Ambush Elections Defense
The Right Tools, The Right Strategy

www.lrionline.com
Ambush Election Final Rule

1. April 30, 2012
2. Unit Determination
   • Hearing ONLY to “determine if QCR exists”
3. No pre-election Board review
   • Eliminates 25-day waiting period
4. Post-election review discretionary
   • Consolidate all election issues into one discretionary appeal
NLRB Proposed “Ambush Election” Rulemaking

Current NLRB Election Process:
- Days 0: Petition filed
- Days 7: Hearing
- Days 14: Employee List
- Days 42: Election
- Days 49: Objections Due
- Days 49: Post-Election Hearing
- Review by NLRB

Proposed NLRB Election Process:
- Days 0: Petition filed
- Days 7: Hearing
- Days 14: Employee List
- Days 24: Election*
- Days 31: Objections Due
- Days 31: Post-Election Hearing
- (covering all pre- and post-election matters)
- Optional Review by NLRB

* Note: Election period can be shorter if union waives 10-day rule on voter list. Rulemaking does not mandate new targets, only makes them possible.
Amush Election Response Strategy

Vulnerability Assessment
Engagement survey – ER “deep-dive”
MDI – external assessment

Proactive Communication
Orientation – internal PR
– leadership for results

Campaign in a Box
Flexible (5-3-1 plan) – cardsigning + campaign – pre-approved

Early Warning
Tripwire – Eye in the Sky – local networking – MBWA
Campaign in a Box Strategy

1. **Pre-built, launch ready**
   - Limited time to respond
   - Approval burdensome
   - Better decision-making

2. **Flexible (5-3-1)**
   - Prioritize messages based on time available
   - Quickly customizable
   - Messaging changes based on conditions
     - key issues?
     - number of meetings?
     - skill of presenters?

3. **Scalable**
Our Campaign in a Box Contents

1. 30+ videos (English, Spanish)
2. 6 customizable campaign slide decks
3. Posters, handouts, flyers for each phase
4. Supervisory training materials (video, deck)
5. Checklists
6. Campaign tools
Interested in a Test Drive?

Schedule an appointment for a “private tour” of the complete presentations and other content:

Email request to: gkittinger@lrims.com

Or call Tammy at: (800)-888-9115

Campaign in a Box
Flexible (5-3-1 plan) – cardsigning + campaign – pre-approved
Early Warning Strategy

1. **Tripwire training**
   - Focus on *behavior change*
   - Less focus on legal issues

2. **Eye in the Sky**
   - What is happening around your facilities?
     - Petitions, elections?
     - Contract expirations?
     - Local union elections?

3. **Local networking**
4. **MBWA**