



2019 ORGANIZING CONFERENCE

March 5, 2019

**United Steelworkers
Inaugural Organizing Conference**

"Rise Together, Thrive Together"

**International Headquarters
60 Boulevard of the Allies, Pittsburgh, PA
June 22-25, 2019**

To: Local Union Presidents and Recording Secretaries

Brothers and Sisters:

In 1936, steelworkers banded together to form the Steel Workers Organizing Committee (SWOC). Out of SWOC, the United Steelworkers was born. Because of this history, we recognize that organizing is a vital and crucial component of our union. Without it, our strength decreases and we achieve less. However, with an effective organizing program that includes active member participation, we can all help to keep the USW strong and help others realize the benefits that being a union member has given us.

A key to Steelworker organizing success is the participation of trained member organizers. In order to help members learn the skills necessary for winning internal and external organizing campaigns, we invite you to apply for the first-ever Organizing Conference.

Conference Agenda

The program will include speakers with extensive experience in organizing. Additionally, participants will hear from other recently organized USW members to get a firsthand perspective on organizing campaigns.

Conference participants will:

- Learn how to analyze a bargaining unit and form organizing committees that represent workplace demographics;
- Strategize on how to recruit members to form an active internal organizing committee to achieve 100% membership within the bargaining unit;
- Practice conversational techniques to engage fellow members and spark union activism;
- Develop a practical and effective new hire orientation;
- Understand how to consistently engage members through social media; and
- Create an action plan so that skills and information learned at the conference can be immediately applied at your Local.

Conference Applications

Classes will be kept small in order to maximize hands-on learning. Therefore, attendance will be limited and participants will be selected based on applications submitted.

We invite you to nominate one member to attend in order to learn the skills and tools for strengthening internal organizing programs. We encourage you to nominate a member who represents the demographics of the workplace that will be organized, and have the motivation and capabilities to apply the skills learned at the conference.

Applications can be filled out online: <https://goo.gl/forms/bBIMnJyxCDEA4SNx1>. If you prefer to fill out the application and mail or email it in, please contact Ryan Fairley at rfairley@usw.org or 412-562-2553.

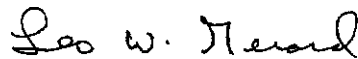
Applications are due on May 3, 2019. Applicants will learn if they have been admitted to the Conference by May 13. There is no registration or application fee.

Hotel Information

A discounted block of rooms has been reserved at the Wyndham Grand Pittsburgh, 600 Commonwealth Place, Pittsburgh, PA 15222 at the rate of \$114 per night, subject to applicable city, county, state or federal taxes that may apply at the time of occupancy. Further travel information will be sent with the acceptance confirming a space at the Organizing Conference. **Do not book hotel rooms until your application has been accepted.**

I look forward to receiving your application and meeting your members at the Organizing Conference. More than that, I look forward to working together with you to grow and strengthen our union.

In Unity,

A handwritten signature in cursive script that reads "Leo W. Gerard".

Leo W. Gerard
International President