



"A crisis exists at any point during the bargaining process that you believe your team won't get all that it has proposed."
—Larry MacQueen, MEA Bargaining Consultant

CRISIS: **Bargaining's Critical Partner**

Date:
Friday, March 23

Time:
9 a.m. - 4 p.m.

Place:
MEA Headquarters
1216 Kendale
East Lansing

Cost:
NONE (all materials
and meals provided)

Though it should only be used as a last resort, sometimes the only way to get a fair contract is through a strike, the "nuclear weapon" in the arsenal of a union's crisis activity. Learn how to manage a successful campaign for improved wages, benefits and working conditions and, if needed, how to prepare for a successful strike!

Don't miss a minute of this training designed especially for local officers, bargaining team members and crisis committee members.

Topics will include:

- Crisis and campaigning for contract improvements—the "newer" thinking
- Marketing campaigns around bargaining
- Strategies to leverage your position
- Building critical relationships
- Strikes and other extreme job actions—the MEA way

Register today!

We only have room for 100 people, first-come, first-served.

Name: _____

Name of local: _____ EA ESP

Local leadership position held: _____

E-mail address: _____

Contact phone: _____

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Fax to: 517-203-2943
Mail to: Teri Battaglieri
MEA/BFCL
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East Lansing, MI 48826-2573

To best meet your needs, in addition to the general sessions, please select **TWO** of the following breakout sessions:

- Conducting a Successful PR and Marketing Campaign Around Bargaining
- Applying Pressure Tactics and Strategies to Leverage Positive Bargaining Outcomes
- Building and Maintaining Relationships Critical to Successful Bargaining

Full Capacity Locals DO Impact the Future!

MEA
Michigan Education Association