

Conference Actions

The 22nd Annual Conference of the Printing, Publishing and Media Workers Sector acted approved three propositions brought before delegates, including:

Proposition No. 2: amending the Sector's bylaws to provide that the Minute Book of all formal meetings of the Committee of Laws/Finances be available for inspection upon written request by members in good standing during office hours and that such requests will be processed on a timely basis.

Proposition No. 3: Authorizing a donation to the Leukemia & Lymphoma Society to commemorate the courage and strength of Mary Boarman who fought her Non-Hodgkins Lymphoma for seven years before succumbing on April 29, 2008.

Proposition No. 5: Resolving the adoption of a Strategic Organizing Plan to restore representation in the printing industry through three specific actions—First, urging the Sector and its members to pursue enactment of the Employee Free Choice Act through letter-writing campaigns to lawmakers; second, encouraging all Sector locals to fully engage in promoting the CWA Label program; and third, working with the CWA Organizing Department to address organizing opportunities.

Save the Date

**2009 Conference
Washington, D.C. June 20,
Washington Hilton**

The last full week of June 2009 will be a busy one for CWA. The Sector's 23rd Conference is set for Saturday, June 20th at the Washington Hilton, which will also serve as CWA's Convention headquarters hotel. The regular CWA Convention will follow on June 22nd and 23rd, followed by the CWA Legislative Conference on the 24th through the 26th.

**New Procedure for
Membership Reports**

Local unions should be mailing their membership reports and dues payments to: CWA Dues, Post Office Box 79176, Baltimore, MD 21279-0176. Make Dues Checks Payable PPMWS-CWA. Reports or checks submitted either directly to the CWA Secretary-Treasurer's office, or the Sector Headquarters office will be delayed by a week or more because they must be redirected to this new Post Office Box for processing.

Do Not send COPE contributions to the above address. CWA-COPE PAC contributions should be sent to CWA-COPE PCC (PAC), Sun Trust Bank, PO Box 79808, Baltimore, MD 21279-9808.

CWA
Sector News

Printing
Publishing
and Media
Workers

Boarman Keynote

*Taking Care of Our Own
By Making Our Union Stronger*

“We are family. We take care of our own,” declared Sector President **Bill Boarman** in remarks that tied the Employee Free Choice Act, the November elections, promotion of the new CWA Printing Sector label and the shared personal responsibility among union members **“to be keepers for our brothers and sisters.”**



“When we refer to each other as brother and sister, that’s not just some old tradition, we mean it, though it sometimes takes a crisis or a tragedy to remind us how important those family ties are,” said Boarman who was still visibly affected by the death of his wife, Mary seven weeks earlier. They had been married of 31 years.

The label program grew out of the Sector’s determination to reclaim its traditional jurisdiction. Over the past

two years, the union adopted a new label and launched an educational campaign within CWA to encourage locals in each of CWA’s sectors—telecommunications, public sector, airlines, manufacturing, the Newspaper Guild and broadcasting—to seek out printers that employ CWA members for all their printing needs. The union has developed a special website—a virtual printers’ mall—to enable anyone to search for CWA contract print-

ers capable of meeting any commercial printing requirement.

The point is simple, Boarman said, “every order this program generates for a CWA contract employer strengthens the job security of our members and helps generate new jobs for new members.”

The CWA convention adopted a resolution endorsing the label program the following week.

“Taking care of our own,” also p. 4C ➤

EASTERLING



Delegates to the Printing Sector Conference bid outgoing CWA Secretary-Treasurer Barbara Easterling a fond farewell. Members from New Era Local 14177 had a special CWA cap made up in Easterling’s honor, presented here by Local President Jane Howald and Secretary-Treasurer Kathy Ketterer.

**Closing-Out a 57 Year Career:
Outgoing Secretary-Treasurer Barbara
Easterling Looks Ahead**

In her remarks to the conference, Outgoing CWA Secretary-Treasurer Barbara Easterling reminisced about her 57-year career, but the bulk of her comments were forward-looking.

