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by  
Jim Sadlemyer

If you are not fan of forwards, scroll to next page, otherwise please suffer through the self indulgence of me talking about creating this project and the thanks to all who supplied ideas and more importantly, the inspiration.

The embryo of this idea came from a communications conference put on by the C.A.W. at their education facility in Port Elgin, Ontario in November of 2009. I had just won an award for Creative Communications for another ebook I had created for our local. While I was there, I received a handout on which was listed a number of alternative media sources on the world wide web. I started thinking, this is really great but it would be so much easier if it were in electronic format and all you had to do was click on a link instead of finding the darn piece of paper when you were at your computer and then have to correctly type in those long website addresses.

That idea festered until shortly after an executive meeting of our local, Barbie Zipp, our 2nd Vice-President started to talk about some of the wonderful people she had met when she had been at Port Elgin herself and that she was amazed at the diversity of our union. I remember her commenting that we had members back east making Shreddies and vitamins. A bell went off and I started babbling on about how I felt other members would like to know that too.

Increasing Activism is a reoccurring topic at our and other locals. Coming up with the title was easy. The content a little tougher, at first, then it avalanched. It could have been easily 1001 Ways but I wanted it kept short and sweet to hopefully instil interest in non-active members. Besides, I have to save some of the really good stuff for the sequel don't I?

It seemed I had very little free time to work on it. I would work on it during a split in my shift. So that's what I did in the middle of the night. Typing away on my trusty laptop in a dusty warehouse, waiting for the trailers to arrive. Several shifts later, this is the result.

Somewhere in the early stages, I came up for a way for our local to raise money for labour and social justice causes. Hmmm, an activist building tool and a fundraising tool? For that reason I resisted the temptation from making it just a C.A.W. project. I thought that other unions may have members or members-to-be that could benefit from this. So for a modest fee, they could get a union specific copy. The funds would go to worthwhile causes. Maybe it will go viral? that's up to

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you...

So now thanks, in no particular order to: My wife Linda and our two kids, Rosemary and Bill. DJ and Ruby. Bill Gaucher, Barbie Zipp, Clint and Michelle, Gord McGrath, Gord Piper, Mike Byrne, Murray Gore, Susan Spratt, Gavin McGarrigle, Irv Figg, Mike, Deb Jaques, Mark & Linda & Cynthia & Harry & Darcy & David & Eric & Ann & Dale & Tom & Tommy & Mike & Morteza & Nate & Mario, John Little, Sue Creba, Bob Smitts, Iris Taylor, Paul Manly, Ken Lewenza, Buzz Hargrove, Bob White, Ken Georgetti, Jim Sinclair, Tom Murphy, Hemi Mitic, Angelo DiCaro, Shannon Devine, Dan Ellison and the hundreds of brothers and sisters I've ever met and I can hear you now, "Why the hell didn't you name me?" a big thank you! You've all had input into this project whether you realize it or not. The influence you had on me cannot be understated.

In Solidarity,  
Jim Sadlemyer

***"Live Long and Prosper...Unionize!"***

This ebook is version 1.0

To make sure you have the most current version available, please go to  
<http://www.cawlocal114.com>

p.s.

Brother Murray Gore a National Organizer with the CAW suggested a PDF version. This is the result. If the pages don't quite line up like you think they should, what can I say, I'm new to this!

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## How to Use this Ebook

101 Easy Ways to Be a Labour Activist v1.0 is easy to use. It is a series of links to informative websites that will give you the tools to become a labour activist. It contains lists of songs, movies, books and ideas that related to labour or social justice. They were put there for you to listen to watch and read to give you something to think about. There are a number of activities listed for you to put your knowledge to use.

Rome wasn't built in a day and neither is a full fledged actist. Don't try to do too many of the ideas listed all at once. Pace yourself. I'd love to be able to say I visit each of these sites daily to keep up to date, but I haven't the time for that either. Just make yourself aware of them and check in on them from time to time.

The most important thing you can do is to share what you've learned with others. In and of itself, that act alone will make you an activist. Feel free to copy this ebook to disk and give it away.

So, to sum up, try to visit each of the 101 ideas. I don't care what order you go in. Be a non-conformist and start right in the middle if you want ;)

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## Online Tools

The following online tools are very helpful if you are to easily become a Labour Activist. Check out each site listed and learn about them. You will be using most of them throughout this ebook. The others are sites you should know about. You can be an activist just by surfing the web. How easy is that???

1.	 <b>Hotmail®</b>	<h3>Hotmail</h3> <p>is a free online email service. If you don't have a free Hotmail email account, get one. Use it as your email address of choice for all your Union activities. It helps to keep your personal, business and union contacts separate. You can check your email anywhere you can get internet service. Click on the picture to your left to go to Hotmail.</p>
2.		<h3>Google</h3> <p>is an online search engine. I use it for research all the time. In this ebook there are several activities that require Google searches, so if you are unfamiliar, now is the time to start. Google is my homepage. Click on the picture to your left to go to Google.</p>
3.		<h3>The Council of Canadians</h3> <p>is a citizens' organization that advocates for progressive policies on behalf of its members across the country. To check it out click on the picture to your left.</p>
4.		<h3>Canadian Centre for Policy Alternatives</h3> <p>The CCPA is an independent, non-partisan research institute concerned with issues of social and economic justice. To check out the CCPA, <a href="#">Click Here</a></p>

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5.		<h2>Facebook</h2> <p>is a social networking site. I use it primarily for organizing and communications. Some people use it to play games or other activities. The surest way to get blocked by me is to send me virtual beers or other inane gifts. Also, I could care less if you have just raised three chickens and a cow on your virtual farm on Facebook! Another word of warning. Facebook is accessible to the public. Resist the urge to trash your boss or company. People have been fired for it. Don't become one of them. Use but use with caution. Click on the picture to your left to go to Facebook.</p>
6.	 <p><b>The social networking site for trade unionists.</b></p>	<h2>Unionbook</h2> <p>is not Facebook! It is a social networking site for trade unionists. Click on the picture to your left to go to Unionbook.</p>
7.		<h2>Twitter</h2> <p>is a free social networking and micro blogging service that enables users to send and receive messages known as tweets.</p> <p>I don't use Twitter a whole lot right now but recognize the huge potential for communicating in real time with those wanting to follow my tweets. It has direct applications for organizing and notifying people of events. Click on the picture to your left to go to Twitter.</p>

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8.		<h2 style="text-align: center;">Wikipedia</h2> <p>is a free online encyclopedia. Content is provided by users. I used Wikipedia a lot while researching this ebook. Click on the picture to your left to get to Wikipedia.</p>
9.		<h2 style="text-align: center;">YouTube</h2> <p>is a video sharing website on which users can upload and share videos. You can search for union, labour and social justice videos. You might also want to check out a 5 part series on Union Busting. To check out Youtube, click on the picture to your left.</p>

## Alternative Media

There are many news stories that aren't covered by mainstream media.  
Check out a site a day. Learn what's really going on.  
Descriptions are from Wikipedia.

