

# Walmart Labor Relations Training

## Salaried Manager Module

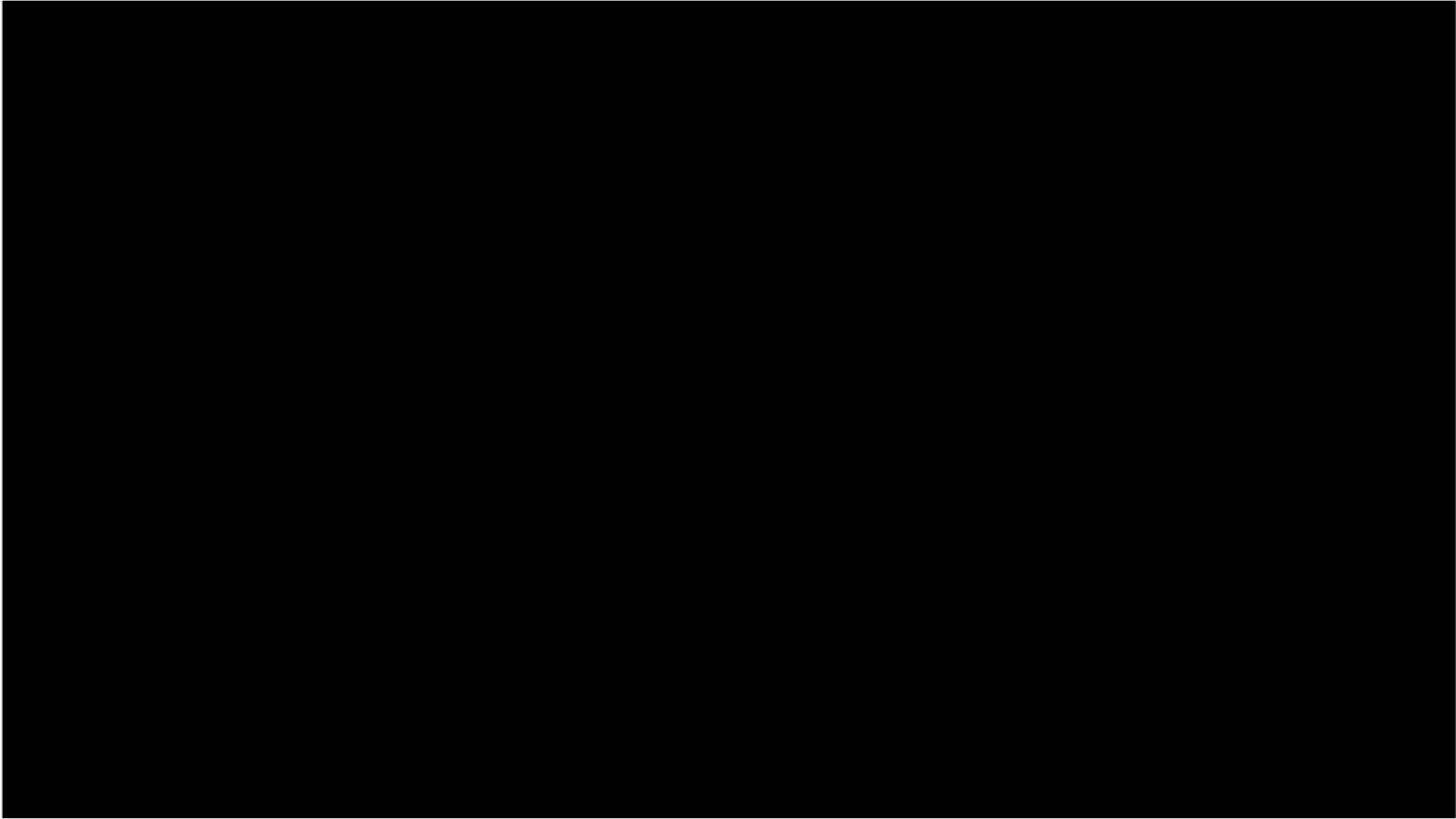
# Associate Relations Philosophy

- We are pro-associate
- We maintain an environment of open communication
- We believe that our associates can speak for and represent themselves without having to pay someone to do that for them
- We simply don't feel third party representation is right for Walmart