Easterling, who attended her first Convention when Joe Beirne was CWA’s president, expressed her confidence in the “dynamic leadership teams” that lead CWA and the Printing Sector. She complimented the Sector for the “spirit of solidarity” that is CWA’s trademark.

“Your presence here this week is an affirmation of your commitment to justice . . . your commitment to an ideology that puts people ahead of profits . . . conscience ahead of corporate earnings . . . and your commitment to a never-ending quest to make life better for all Americans . . . and I emphasize all,” Easterling said.

“When I was elected executive vice president 23 years ago, I made a commitment that I would not leave until there was another woman ready to join the top p. 4B ➤

CONFERENCE SPEECHES

Cohen

Recruiting Rank and File Members Into a Million Strong Voices to Reshape the Nation



CWA President Larry Cohen issued a challenge to the Printing Sector Conference, urging delegates to “think about ways we can work better together.”

In a speech focused almost exclusively on the need to enact the Employee Free Choice Act (EFCA) and health care reform, Cohen drew a contrast between the way corporate America sees the role of workers and the views of workers themselves.

“They want to aim high and expect us to aim low; they believe each one of us should be on our own; we believe we should step up for each other,” Cohen said.

Strong bargaining rights, anchored by strong unions are the keystone to a sound economy for working families, he emphasized. “You can’t have real bargaining if somebody else in your industry does not,” he said. “You can’t have universal health care without strong bargaining rights. Without bargaining rights, who is going to lead the fight for universal health care. Not management,” Cohen said.

Laying out a scenario for the coming 300 days, Cohen urged delegates

to engage in the drive to mobilize an army of one million or more working families behind passage of the EFCA.

He challenged Sector delegates to sign a minimum of 15 percent of their memberships on pledge cards to be sent to the White House and Congress in support of the measure.

“This legislation draws the lines clearer than we’ve ever done before,” Cohen stressed. “When we ask lawmakers ‘which side are you on? We’re going to get an answer.’” Cohen went on to debunk the right-wing argument that under EFCA workers will no longer have a vote on union representation. “The reason it’s called Employee Free Choice is because at last workers will get to make the choice,” he said.

Cohen pointed out that among the world’s 30 largest economies, the U.S. has the lowest rate of unionization—lower than Spain, South Africa and Brazil.

Turning to the presidential election, Cohen reminded the conference that Barack Obama is the first presidential candidate ever nominated who got his start as an organizer in the Southside communities of Chicago.

“As one of the Senate sponsors of EFCA, Obama is prepared not merely to sign the bill in the Oval Office, he’s going to lead this fight” in sync with the leadership of the House where Labor Committee Chairman George Miller and Speaker Nancy Pelosi are solidly behind it as is the Democratic Majority in the Senate.

“In 2008, we find ourselves in the same place as our parents and grandparents were in 1932,” Cohen concluded, with a Congress and a President, along with the world labor movement, ready to restore the balance to the world economy.” **SN**



Hill

Exciting Changes Pave Way for CWA to Go On the Offensive

Speaking just days before she would be elected CWA Executive Vice President, Annie Hill expressed enthusiasm about the changes taking place within CWA. She pointed to the Strategic Industry Fund and Ready for the Future and strategic programs that herald a new start for CWA, focusing the union’s resources and expanding the executive board to enable CWA to get direction from local union leaders.

Hill, who has served as CWA District 7 Vice President since January 2005, said tapping into CWA’s diversity and efforts to listen to different voices and views “can and does make us better at what we do.”

Despite the vicious attacks launched against the middle class “there continues to be a glimmer of hope for better bargaining rights” through the political process, “but occasional success is not enough,” Hill emphasized.

“We have to be willing to go outside our comfort zone” as CWA builds a political movement by “talking to people one-on-one.” She called on delegates to help motivate CWA members to be actively involved in Labor 2008.