10.	<div style="text-align: center;">  </div> <p>Rabble is a progressive alternative news website which also features columns by independent journalists and thinkers, podcasts, online television, book reviews and a community forum. rabble.ca was founded in April 2001 and went online just days before the Summit of the Americas which saw tens of thousands of activists demonstrate in Quebec City. Visit Rabble <a href="http://www.rabble.ca/">http://www.rabble.ca/</a></p>
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11.	 <a href="http://thetyee.ca/">http://thetyee.ca/</a>
12.	 <p>Our Times is an independent, pro-union Canadian labour magazine read by over 8,000 trade unionists, community activists and union supporters across the country. Dedicated to promoting workers' rights and social justice, Our Times publishes stories by and about frontline workers in Canada. Visit Our Times <a href="http://www.ourtimes.ca/">http://www.ourtimes.ca/</a></p>
13.	 <p>Briarpatch is an independent Canadian magazine, which is based in Regina, Saskatchewan. It was founded in 1973 and since then has provided a thoughtful alternative to mainstream media.</p> <p>Visit Briarpatch <a href="http://www.briarpatchmagazine.com">http://www.briarpatchmagazine.com</a></p>
14.	 <p>Where trade unionists start their day on the world wide web.</p> <p>Visit Labourstart Canada <a href="http://www.labourstart.org/canada/">http://www.labourstart.org/canada/</a></p>
15.	 <p>Visit Canadian Dimensions <a href="http://www.canadiandimension.com">http://www.canadiandimension.com</a></p>

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16.	 <p>This Magazine is one of Canada's longest-publishing alternative journals. Founded by a gang of school activists in 1966, and originally called This Magazine is About Schools, the modern-day This Magazine focuses on Canadian politics, pop culture and the arts. Visit This Magazine <a href="http://www.thismagazine.com">http://www.thismagazine.com</a></p>
17.	 <p>Visit The Real News <a href="http://www.therealnews.com">http://www.therealnews.com</a></p>
18.	 <p>Visit Herizons <a href="http://www.herizons.ca/">http://www.herizons.ca/</a></p>

## Books to Read

You can be become an activist just by reading these books. How easy is that???  
All you have to do is share with others what you've learned.

Purchase these books at your local bookstore or online as indicated.  
There are hundreds if not thousands of books  
that deserve to be on this list.

Time and space were my limitations.

I am open to suggestions for must-read titles for inclusion in a future project.

Email your suggestions to me [jsadlemyer@hotmail.com](mailto:jsadlemyer@hotmail.com)

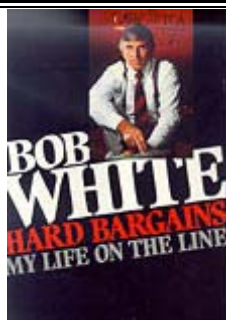
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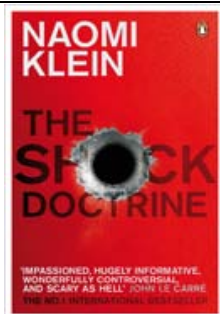
19.



## Hard Bargains

was one of the first real union books I've read. I literally couldn't put it down. I've read a lot of books and there only a few I can say that have changed my life, this is one of them.

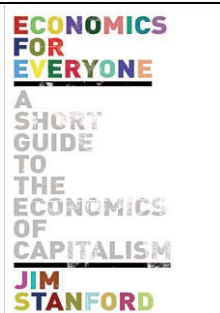
20.



## The Shock Doctrine

is a must read and a #1 bestseller. It is now being translated into 25 languages. Would anyone take advantage of natural disasters, wars and political upheaval? Naomi Klein makes a compelling argument.

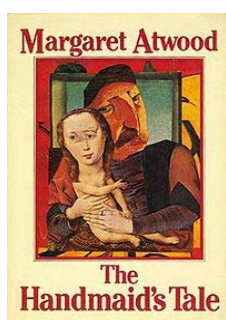
21.



## Economics for Everyone

Jim Stanford is one of Canada's best known economists and works for the Canadian Auto Workers. This book is technical jargon and mathematics free! To purchase a copy, click on the cover.

22.



## The Handmaid's Tale by Margaret

Atwood tells a tale of a dystopic future. There was a movie produced later on starring Rober Duvall. It bothered me. I guess that's what I like about dystopic stories though, they make me work harder trying to prevent such horrific realities from occurring.

"nolite te bastardes carborundorum"

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# 23.



## Your Union Contract

If you belong to a Union, you should have a contract. If you don't have a copy, talk to your shop steward, or go higher until you get one.

There are many pages in a contract although the most popular with members are those pages with the pay scales. Try to look at the rest of the contract. There are many sections and articles and they are there for a reason. They probably took a lot of bargaining to get them in there.

Only by being familiar with your contract can you be prepared to respond if someone violates the terms of your agreement. I bet a lot of managers are more familiar with your contract than you are. Why would that be? If you don't know what your rights are then you won't know when they are being violated. When you tell a manager something is wrong in the way they are doing things, you may just get a nod and a smile. If you can quote the article that is being violated, the patronizing disappears and hopefully the violation stops. If not, there should be remedies for that spelled out in your contract too. If you are non-union, think about unionizing...

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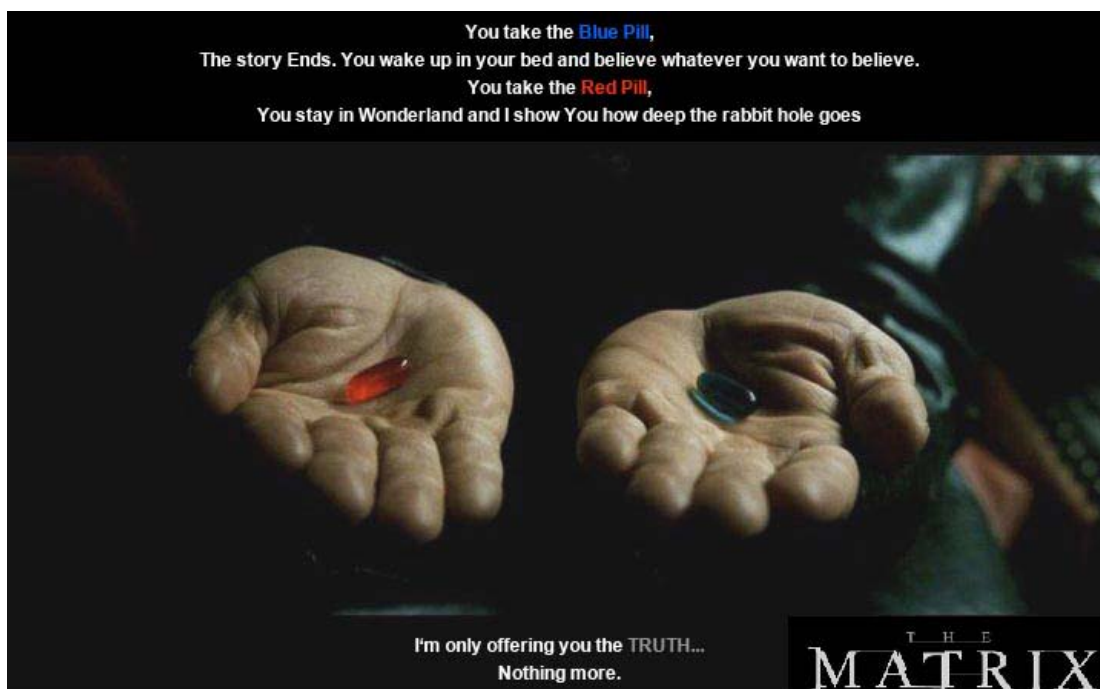
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## Movies