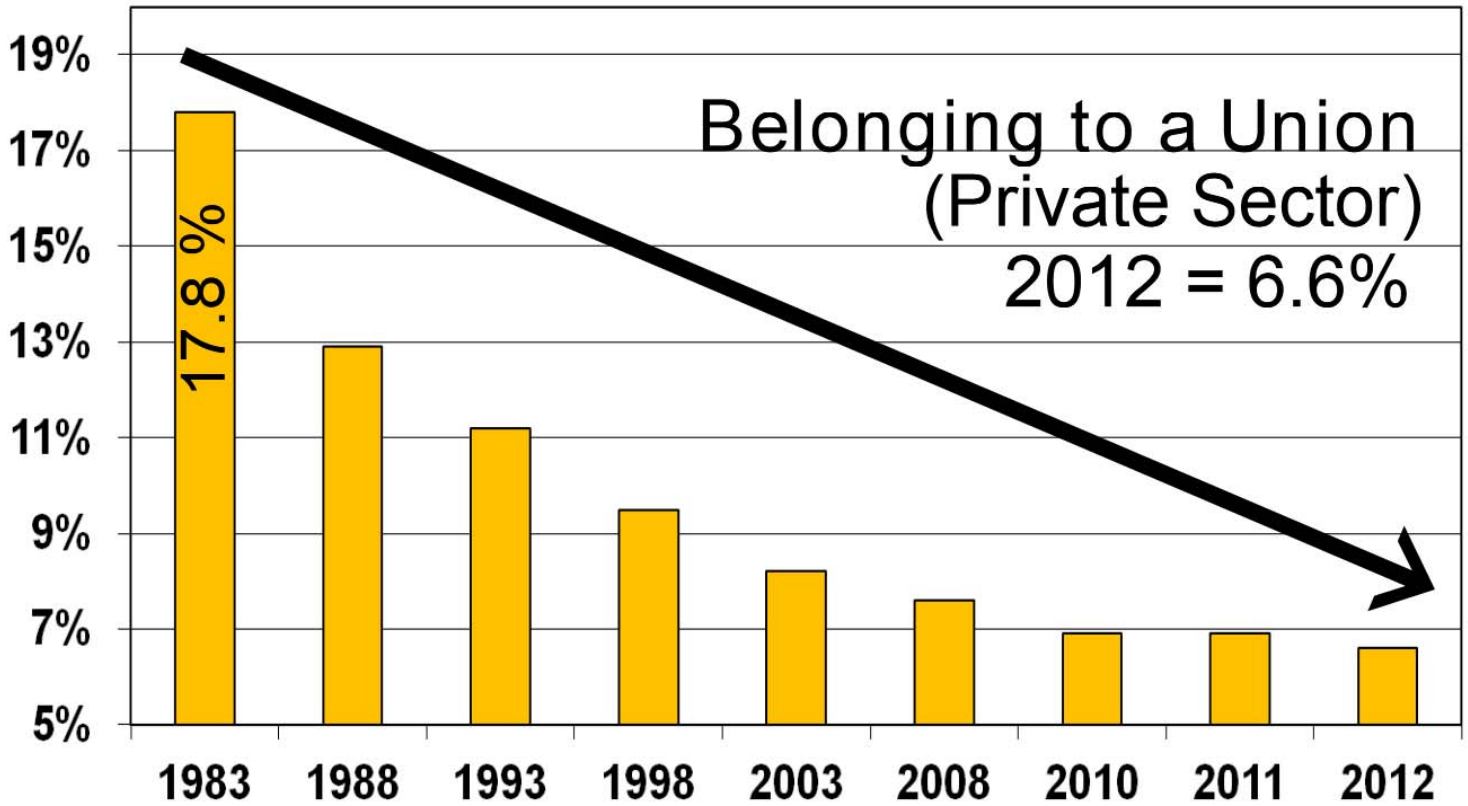
# Duty of Loyalty

- Salaried managers, zone merchandise supervisors, zone supervisors, customer service supervisors, and many department managers have a responsibility to:
  - Support Walmart’s position on how we treat people
  - Respond to associates’ questions or comments in a legally appropriate manner
  - Report union activity to the Labor Relations Hotline immediately