“We have to figure out how to do it all and all at the same time. We start out believing we can make a difference,” she said. **SN**

Rechenbach

We Cannot Let the Other Side Divide Us



“This election will be the most important of our lifetimes. I know we always say that, but it’s true.”

**—Jeff Rechenbach, CWA
Executive Vice President**

“When you think about all the things in front of us it is really exciting, but it’s also going to be difficult,” warned Jeff Rechenbach, who would be elected CWA Secretary-Treasurer the week following the Sector Conference.

“We cannot let the other side divide us. And you know they’re going to try,” he said, adding: “We will hear on a regular basis that Obama’s a Muslim; he won’t salute the flag. He won’t wear a flag pin on his lapel. You’ve all heard it.”

Rechenbach related a conversation with some senior citizens in a coffee shop after overhearing one of them repeat some of the slanders that the right wing is circulating about Obama’s background. “I just stepped up and said, ‘that’s just not true.’”

Rechenbach conceded that he would never know whether his comments “would make any difference to those guys,” but “if enough of us challenge those kinds of statements, at least somebody is going to stop and think.” It was just that kind of onslaught with a whisper campaign that took the wind out of John Kerry’s campaign.

“This election will be the most important of our lifetimes. I know we always say that, but it’s true,” Rechenbach emphasized. “We cannot afford to continue the volume of losses we’ve experienced in these years.” **SN**



p. 4A < Easterling

leadership of CWA,” Easterling said, referring to Annie Hill who was elected CWA Executive Vice President the following Monday.

Alluding to the November elections, Easterling cautioned delegates not to be lulled by the poll data.

The congressional races will be just as crucial as electing a new president, she said, “because the Republicans’ cynical strategy of filibustering anything that moves in the Senate, having Bush veto anything that survives, and then attacking the Democrats for not getting anything done has been echoed by the conventional news media . . . and it’s having an effect.”

Easterling served as secretary-treasurer for 13 years and is highly regarded for her community and philanthropic work, in addition to managing the finances and physical facilities of CWA. A native of Akron, Ohio, Easterling started her union work as an operator at Ohio Bell, joining and serving in various posts in Akron Local 4302. She became an assistant to the CWA president in 1980, was elected executive vice president in 1985, before being elected secretary-treasurer in 1992. **SN**

p. 4A < **KEYNOTE**

extends to jobs, good wages, health care you can count on and retirement security, Boarman said, and the key link to nailing those issues down is the Employee Free Choice Act. Boarman urged delegates to “take ownership on this one and go home and get your members involved.” Although Barack Obama has pledged to work for enactment of EFCA and to sign it once it has passed, Boarman cautioned that the first hurdle is to build an adequate majority in both the House and Senate to get the bill passed.

Boarman cautioned, too, that the presidential race will be tight and that the vote by union families will be the deciding factor. He predicted that Republicans will try to mask McCain as a straight talker wrapped in patriotism, but, Boarman warned,

McCain is “more like Bush” than any of the Republican candidates. “That’s why they refer to him as ‘McSame.’”

“We’ve enjoyed the benefits of union membership not so much because of what we’ve done ourselves, but as a result of what someone else has done for us. With just a few exceptions, most of us didn’t organize the worksite we’re in, someone else did. Someone else took the risks and confronted that situation because they wanted to make a better workplace for everyone, not just themselves,” Boarman declared, adding: “Are we too shortsighted to do the same for another generation of workers? Remember, our charge is to take care of our own... We’ve got to get back on that course, where prosperity is shared and hope is nurtured.” **SN**



Local 14200 (Columbia Typographical Union 101-12) President Bob Stevenson presents Sector President Bill Boarman with his 40-year pin. Boarman was sworn in 1968 as a journeyman in the Washington, D.C. local while he was employed at McArdle Printing.