Watching movies? It's getting easier isn't it??? My apologies to the fans as there are hundreds of movies that don't appear here. Time and space were my limitations. I am open to suggestions for inclusion in a future project. The ones I've selected were picked to get you thinking. Try to get family and friends to watch them with you. Rent or buy these titles from your local video store, buy them direct from the makers and help support independent film. Email your suggestions to me [jsadlemyer@hotmail.com](mailto:jsadlemyer@hotmail.com) Movie descriptions are sourced from Wikipedia, the film's websites, IMDB or my own.

## 24.



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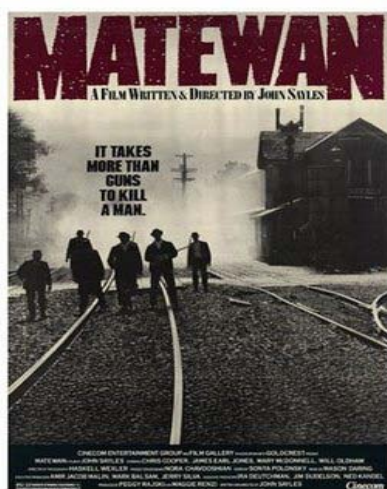
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Ok, it's not really a union movie but I really like The Matrix on several different levels. The concept that people are just sources of energy or, batteries if you prefer, should make anyone pause and question what is going on in their own reality. Re-watch this movie with that in mind, then follow the White Rabbit Coppertop!

25.



## Matewan

is an American drama film written and directed by John Sayles, illustrating the events of a coal mine-workers' strike and attempt to unionize in 1920 in Matewan, a small town in the hills of West Virginia.

Based on the Battle of Matewan, the film features Chris Cooper, James Earl Jones, Mary McDonnell, David Strathairn, Kevin Tighe and Will Oldham

26.



## The Corporation

is a 2003 Canadian documentary film written by Joel Bakan, and directed by Mark Achbar and Jennifer Abbott. The documentary is critical of the modern-day corporation, considering its legal status as a class of person and evaluating its behaviour towards society and the world at large as a psychiatrist might evaluate an ordinary person. This is explored through specific examples. The Corporation has been displayed worldwide, on television, and via DVD, file sharing, and free download. Bakan wrote the book, *The Corporation: The Pathological Pursuit of Profit and Power*, during the filming of the documentary.

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27.



## Norma Rae

is a 1979 American drama film that tells the story of a factory worker from a small town in Alabama, who becomes involved in the labour union activities at the textile factory where she works. The film stars Sally Field in the title role, Beau Bridges as Norma Rae's husband, Sonny, and Ron Leibman as union organizer Reuben Warshowsky.

28.



## Wal-Mart: The High Cost of Low Prices

is a 2005 documentary film by director Robert Greenwald. The film presents an unfavorable picture of Wal-Mart's business practices through interviews with former employees, small business owners, and footage of Wal-Mart executives. The film intersperses statistics between the interviews to provide large-scale examinations beyond personal opinions. The documentary was released on DVD on November 4, 2005. click on the picture to your left to go to their website.

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29.



## The Grapes of Wrath

is an American drama film directed by John Ford. It was based on the Pulitzer Prize winning *The Grapes of Wrath* (1939), written by John Steinbeck. The screenplay was written by Nunnally Johnson and the executive producer was Darryl F. Zanuck. The film tells the story of the Joads, an Oklahoma family, who, after losing their farm during the Great Depression in the 1930s, become migrant workers and end up in California. The motion picture details their arduous journey across the United States as they travel to California in search for work and opportunities for the family members. In 1989, this film was one of the first 25 films to be selected for preservation in the United States National Film Registry by the Library of Congress as being culturally, historically, or aesthetically significant.

30.



## The Milagro Beanfield War

is an American drama film based on the John Nichols novel of the same name, the first book in a trilogy. It was directed by Robert Redford and the screenplay was by Nichols and David S. Ward. Filmed on location in Truchas, New Mexico, the film is set in the fictional rural town of Milagro, with a population of 426. In keeping with the Northern New Mexico setting that it is depicted as being a part of, Milagro is a predominantly Hispanic and Catholic town, with a largely interrelated population. The picture tells of one man's quixotic struggle as he defends his small beanfield and his community against much larger business and New Mexico state political interests.

31.

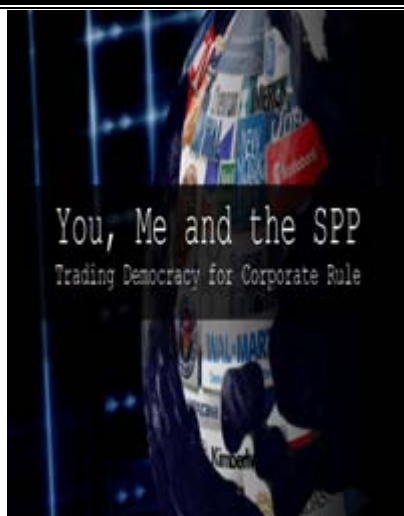
## You, Me, and the S.P.P: Trading Democracy for

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## Corporate Rule

is a feature length documentary which exposes the corporatist agenda of the Security Prosperity Partnership, that is currently undermining the democratic authority of the citizens of North America. Click on the cover to go to Manly Media to see the trailer and buy a copy from this independant filmmaker.

32.



## The Pajama Game

is a musical based on the novel 7-1/2 Cents by Richard Bissell. It features a score by Richard Adler and Jerry Ross. The story deals with labor troubles in a pajama factory, where worker demands for a seven-and-a-half cents raise are going unheeded. In the midst of this ordeal, love blossoms between Babe, the grievance committee head, and Sid, the new factory superintendent. The original Broadway production opened on May 13, 1954, and ran for 1,063 performances. It was revived in 1973, and again in 2006 by The Roundabout Theatre Company. The original production won a Tony for Best Musical, and the 2006 Broadway revival won a Tony Award for Best Revival of a Musical. The musical is a popular choice for community group productions.