# What might Walmart be like with a union?



# Percentage of Total U.S. Private Workforce



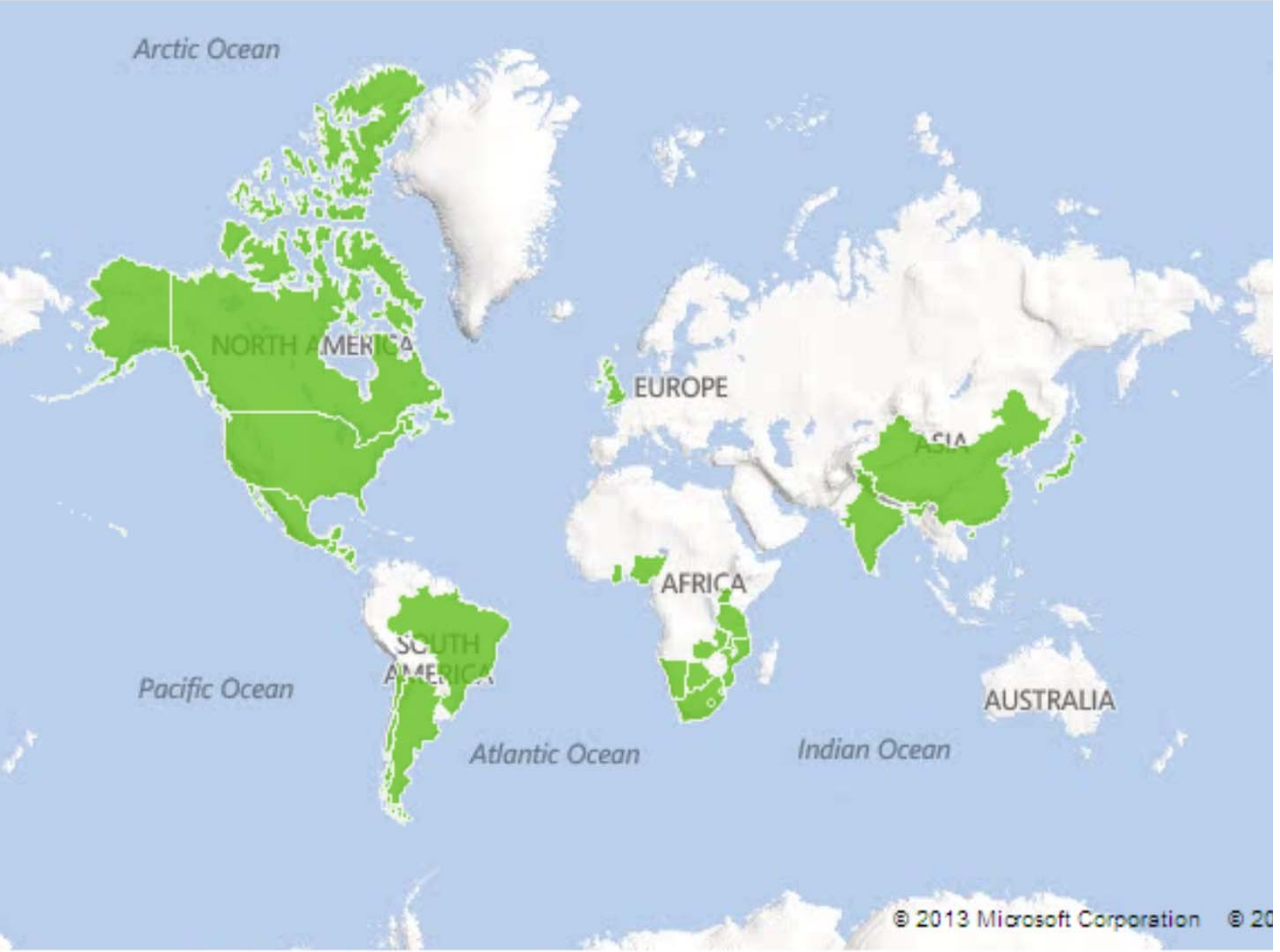
Source: Bureau of Labor Statistics U.S. Department of Labor

# Why are we a target?



Do the math:

$$\begin{array}{r} \text{350 associates/facility} \\ \times \text{\$400/year in dues} \\ \hline \text{\$140,000} \\ \times \text{4,000 facilities} \\ \hline \text{Annual Increase in revenue} \quad \text{\$560,000,000} \end{array}$$



Arctic Ocean

NORTH AMERICA

EUROPE

ASIA

AFRICA

SOUTH AMERICA

AUSTRALIA

Pacific Ocean

Atlantic Ocean

Indian Ocean

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# Lakewood, Colorado





The screenshot shows the UFCW website with the following elements:

- Header:** UFCW logo with the tagline "a VOICE for working America" and the main heading "Why Union?".
- Navigation Bar:** Links for "About Us", "Organizing", "Members", "Media", "Vote UFCW", "In the Community", "Blog", and "Store". A search bar is located on the right.
- Main Content Area:**
  - Left Column:** A photograph of a picket line with the caption "UFCW Voices: Phil Meza a.k.a. 'Mr. Picketman'".
  - Center Column:** "Connect with Walmart Associates" section featuring the "OUR Walmart" logo (Organization United for Respect at Walmart) and a "Headlines" section with four news items dated 6.19.12 and 6.18.12.
  - Right Column:** A vertical sidebar with buttons for "Get Email Updates", "UFCW Facebook", "Job Openings", "Organize Now!", and "Find Your Local Union". Below these are dropdown menus for "State" (set to Alabama) and "Local Number" (set to Local 1).
- Footer:** A blue bar containing navigation links: "About | Contact Us | Jobs | Media Center | Search". Below the links is the copyright notice: "Copyright © 2012 United Food and Commercial Workers International Union, All rights reserved."
- Image Strip:** A horizontal strip of five promotional images: "MAKING CHANGE AT WALMART", "Walmart FAIRNESS for FOODWORKERS.org", "umi global union", "CHANGE to WIN", and "UFCW STORE".

