBlast, you can be ready too.



Call Us Today!

At 877-442-5578, and you can be ready to send a TellBlast today. To learn more, visit our website at www.tellblast.com/unions. It costs nothing to try, and will be ready when you need it. UFCW Local 1776 was ready when it's members needed to hear from it's President. With TellBlast, you can be ready, too.

Face of Labor (continued)



ATTN: Unions

Use the free webpage Unions.org supplies to local labor union organizations to increase exposure to your union!

There are over 200,000 searches made within our union directory each month. Increase your membership by attracting new members through Unions.org...Its FREE! See back cover for details.

Always Remember, Never Forget - 9/11



"We will always remember the response of our members at the World Trade Center and the Pentagon, and never forget the sacrifice made by our fallen brothers," says IAFF General President Schaitberger.

One such avenue to communicate to young people, and people interested in unions, is the Internet site Unions.org: The world's largest and most comprehensive labor union directory. Why? There are over 15 million students who use the Internet in the US alone. The 18-26 year old age group are "integrating technology into their daily lives at a faster rate than any other generation", according to Forrester Research.

On average they spend 12.2 hours online each week. They are more likely to engage in online social networking systems, for example; blogging, instant messaging, and Myspace.com.

"All generations adopt devices and Internet technologies, but younger consumers are Net natives who spend more time online than watching television," said Forrester Research Vice President and co-author of the report Ted Schadler.

Ninety-one percent of online households use a search engine once a week or more. In the 18-26 year old demographic, Google attracts 62 percent of searchers, and 25 percent limit their searches to only Google.

Unions.org has been offering free online advertising to unions for over 10 years. Its union advertisers benefit from high search engine ranking on Google and dozens of other search engines. A small sample search showed that out of 100 local unions listed on Unions.org, 98% were found on the 1st page results within Google.

To help unions expand into the Information age, Unions.org has been developing customized social networking software which will help unions communicate and collaborate with new and old members, online. Look on page 7 for more details of this 'free' revolutionary software system.

Organize Online using **MyUnionSpace.com**

When's the last time you saw your members at a meeting?

MyUnionSpace.com is a secure online meeting forum for prospective and current union members. Combining the latest in Internet technology, with decades of experience working with union organizations, Unions.org has created the only FREE portal for union members to collaborate with each other online!

Current union members can interact and keep up with the latest news and events in their local union. Prospective members can ask questions, review articles, and learn more about how the union can help them in the workplace.

Some great benefits of the MyUnionSpace.com website:

- Strengthen unions nationwide with online communities
- Attract new union members
- Organize events, post articles/news, answer questions and debate issues

With MyUnionSpace.com unions can communicate, collaborate and interact online. Virtually the same software as used on popular social networking site, My Space, MyUnionSpace.com is easy and fun to use.

Save time and money by posting meeting minutes online and sending newsletters via e-mail. MyUnionSpace.com is the next step to help advance unions into the 21st century!

Open a web browser and type into your address bar:

<http://www.MyUnionSpace.com>

- It's free
- It's fun
- It's union friendly

Call toll free 888-891-3461 Ext. 104 to learn more!



What is MyUnionSpace?

MyUnionSpace.com is specialized Internet software for union organizations. Drawing on over 25 years of experience in the union workplace- and years of developing union specific websites-we have created a cutting edge system which enables union members and leaders to interact online.

Increase Participation
Increase Membership
Increase Awareness

Features Include:

E-mail Newsletters
Up to Date Union News
Chat
Easy to Update/Maintain
Free Advertising
Search Engine Optimized

To Learn More Visit:
MyUnionSpace.com

MyUnionSpace.com

Unions.org



Unions.org has been providing free web advertising to labor unions for over 10 years. As the #1 union resource network online, Unions.org and its industry partners provide communications and support to educate and empower both labor management and their union members.

Using your login and password as listed on the right, please login to:
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