Jane Howald Wins MacDonald Award



Local 14177 President Jane Howald was awarded the George MacDonald award at the Sector’s 22nd annual conference, where delegates applauded Howald’s continued leadership of the unit at the New Era Cap Co.

The award presentation cited Howald for her “key role in running and winning a successful year-long strike” at New Era, underscoring the word “successful.”

Over the intervening six years, Howald has “inspired the local’s

membership” with her “genuine concern” and “willingness to work as the leader of a team.”

In presenting the award, Sector President Bill Boarman also cited Howald’s role in the recent organizing victory that added 350 new members to CWA as a majority of the workers at New Era’s plant in Demopolis, Alabama signed authorization cards. She “helped transform” the New Era unit, Boarman said, and “in the process she has transformed New Era’s management from a confrontational and skeptical attitude into a much more open and progressive mode.” **SN**

In this photo, Howald (center) displays her award with the Local 14177 delegation—alternate Paula Ketterer (left) and Kathy Ketterer

CWA Families Among Those Battered by Severe Summer Storms

Conference delegate and Local 7101 President Joie Welsh had tears in her eyes as she recounted the misery of families in Cedar Rapids, Iowa dealing with summer floods, tornadoes and other natural disasters that hammered the area.

She described the plight of Ad Craft, a print shop in Cedar Rapids employing Sector members, which suffered extensive water damage to all its printing equipment, temporarily putting four of her members out of work. Welsh said that the company’s union-friendly owner asked for the name of another CWA printer so he could send his customers there until the company could restore services.

According to media reports, the record-breaking flood left at least 438 city blocks in Cedar Rapids under 8 feet of water. The Cedar River crested at nearly 32 feet, 12 feet higher than the previous worst flood in 1929.

Between a Memorial Day weekend tornado and torrential floods in June, CWA members in the Midwest have had more than their share of natural disasters for 2008. Since then, other CWA members on the West Coast were hammered by raging wildfires as well.

CWA members in those regions are eligible for aid from the CWA Disaster Relief Fund. Some locals took up donations collecting about \$2,300 during the CWA Convention alone.

Members who have suffered losses in the Midwest storms, California fires or other disasters are urged to contact their locals for information about and help applying for aid from the CWA Disaster Relief Fund. Emergency aid is also available from Union Privilege for Union Plus credit card holders. For more information go online to www.unionplus.org/disaster-relief.cfm or call (877) 761-5028 to speak with a representative. **SN**



Joie Welsh (left) with fellow Midwest delegates Lola Shull (center) of Local 7101, Jeffrey Gordon of Peoria mailers Local 98 and Bonnie Winter (standing) of Waterloo Local 7170.

Sector News

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CWA Backs Obama

In June, CWA's Convention voted by acclamation to endorse Barack Obama for president. The Illinois Senator has enjoyed a friendly relationship with CWA and the Printing Sector for some time. He's shown here at the CWA Legislative Conference in 2007 with CWA Local 14430 (Mailers Local M-2) President Bob Maida (left) and Sector President Bill Boarman.



Report of the NPP Committee: NPP Registers 'Green Zone' Status



John Ebeling



Robert Stevenson



Stephen Stasenکو, Jr.



Mark Pullium, Chair



Clifford Hilburg

OBITUARY

David D. Donovan Former Chicago Local 16 President

David D. Donovan, who was president of Chicago Typographical Local No. 16 for 11 years, died on March 21, 2008. He was 78. Donovan had served in several posts within the local over the years, starting in 1967 when he was elected vice president. In 1972 he ran unsuccessfully for the Local 16 presidency. He made his first successful bid for the job in 1977 and held the position until 1988.

Donovan was credited with two significant breakthroughs during his earlier tenure as the local's vice president.