Welcome to

# Organization United for Respect at Walmart!

We call ourselves OUR Walmart for short. It's because we, the hourly Associates, are the life-blood of our stores and of the company we work for, yet we are not treated with the respect we deserve. Here we are working to fix that, and we need your help. [Learn more about us](#) and [get connected!](#)

**Of Associates, For Associates.**

[Learn more about us »](#)

[View our Mission and Vision »](#)

[Contact us »](#)

**Get Connected!**

I am a:

**CURRENT** Hourly Walmart Associate

**FORMER** Hourly Walmart Associate


**Email**

**ZIP**

**Submit**

© 2010 Organization United for Respect at Walmart, an independent, not-for-profit organization for hourly Associates. Our organization is not affiliated with Wal-Mart Stores, Inc.

# OURWalmart monthly authorization cards.

**OURWalmart**   
Organization United for Respect at Walmart

**Member**

\_\_\_\_\_

Print Name

is a member of the Organization United for Respect at Walmart and entitled to the rights and respect associated with membership.

Member Signature \_\_\_\_\_

Date \_\_\_\_\_

I authorize the financial institution indicated below to deduct \$5.00 per month and pay that to Organization United for Respect at Walmart as my membership contribution. I may revoke this authorization at any time.

Credit Card #: \_\_\_\_\_

Credit Card Expiration: \_\_\_\_\_

Security Code: \_\_\_\_\_

Or

FOLD HERE

Checking Account #: \_\_\_\_\_

Check Routing: \_\_\_\_\_

Name of Bank: \_\_\_\_\_

Address of Bank: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

We, the Associates of Walmart, deserve respect. It's what led to the creation of OUR Walmart – an organization for Associates, by Associates. Join us to improve our work environment and our lives.

[OURWalmart.org/respect](http://OURWalmart.org/respect)

**OURWalmart**   
Organization United for Respect at Walmart



# OUR Walmart

Organization United for Respect at Walmart

**“You either pledged to make a monthly contribution of \$5.00 or paid \$60 by check or money order”**

May 12, 2011

Dear OUR Walmart member,

This is a courtesy reminder that when you made the commitment to join OUR Walmart (the Organization United for Respect at Walmart), you either pledged to make a monthly contribution of \$5.00, or paid \$60 by check or money order for an annual membership.

**“You will be charged \$5.00 on the 15<sup>th</sup>, or closest business day, of every month.”**

annual membership, the \$5.00 draft from your account will be charged \$5.00 on the 15<sup>th</sup>, or closest business day, of every month.

Walmart Stores, Inc. is not affiliated with OUR Walmart. We created it out of our belief that we, the company's 1.4 million members, could make a difference.