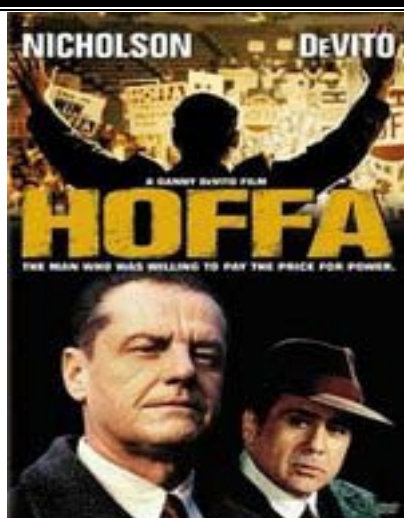
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33.



## Hoffa

This powerful film recounts the life and times of Teamster boss Jimmy Hoffa -- from his impassioned struggle to build his union into a powerful force on the American scene to his mysterious end.

34.



## Salt of the Earth

is an American drama film written by Michael Wilson, directed by Herbert J. Biberman, and produced by Paul Jarrico. All had been blacklisted by the Hollywood establishment due to their involvement in socialist politics. The movie became a historical phenomenon and has a cult following due to how the United States establishment (politicians, journalists, studio executives, and other trade unions) dealt with the film. Salt of the Earth is one of the first pictures to advance the feminist social and political point of view. The film centers on a long and difficult strike led by Mexican-American and Anglo miners against the Empire Zinc Company. The film shows how the miners, the company, and the police react during the strike. In neorealist style the producers and director used actual miners and their families as actors in the film This film is available on [Youtube](#)

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35.

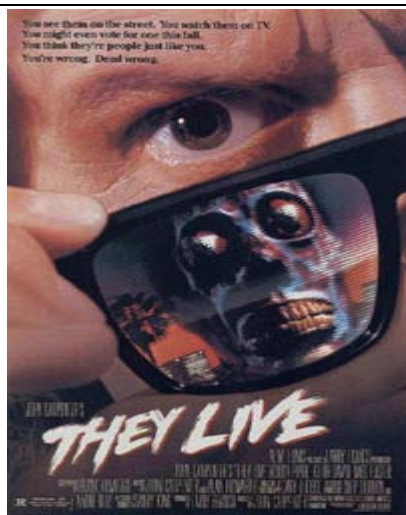


## Wag the Dog

is a 1997 comedy film starring Robert De Niro and Dustin Hoffman about a Washington spin doctor who, merely days before a presidential election, distracts the electorate from a sex scandal by hiring a Hollywood film producer to construct a fake war with Albania. The scheme enlists the aid of a country music singer, who creates several theme songs for the war; a "fad king"; and a costume designer, who helps create a fictional special forces unit to fight the war's supposed battles.

This movie may be more relevant now than when it came out. The PR men or spin doctors are at work today. Learn to recognize some of their techniques by watching this movie.

36.



## They Live

is a movie starring Rowdy Roddy Piper. It contains a minor union reference near the start of the movie. The reason I selected this movie as one to watch is that it has an important commentary on mass media advertising and politics. Watch this movie and I doubt you'll ever look at a billboard or magazine ad in quite the same way again.

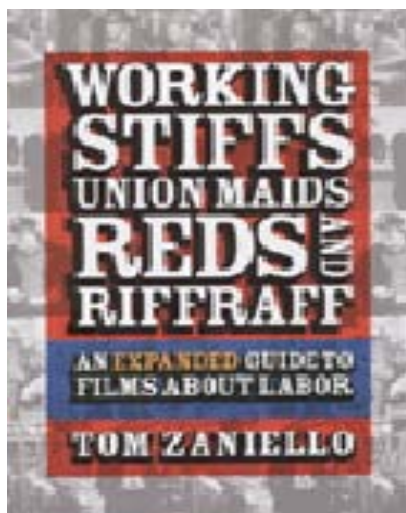
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37.



## Union Stiffs

is not a movie but a book. Working Stiffs, Union Maids, Reds, and Riffraff is an expanded guide to films about labour. It is, well, an encyclopaedia about the subject.

It's a 434 page guide to 350 labour films from around the world.

Buy this book, it is my way of including another 350 titles without having to do the work! It's available for purchase from [Labourstart](#).

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## Television Shows

Watching television and being a labour activist. I told you it was easy.

These television shows have union, labour or social justice related themes. My apologies to the fans as there are probably several shows or episodes that don't appear here.

Time and space were my limitations. I am open to suggestions for inclusion in a future project.

Email your suggestions to me [jsadlemyer@hotmail.com](mailto:jsadlemyer@hotmail.com)

38.		<h3>Get Smart</h3> <p><i>Strike While the Agent is Hot</i> Episode 2 Season 2.</p> <p>After Agent 47 dies, Max is left in charge of the Guild of Surviving CONTROL Agents' Labour negotiations. Max proves to be a ruthless negotiator, constantly threatening to send the agents out on strike.</p>
39.		<h3>Seinfeld</h3> <p><i>The Strike</i> Episode number 166. Season 9 Episode 10. Better known as the Festivus episode. It is revealed that Kramer has been on strike for the past 12 years and can now get his job back at</p>

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H&H bagels. The airing of grievances as part of the Festivus ritual is also another union reference.

40.



## Voyager

*Critical Care* Season 7 Episode 5. Two tier health care, a good idea? Check out this episode.

Live Long and Prosper...Unionize!

41.



## The Simpsons

*The Last Exit to Springfield*, Episode 17 Season 4.

The plot revolves around Homer becoming the President of the Springfield Nuclear Power Plant Union and leading the workers of the plant in a strike to get their dental plan back.

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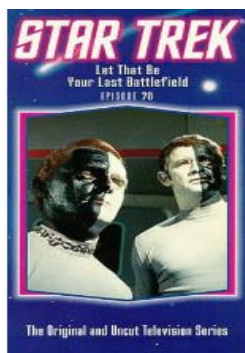
42.



## The Office

Pretty much every episode of this series epitomizes the definition of a bad boss. If you have a boss like Michael Scott and are not in a union, I suggest you contact [The Canadian Labour Congress](#) and ask them about joining a union that's right for you.

43.



## Star Trek

Episode 70. Season 3 Episode 15.

When Lokai seeks asylum aboard the Enterprise, Bele, his pursuer, takes control of the ship in a classic episode commenting on racism.

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## Songs Related to Labour or Social Justice

"the meanings of all songs come after they are written."  
-John Lennon


See it does get easier, you don't even have to open your eyes to be an activist, just listen to the music.

There are so many good songs out there that I found this page to be one of the hardest to write.

If you were expecting Solidarity Forever or some Billy Bragg, maybe in the next project.

Descriptions are from Wikipedia and my own ramblings.