According to Local 16's Reporter, Donovan led an arbitration battle against the Chicago Newspaper Publishers' 1969 effort to overturn a longstanding practice enabling union members to reproduce ads when a shop had no live work to perform. After four full days of hearing, 4,000 pages of transcript and 113 exhibits, the arbitrator ruled in favor of the union, setting a precedent for lifetime job guarantees that would later be negotiated.

The Reporter also credited Donovan for defeating an employer lockout that involved 107 job shop agreements. Donovan reportedly negotiated 51 out of 107 interim agreements to break the employer association's solidarity and had some 1,300 of the local's members working less than a month after the area employer association had locked them out.

During his career, Donovan had worked in a number of Chicago area shops, including Gunthorp-Warren and the Tribune/American. He retired from the trade in 1994 while employed by the Daily Racing Form.

Donovan is survived by his wife, Mary Ann, and four children. **SN**

NPP Administrator John Foss presented delegates with a formal report on the status of the CWA/ITU Negotiated Pension Plan, highlighting the 2007 overall return of 7.3% for the year which put the NPP in the 45th percentile in comparison to returns of other multiemployer plans.

Asset returns were—

- | | |
|--------------------------|------|
| • Stocks | 6.0% |
| • Bonds | 8.2% |
| • Commercial Real Estate | 15% |
| • Hedge Funds | 6% |
| • Private Equity | 8.6% |

Investment income for 2007 was \$75 million, \$16 million in contributions and the NPP paid out \$88 million in benefits and expenses. Plan assets increased by \$3 million. As of December 31, 2007, the Plan had net assets available to pay benefits totaling \$1,077 million.

At the time of the conference, independent actuaries were still in the process of estimating the Fund's actuarial position. Estimates on the Fund's valuation range from fully-funded to 95 percent, depending on the liability standards that are applied, Foss said.

Based on the yardstick required by the standards of the Pension Protection Act of 2006 that took effect for 2008, the Fund is certified as in the Green Zone—the highest of three ratings that apply. The rating means that no funding deficiencies are projected for the next seven years.

Despite the steady improvements in the Plan's funding level since 2002, the NPP is still not substantially overfunded as it was periodically in the 1990s. Consequently, no increases in the pension formula or special increases or bonus checks are planned. The volatility of the current investment market remains a concern.

For the five months ended May 31, 2008, the Plan's investments had a negative return of -1.5% due to the S&P decline of -3.8%. Total assets as of May 31, 2008 were \$1,030 million.

Current investment allocations:

Equities 60%

Diversified among large cap, mid cap and small cap and foreign stocks, and among growth and value styles, including a portable alpha fund that combines a stock index and hedge funds.

Fixed Income 25%

Diversified among government securities, corporate bonds, mortgage securities and non-U.S. bonds, includes a portable alpha fund that combines a bond index and hedge funds.

Private Equity 3%

Diversified among 10 different partnerships, each investing in numerous privately owned companies.

Contribution Printouts Available

The NPP mailed printouts to large locals reflecting 2007 contribution amounts for each member as well as relevant hours, shifts or earnings. The printouts are for the local's reference and can also be used to verify that contributions by employers are correct. Printouts can be requested at any time from the Plan Office.

Committee on Laws/Finances Adopts New Procedures

Over the past year, the Sector's Committee on Laws/Finances adopted new operating procedures to expand its budgeting oversight. The committee met in the fall of 2007 to formulate new guidelines, asserting that it will review the annual budget annually on June 1, meet with the auditor to review reports and make quarterly reviews of income and expense statements. The committee is to also approve fund transfers and investment income among various Sector funds, pre-approve all political and charitable contributions not provided in the budget. Determinations by the committee will be by majority vote.

The Laws/Finances Committee is chaired by Chicago Local 14620 (Local M-2) President Robert C. Maida; members are 14156 NY Typographical 6) President Arthur Delanni, Local 14177 (New Era, Derby, NY) President Jane Howald, and Local 14164 President (Sidney NY Local 81) Dan Strauss. **SN**