# Salaried Managers:

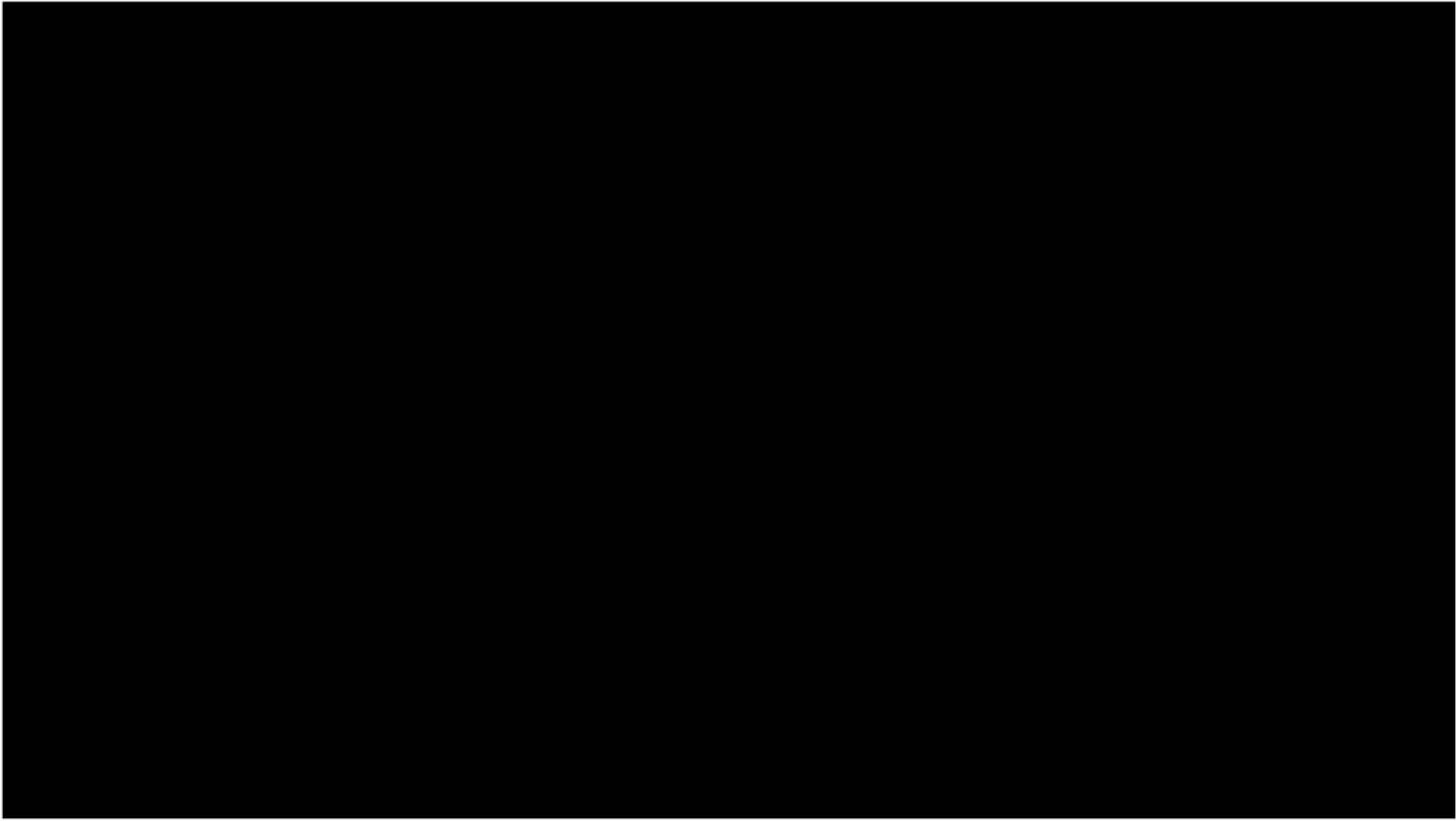
## Support of Open Communication

# Responding to Union Questions and Comments

- **Thank** the associate for using the Open Door process by asking you a question
- **State** Walmart's Associate Relations Philosophy in your own words
- **Answer** the question or get an answer
- **Report activity to the Labor Relations Hotline immediately**



# How to Respond to a Union Comment





# TIPS

- **T = THREATEN**

It is unlawful to make threats about protected/union activity

- **I = INTERROGATE**

It is unlawful to ask questions about protected/union activity

- **P = PROMISE**

It is unlawful to make promises to influence protected/union activity

- **S = SPY**

It is unlawful to spy on protected/union activity

# T - Threaten

It would be illegal to threaten:

- Closing a facility if a union is certified
- Loss or freezing of wages and benefits during negotiations
- Making their job more difficult because of their union activity
- Loss of employment because they signed a card

# I - Interrogate

It would be illegal to ask associates:

- Their position concerning unions
- If they have signed a union authorization card
- If they are attending union meetings or what took place at a union meeting
- What they thought about the union education meeting held by the company
- Why they think they need a union

# P - Promise

It would be illegal to promise associates:

- Pay increases, benefits, or special favors if they keep a union out
- That we will fix problems in the facility as long as associates forget about the union
- A promotion if they do not participate in union activity

# S - Spy

## It would be illegal to spy on:

- Any union activities associates may be involved in
- An associate speaking to a union representative
- Associates attending a union meeting, even if invited