Email your suggestions to me [jsadlemyer@hotmail.com](mailto:jsadlemyer@hotmail.com)

<p>44.</p>		<h3>John Lennon</h3> <p><i>Working Class Hero</i></p> <p>In Lennon's own words he stated that he hoped the song is a warning to the people, a contemporary song for the revolution, for workers. The song is about working class individuals being processed into the middle classes, into the machine.</p> <p><i>"A working class hero is something to be"</i></p>
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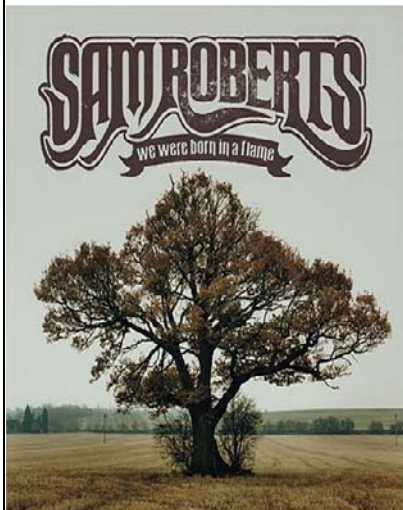
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45.



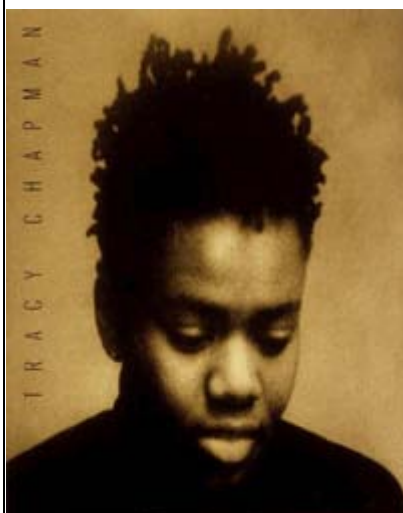
## Sam Roberts

*Hard Road*

This song makes me think of working people, the choices they make and unions.

*"Life is how you live it, through time, through time."*

46.



## Tracy Chapman

*Fast Car*

Is a song about generational poverty.

*"You got to make a decision, leave tonight or live and die this way."*

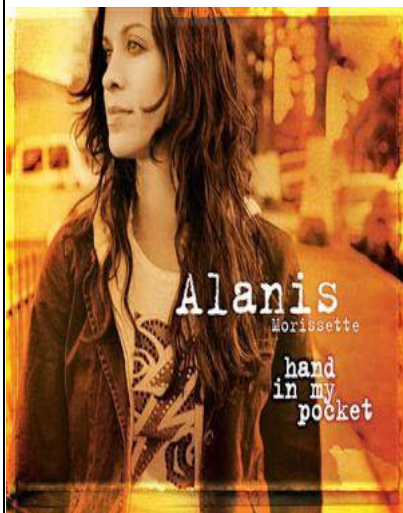
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47.



## Alanis Morissette

*One Hand in My Pocket*

This songs speaks to me of youth, optimism and non-conformity. A fine trio...

*"I'm broke but I'm happy  
I'm poor but I'm kind"*

48.



## The Guess Who

*American Woman*

This Canadian band's song has often been interpreted as an attack on American politics. Randy Bachman has claimed that the American woman referred to in this song is the Statue of Liberty. Jim Kale, co-author of the song claims it isn't anti-anything.

*"American woman gonna mess your mind"*

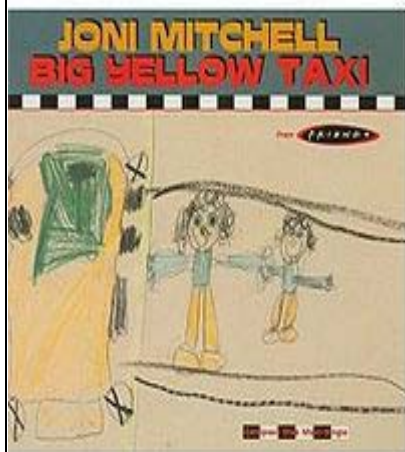
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49.



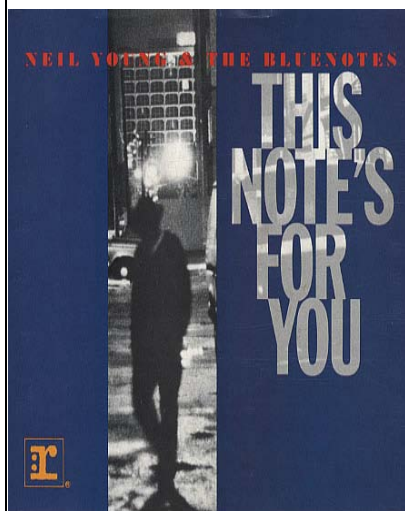
## Joni Mitchell

*Big yellow Taxi*

This song is known for its environmental statement.

*"Pave paradise, put up a parking lot"*

50.



## Neil Young

*This Note's for You*

This song was Young's first hit single of the eighties. This song was accompanied by a video that parodied corporate rock, the pretensions of advertising, and Michael Jackson.

*"This note's for you"*

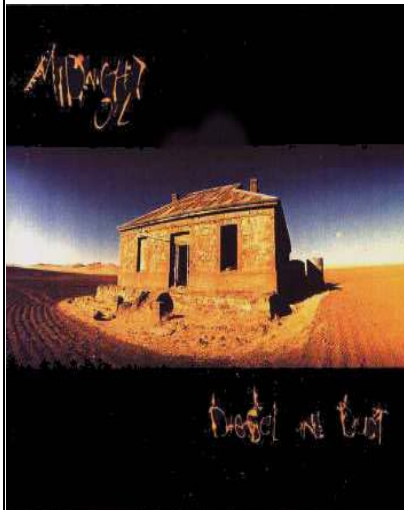
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51.



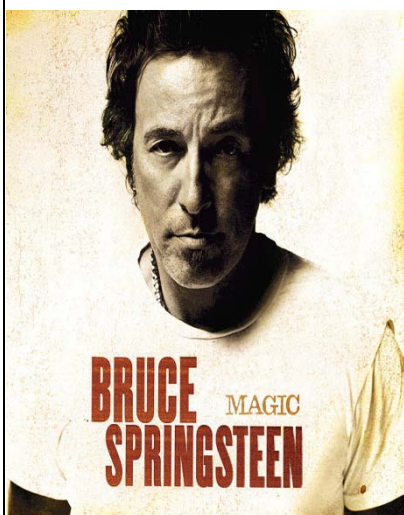
## Midnight Oil

*Beds are Burning*

"Beds Are Burning" is a political song about giving native Australian lands back to the Pintupi, who were among the very last people to come in from the desert.

*"It belongs to them let's give it back"*

52.



## Bruce Springsteen

*Radio Nowhere*

If I'm going to list labour songs I guess its only fair we hear from The Boss. Besides, this song makes me think of activism and organizing. Sometimes you wonder,

*"Is there anybody alive out there?"*

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53.

BLOWIN' IN THE WIND  
BOB DYLAN



## Bob Dylan

*Blowin in the Wind*

This song poses a series of questions about peace, war and freedom. Based on an old spiritual song "No More Auction Block" which originated in Canada and was sung by former slaves who fled here after Britain abolished slavery in 1833... How many songs does it take to convince an activist to be?

*"The answer, my friend, is blowin' in the wind  
The answer is blowin' in the wind"*

54.



## BTO

*Takin Care of Business*

This song was used to usher Buzz Hargrove into his retirement dinner and fundraiser for [Eva's Initiative](#).

That's good enough for me!

*"Takin' care of business every day  
Takin' care of business every way"*

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## Names in Labour

My apologies to the hundreds of names that don't appear here.  
Time and space were my limitations.

I am open to suggestions for inclusion in a future project.  
Learn about these people. Each one could make an interesting article  
for your local newsletter or newspaper...

Email your suggestions to me [jsadlemyer@hotmail.com](mailto:jsadlemyer@hotmail.com)

Bio descriptions are from Wikipedia or from the organization of the notable's name.

# 55.



## Joe Hill

Joe Hill was born Joel Emmanuel Hägglund, and also known as Joseph Hillström. He was a Swedish-American labor activist, songwriter, and member of the Industrial Workers of the World (IWW, also known as the Wobblies). He was executed for murder after a controversial trial. After his death, he was memorialized by several folk songs. 5 years ago I'd never heard of him, now I can't get enough information about him. Funny how education works.

To find out more about Joe Hill, his life and death, try googling his name.  
<http://www.google.com>

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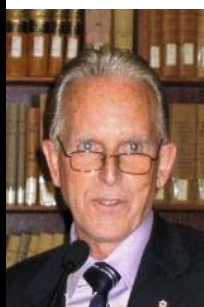
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# 56.



## Bob White

Robert "Bob" White is a prominent leader in the Canadian trade union and labour movement. In 1984 White encouraged the Canadian Membership of the U.A.W. to split away from the American union and form a new and separate entity, the Canadian Auto Workers Union (properly the National Automobile, Aerospace, Transportation and General Workers Union of Canada). An important event in the history of the Canadian labour movement, this split took place largely because the Canadian delegates to the U.A.W. conventions felt that they did not have a strength or voice at the American conventions and that the American "parent" union was not doing enough in the way of protecting the Canadian workers. The schism and the formation of the C.A.W. as a separate entity was successful and White was acclaimed as the first leader of the fledgling union at the first C.A.W. convention in 1985.

To find out more about Bob White and his role in Canadian unionism, try googling his name. <http://www.google.com>

# 57.



## Walter Reuther

Walter Philip Reuther (September 1, 1907 – May 9, 1970) was an American labor union leader, who made the United Automobile Workers a major force not only in the auto industry but also in the Democratic Party in the mid 20th century. He was a socialist in the early 1930s; he became a leading liberal and supporter of the New Deal coalition

To find out more about Walter Reuther, try googling his name. <http://www.google.com>

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# 58.



## Ken Georgetti

Kenneth (Ken) V. Georgetti, CM, OBC (born 1952, Trail, British Columbia) is a Canadian labour union leader. He was elected president of the Canadian Labour Congress in May 1999.

Georgetti arrived at the head of the Canadian Labour Congress after a quarter century of union activism in British Columbia, home to Canada's most polarized politics and of a vibrant labour movement. Born in Trail, in the southern interior of the province, Georgetti first went to work in the giant Cominco smelter, just like his father. He worked in most areas of the smelter and earned his trade ticket as a pipefitter. Following the family tradition, Georgetti became active in the United Steelworkers of America Local 480, rising through the ranks to President of the Local in 1981.

To find out more about Ken Georgetti, try googling his name.

<http://www.google.com>

# 59.



## Caesar Chavez

Cesar Chavez helped form the The United Farm Workers of America (UFWA). This union changed from a workers' rights organization that helped workers get unemployment insurance to that of a union of farmworkers almost overnight, when the National Farm Workers Association (NFWA) went out on strike in support of the mostly Filipino farmworkers of the Agricultural Workers Organizing Committee (AWOC) led by Larry Itliong in Delano, California who had previously initiated a grape strike on September 8, 1965. The NFWA and the AWOC, recognizing their common goals and methods, and realizing the strengths of coalition formation, jointly formed the United Farm Workers Organizing Committee on August 22, 1966. This organization eventually became the United Farm Workers and launched a boycott of table grapes that, after five years of struggle, finally won a contract with the major grape growers in California.

To find out more about Casear Chavez, try googling his name.

<http://www.google.com>

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# 60.



## Buzz Hargrove

Basil Eldon "Buzz" Hargrove (born March 8, 1944, Bath, New Brunswick, Canada) is the former National President of the Canadian Auto Workers trade union. He is currently serving as a Distinguished Visiting Professor at Ryerson University's Ted Rogers School of Management and Ombudsman of the NHL Players Association .

Hargrove first became involved in the automotive sector as a line worker for the Chrysler assembly plant in Windsor, Ontario. He succeeded Bob White as president of the CAW in 1992. On July 8, 2008, he announced his intention to retire, before he turned 65, in September 2008. The CAW National Executive Board and staff endorsed then CAW Local 444 president Ken Lewenza to replace Hargrove as National President.

To find out more about Buzz Hargrove try googling his name.

<http://www.google.com>

# 61.



## Joseph Mairs

Joseph Mairs was a trade unionist and a coal miner. He died a month short of his 22nd birthday, after being arrested during the 2 year long strike coal miners on Vancouver Island waged for the eight hour day, safety and health and wages.

To find out more about Joseph Mairs, his life and death, try googling his name. <http://www.google.com>

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# 62.



## Jim Sinclair

Jim Sinclair is president of the British Columbia Federation of Labour, the umbrella organization that represents 54 unions and 450,000 private and public sector employees in the province

To find out more about Jim Sinclair try googling his name.

<http://www.google.com>

# 63.



## Crystal Lee Jordan

Crystal Lee Jordan was an American Union Organizer and advocate who gained fame during the 1970s. The film Norma Rae is based upon her.

To find out more about Crystal Lee Jordan, try googling her name.

<http://www.google.com>

# 64.



## Ken Lewenza

Ken Lewenza, Sr. (b. 1954 in Windsor, Ontario, Canada) is the National President of the Canadian Auto Workers union, having been acclaimed at that organization's national convention on September 6, 2008. He was previously the president of the Canadian Auto Workers, Local 444 in Windsor, Ontario, Canada. He replaced Buzz Hargrove as the union's national president.

To find out more about Ken Lewenza, try googling his name.

<http://www.google.com>

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**65.**

## Ginger Goodwin



Albert "Ginger" Goodwin didn't look like much, but he had a towering moral presence. His short life was spent fighting for people who work hard for little reward - and it ended with a bullet and immortality as a labour martyr. He was shot by a hired private policeman outside Cumberland, British Columbia. His murder sparked Canada's first General Strike .