# FOE

- **F = FACTS**

You can share facts about unions

- **O = Opinions**

You can share your opinions about unions

- **E = EXPERIENCES**

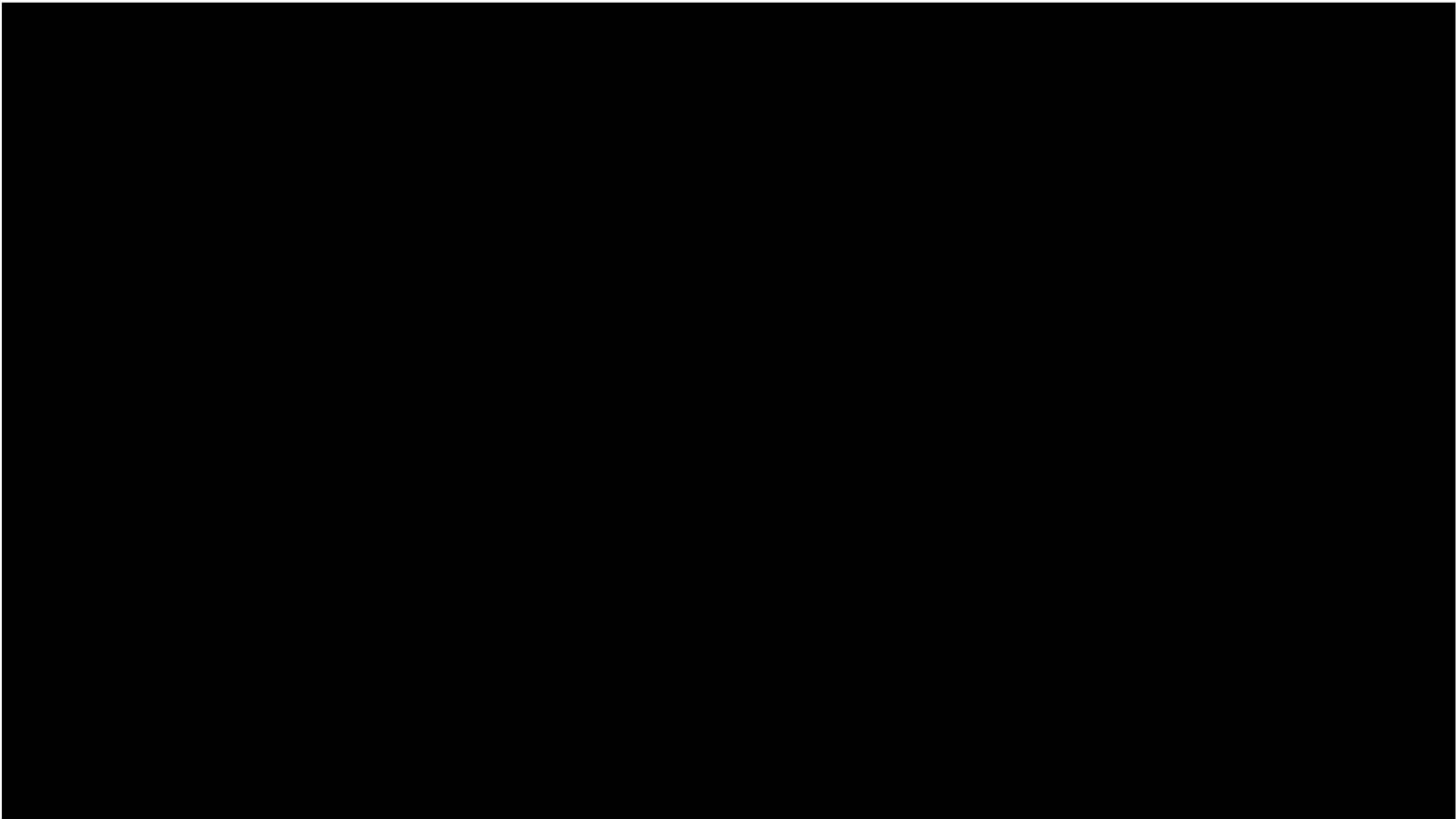
You can share experiences with unions

# F - Facts

- Unions are a business, not a club or social organization – they want associates' money
- Unions spend members' dues money on things other than representing them
- Unions cannot guarantee any contract concessions
- A union authorization card is a legally binding document