To find out more about Ginger Goodwin, his life and death, try googling his name. <http://www.google.com>

**66.**

## Jim Sadlemyer



Jim Sadlemyer is a member and activist with the Canadian Auto Workers Union and is the author of this ebook.

If you would like to see leaders from your local or union or labour martyrs from your geographical area on this page, [Click Here](#)

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## Shopping Tips

Everybody shops sooner or later. Shop as a labour activist.  
You can put some of what you have learned so far to good use.  
It can turn a boring shopping trip into something fun!

67.	<b>Buy Union</b>  Whenever possible, Buy Union. You might be surprised in the variety of goods and services available which are produced or performed by union members. Check the <a href="#">CAW List of Approved Vehicles</a> . Check with your provincial <b>Federation of Labour</b> for Union Label lists. For example did you know that by eating Shreddies you can be supporting unionized workers? There are literally thousands of products and services to choose from.
68.	<b>Self Check Outs</b>  Never, use one of those self checkouts stores are now introducing. Those machines replace human workers. Whenever someone tries to direct me to a self checkout, I use my best outside voice to exclaim that I would rather deal with a real human being than deal with some machine that steals jobs.
69.	<b>Use Snail Mail</b>  Support postal workers by mailing in your payments. Online payment is nice but at what cost? If you can't mail in all your payments, commit to at least 1 per month and go from there. Try the old-fashioned art of writing a real letter instead of an email. The recipient will be more appreciative. Use Canada Post stations. Avoid the contracted out corner drugstore type locations.
70.	<b>Boxstores</b>  Avoid non-union boxstores.
71.	<b>Shop Non-Union...Occasionally</b>  If the product or service you need is not available locally or if time is against you, don't feel bad, you can still shop non-union, just have fun with it. Besides if you only shop union how can you convince non-union to see the light. Just be sure to wear any union swag you may have on hand. T-shirts, caps, jackets, toques, buttons qualify for this. Get or make some business cards with your

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	union's web site address. Give one to any clerk who comments on unions (after admiring your swag)
<b>72.</b>	<b>Liquor Stores</b> Patronize unionized liquor stores. Drink responsibly.
<b>73.</b>	<b>Buy Local</b> Reduce your carbon footprint. Buy locally, buy provincially, buy Canadian. In that order whenever possible.
<b>74.</b>	<b>Self Check Outs</b> No it's not a mistake. I've listed this twice. A good buddy of mine ignores my earlier advice and does the following: He uses a more passive approach and actually uses the machines. He tries his best to act befuddled and usually gets 2 or 3 clerks to help him. When his transaction is over, he likes to point out to whoever is listening (including the odd manager) that these machines actually double or triple labour costs. If there is a line up behind him, waiting to use the self checkout, those customers may also become dissatisfied with the machines because of the extra wait caused by a confused customer. Use the style that suits you best.

## Strike/Lockout Support

I'm sure there are many more events and tips I could have listed here. Time and space were my limitations. I am open to suggestions for important strikes and tips for inclusion in a future project. Email your suggestions to me [jsadlemyer@hotmail.com](mailto:jsadlemyer@hotmail.com)

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Talk or write about what you learn.

Historical Strike information was garnered from Wikipedia.

Lockout and strike support tips were selected from a list provided by [The Nanaimo Duncan & District Labour Council](#)

75.	<p><b>The Winnipeg Strike</b></p> <p>The Winnipeg General Strike of 1919 was one of the most influential strikes in Canadian history, and became the platform for future labour reforms.</p> <p>Although many Canadian companies had enjoyed enormous profits on World War I contracts, wages and working conditions were dismal and labour regulations were mostly non-existent.</p> <p>To find out more about The Winnipeg General Strike, try googling it. <a href="http://www.google.com">http://www.google.com</a></p>
76.	<p><b>The Fleck Strike</b></p> <p>Many people may not remember the events in a small town in Ontario called Centralia thirty years ago. It was in 1978 and because of this strike, the union movement in Canada changed forever. It involved the company challenging the Rand Formula, an aggressive police presence and political interference. The group of determined women stood up to all and persevered. To find out more about The Fleck Strike, try googling it. <a href="http://www.google.com">http://www.google.com</a></p>
77.	<p><b>The Battle of the Overpass</b></p> <p>The Battle of the Overpass was an incident on May 26, 1937, in which labour organizers clashed with Ford Motor Company security guards.</p> <p>The United Auto Workers had planned a leaflet campaign entitled, "Unionism, Not Fordism," at the pedestrian overpass over Miller Road at Gate 4 of the Rouge complex. Demanding an \$8 six-hour day for workers, in contrast to the \$6 eight-hour day then in place, the campaign was planned for shift change time, with an expected 9,000 workers both entering and leaving the plant.</p> <p>At approximately 2 p.m., several of the leading UAW union organizers, including Walter Reuther and Richard Frankensteen, were asked by a Detroit News photographer, James E. (Scotty) Kilpatrick, to pose for a picture on the overpass, with the Ford sign in the background. While they were posing, men from Ford's Service Department, an internal security force under the direction</p>

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	<p>of Harry Bennett, came from behind and began to beat them. The number of attackers is disputed, but may have been as many as forty.</p> <p>To find out more about The Battle of the Overpass, try Googling it.  <a href="http://www.google.com">http://www.google.com</a></p>
<b>78.</b>	<p><b>Never Cross a Picket Line</b></p> <p>Picketline Solidarity goes well beyond simply not crossing picket lines. Picketline solidarity is the heart and soul of trade unionism. It says we're all in this fight for workers together, and picketline solidarity contributes greatly to shortening labour disputes.</p>
<b>79.</b>	<p><b>Inform</b></p> <p>Tell people in your own union what's going on, and what the issues are. Make the link between strong unions and the quality of life in your community.</p>
<b>80.</b>	<p><b>Participate</b></p> <p>Attend strike support rallies and demonstrations.</p>
<b>81.</b>	<p><b>Organize</b></p> <p>Organize demonstrations and rallies.</p>
<b>82.</b>	<p><b>Stay Informed</b></p> <p>Beware of media coverage that is anti-labour. Write a letter to the editor, Phone a call-in radio show.</p>
<b>83.</b>	<p><b>Donate</b></p> <p>Make donations to the strikers. Being on strike is costly.</p>
<b>84.</b>	<p><b>Join The Line</b></p> <p>Join the picket lines. Picketers love support. Inform the picket captain that you are on the picket line and which organization you represent.</p>
<b>85.</b>	<p><b>Other Donations</b></p> <p>Make donations in kind to the picket line. Coffee, donuts, food, fire wood, and whatever else is needed and requested..</p>

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<b>86.</b>	<b>Contact Politicians</b> Call your MLA, MP or city councillor. Tell them that you support the strikers..
<b>87.</b>	<b>Honk Your Horn</b> Honk your horn when you drive by a picket line.