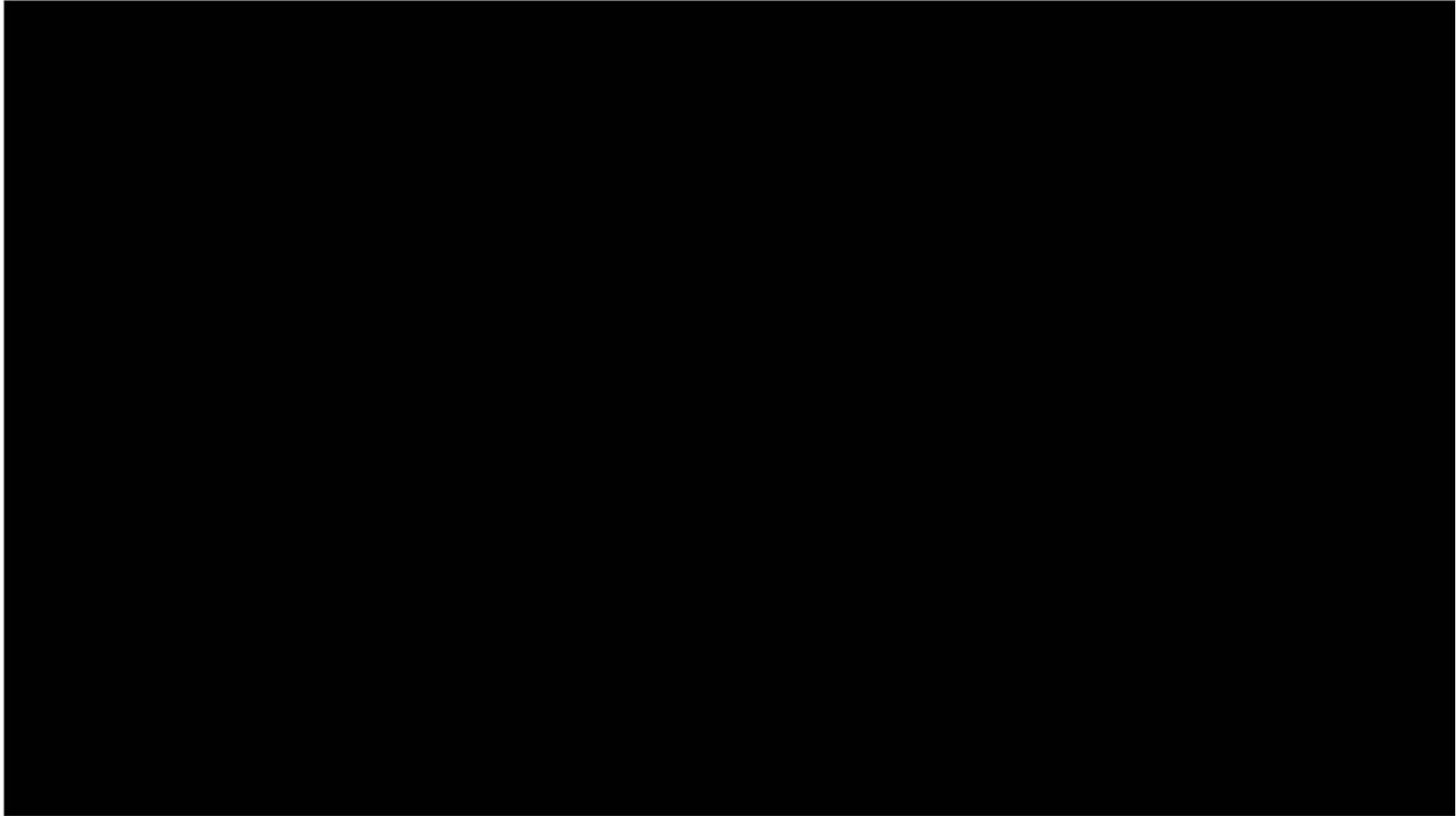
# Sharing a Fact About Unions



## O - Opinions

- “For a Walmart associate, I think unions are a waste of money. You can speak for yourself.”
- “In my opinion, unions just want to hurt Walmart and make it harder to run our business.”
- “I don’t think we need a union at this Walmart or any other Walmart. I think the Open Door is a great way to deal with concerns.”