## Miscellaneous

Some of these items could have fit in elsewhere, time and convenience put them here.

<b>88.</b>	<b>Newspapers</b> Read them. Analyze the slant. Are the stories about labour, pro-labour? Is the story fair? Who publishes it? Do the stories tend to favour the right in content as well as in volume? Compare against stories from alternative media. How does each one tackle a story? Does your newspaper of choice even cover the same stories as alternative media? If they don't, ask yourself why, then ask them! <b>Letters to the Editor</b> Read them. Write your own. Advertise to family friends and co-workers if one gets published.
<b>89.</b>	<b>Online News</b> Online mainstream news sources such as newspapers, television news and radio news web sites carry fresh sources of information. Use the criteria from idea #88 above to judge and evaluate them. Do they offer a chance to express your views. Most do. Read the

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	<p>comments, write some of your own. Some ask provactive questions in survey format to elicit responses. Let them know how you feel. If the question is against unionism or social justice issues, get your family, friends and co-workers to answer with a pro-labour response.</p>
<b>90.</b>	<p><b>Talk Radio</b></p> <p>A lot of talk radio stations specialize in again asking provactive questions, more often than not with a right wing slant. If you feel compelled to call in and respond, make notes beforehand and stick to your subject. Don't be drawn into their agenda. Some talk show radio hosts specialize in trying to skew your response and discredit your opinion. Stick to the facts. Don't get upset. Don't ramble on.</p>
<b>91.</b>	<p><b>Who are Your Elected Officials?</b></p> <p>Who is representing you in Parliament? Do you know how to contact them? Use this link to find your MP and let them know how you feel on issues of the day. <a href="#">Click Here</a></p> <p>You can Google your province to find your MLA. Voice your concerns.</p> <p>Concerned about how your local taxes are being spent in your city or town? Find out who is making decisions locally. You can Google it or you can simply call City Hall. Voice your concerns.</p> <p>Concerned about school closures, budget cuts or FSA testing? Find out who is on your School Board. Google it. Voice your concerns.</p>
<b>92.</b>	<p><b>Labour Day</b></p> <p>Find out the History of Labour Day. Google it. Attend the next Labour Day Picnic. Bring the family, bring friends. Celebrate Labour's Day! Write an article for your Union newsletter on it. If you don't have a newsletter, start one!</p>
<b>93.</b>	<p><b>Attend a Union Meeting</b></p> <p>If you belong to Union, when was the last time you attended a meeting? Attend your next meeting. Democracy works a lot better with participation! If you don't belong to a Union and are curious as to what goes on at a Union meeting, contact the CLC, they might be able to provide you contact information for a Union and Local General meeting in your area.</p>

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94.	<p><b>Playing Video Games</b></p> <p>Do you play video games online? All work and no play etc. etc. If you do, consider using famous labour names, locations and events as listed within this ebook as your online gamertag(s). Perhaps a conversation about labour or social justice issues might break out. It's a great way to goof off yet still maintain that you are actually engaged in "essential union business" ;)</p>
95.	<p><b>Attention Computer Nerds!</b></p> <p>As you may have noticed, my page building skills are somewhat rudimentary. If you possess skills in creating web pages using HTML and think you can come up with a better design, I can use your help to make this ebook look better. They are all HTML pages that are later compiled together. It also exists as a word document so if you think you can make this look better using that program I'd appreciate the help. I am in the process of creating PDF versions. I've translated this into Chinese and am working on different languages. If you can help in any of these areas, you can get my undying gratitude and a personalized version for your local for free! Contact me <a href="mailto:jsadlemyer@hotmail.com">jsadlemyer@hotmail.com</a></p>
96.	<p><b>Attention Artists!</b></p> <p>Can you draw, paint, write, play a musical instrument, sing, sculpt etc? Consider putting your talents to good use by creating works that reflect labour and or social justice issues. I'm also looking for a cartoonist for another project. Email if interested. <a href="mailto:jsadlemyer@hotmail.com">jsadlemyer@hotmail.com</a></p>
97.	<p><a href="#"><u>The Canadian Labour Congress</u></a> is a National Trade Union Center, the central labour body in Canada to which most Canadian Labour Unions are affiliated. Find out about your Provincial Federation of Labour. <a href="#"><u>B.C.</u></a>, <a href="#"><u>Alberta</u></a>, <a href="#"><u>Saskatchewan</u></a>, <a href="#"><u>Manitoba</u></a>, <a href="#"><u>Ontario</u></a>, <a href="#"><u>Quebec</u></a>, <a href="#"><u>New Brunswick</u></a>, <a href="#"><u>Nova Scotia</u></a>, <a href="#"><u>Newfoundland</u></a>, <a href="#"><u>P.E.I.</u></a>, <a href="#"><u>Yukon</u></a>, <a href="#"><u>Northern Territories</u></a> Find out what labour is doing in other provinces or territories.</p> <p>Through them you can find out about <b>Labour Councils</b> in your area, as well what is happening in your area and the rest of the country. If you are in a union, find out if you have a delegate attending Labour Council Meetings. If they don't ask if you can go. If</p>

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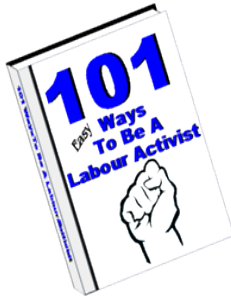


	<p>you don't have a Labour council in your area, contact</p> <p><a href="#">The Canadian Labour Congress</a>. I have seen more grassroots change take place at the Labour Council level than anywhere else. If you want to make a difference in your community and or union, this is a great place to start.</p>
<b>98.</b>	<p><b>Who's Running Your Union?</b></p> <p>Do you know who to contact if you are in trouble and need Union support? Find out now before you need them. Who is your Shop Steward, Chief Steward, Local Rep, National Rep, Local President, National President, Health and Safety Rep or Business Agent? If you don't know who these people are, find out!</p>
<b>99.</b>	<p><b>Foodbanks</b></p> <p>It is a tragedy that people have to rely on foodbanks. Where is our Government's social conscience? Please donate to your local food bank. Better yet, set up a foodbank collection box at work and get others involved.</p>
<b>100.</b>	<p><b>Recycle</b></p> <p>Recycle whenever you can. I have made this ebook unprintable to save paper. Donate unwanted items. Set up a recycle bag for pop cans and bottles at work. Donate the proceeds.</p>
<b>101.</b>	<p><b>Share this Ebook</b></p> <p>Make a copy of this ebook. Put in on a disk and give it away. Get a special copy made for your Union or local <a href="#">Click Here</a>. If you have a web site, make it available as a free download for your members. Talk about it with co-workers, friends and family, give them copies too. If you do nothing else suggested in this ebook, please do give away at least one copy. By simply giving away a copy, <b>You will be a Labour Activist.</b></p>

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