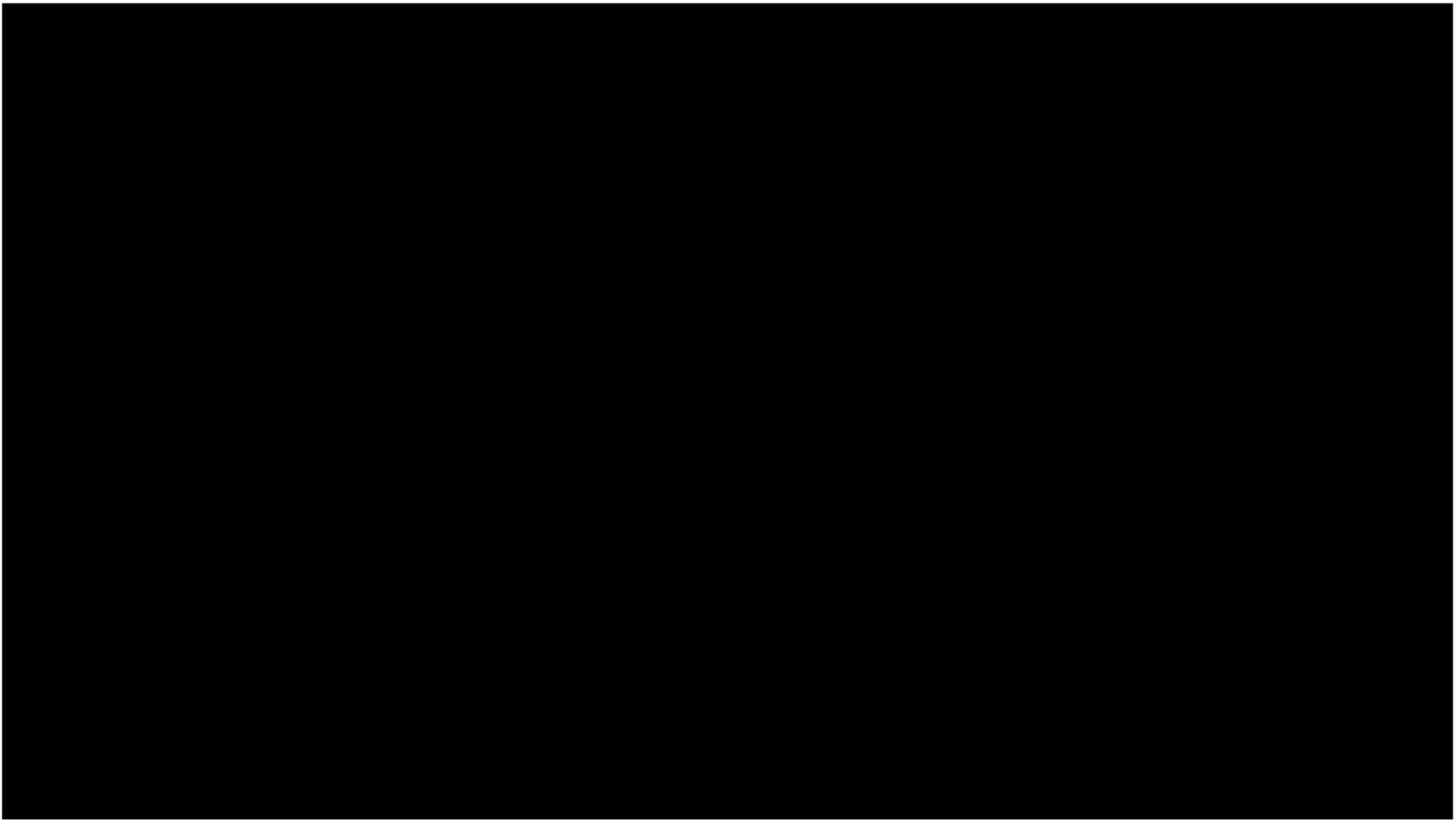
# Sharing Your Opinion About Unions



# E - Experiences

- It is lawful to share your own personal experiences about unions

# Sharing Your Experience with Unions



## Lawful or Unlawful:

- I know that you have been silent about the union, but you have the right to express your opinion about the union.

## Lawful or Unlawful:

- Please understand that I can not ask you any questions about the union, but I can share my opinion, and I think unions have done a lousy job representing workers in this state.



# Solicitation and Distribution General Information

- Associates may not engage in solicitation or distribution of literature during working time
- Distribution of literature is not permitted at any time in selling or working areas
- Associates may not engage in solicitation in any selling area of the facility during business hours

# Solicitation and Distribution Guidelines for inside the facility

## The only exceptions are:

- Children’s Miracle Network (associates only)
- United Way (associates only)
- Feeding America
- Associate in Critical Need Trust

Solicitation and/or distribution of literature by non associates is **prohibited at all times** in any area of the facility, including the vestibule, with an exception for employees of tenant leased spaces. Always check for updates on the WIRE.

# Non-Associate Guidelines for Outside the Facility

## California Only

- In December of 2012, the California Supreme Court decided the case of Ralphs's v. UFCW Local 8
- The court held that labor organizations have the right to engage in "peaceful" activity on exterior property owned/controlled by a business
- In light of that decision, in California, please comply with the following:
  - Notify your labor manager and the Labor Relations Hotline immediately of labor activity
  - Call law enforcement under existing procedures to deal with labor activity **inside** the building
  - Do not call the police in response to activity outside the building unless instructed by the Labor Relations team or the activity involves violence or the threat of violence



# Union Authorization Cards

**I want to have a say over wages, benefits and working conditions at my job.** I authorize the UFCW to give me voice to negotiate with my employer.

**Quiero tener voz y voto sobre salarios, beneficios y condiciones laborales en mi trabajo.** Autorizo a la UFCW para que me de una voz para negociar con mi empleador.

\_\_\_\_\_  
Signature/Firma

\_\_\_\_\_  
Date/Fecha

\_\_\_\_\_  
Name/Nombre

\_\_\_\_\_  
Address/Dirección

\_\_\_\_\_  
City/Ciudad

\_\_\_\_\_  
State/Estado

\_\_\_\_\_  
Zip/Código Postal

\_\_\_\_\_  
Phone/Teléfono

\_\_\_\_\_  
Employer/Empleador



# Petitions and Authorization Cards

- Are legal documents
- Are a request to be represented
- Could mean signing away their right to speak for themselves

# Early Warning Signs

- Signals your associates might be considering third party representation:
  - Mentioning unions or union websites and commercials
  - Speaking negatively about wages and benefits
  - Asking for a witness to be present
  - Associates feel excluded from rest of facility
  - Associates ceasing conversations when leadership approaches



## Warning Signs

- Some other serious signs that your associates might be considering third party representation include:
  - Union representatives showing up at the facility or their homes
  - Talk of union meetings

# Key Learnings

- Support Walmart's Associate Relations Philosophy and position on unions
- Respond appropriately to associates
- Remember TIPS and FOE
- Notify the Labor Relation's Hotline 1-877-54-(LABOR) 452267 about union concerns
- Encourage our associates to protect their valuable signature

# Thank you for your Leadership!

## Resources

If you have additional questions please contact your facility manager  
or your Market Human Resources Manager.