

Section 8 – Organizing Your District

- Organizing Your District - Helpful Tips
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- New Hire/Transfer Outreach
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- Suggestions When Asking for Volunteers

As Council Representatives, you are asked to maintain communications with all SPEEA-represented employees in your district to ensure members receive information from SPEEA leadership and that they have a way to communicate with the leadership.

A strong communication network builds solidarity.

This section covers ways to organize your district to improve communications and build solidarity.

You don't need a SPEEA-wide activity to create activity in your district!

- **LUNCHTIME MEETINGS** - Contact staff regarding workshops available for members in your district. Workshops include:
 - Performance Management
 - Retirement and/or Financial Planning
 - Open Enrollment
 - Introduction to Negotiations
 - Ed Wells Partnership
- **TRY TO MEET EVERY MEMBER (in person) WHO CONTACTS YOU** with a question, concern, email and take the opportunity for them to put a face to the union (instead of just an email).
- **GREET NEW HIRES/TRANSFERS** - They are flagged on your monthly roster under Change or New.
 - For a larger number-schedule a lunch time meeting to talk about SPEEA (staff and Ed Wells Ambassadors are available), or if you only have a few, take along an AR to meet them.
- **SCHEDULE MONTHLY AREA REP MEETINGS** during lunchtime. The Council has authorized \$8/Area Rep per month for these meetings for food. Work with staff to incorporate training into this time.

Contact SPEEA staff April Rebollo (South Sound and Bellevue) or Susanne Murphy (Everett) for support on any of the above activities as well as putting together a plan to better organize your district.

Do you have an updated email distribution list?

- Every month, you get an updated list from Terry Hall. Use this to update your distribution list(s).
- Consider splitting up your monthly roster with other CRs and Area Reps to spread out communication in your district and help increase the faces of our union.
 - Make a plan to split it up-by floor, manager, building, mailstop, etc...
 - Make a plan with ARs/other CRs to update lists regularly

Do you have an email distribution list made up of your district activists?

- **You should be communicating with this group a lot more and include all:**
 - Area Reps, Bulletin Board focals, Committee Chairs, Tellers, Executive Board members, Council Chairs and ACT Site focals. (Updated and sent monthly by Terry)
 - » ACT Site focals - The Action Communication Taskforce (ACT) committee has volunteer focals for each work site. The ACT site focal can help coordinate communications and new hire/transfer outreach within your site. Contact staff to find out who the focal is at your site.
 - Activists-active members you hope to help develop into other roles in our union.
- **Maintain this list separately**-you will be adding activists which won't be flagged on your district roster. This group of leaders helps to keep members involved, updated and engaged.
- **Make an attempt to meet all of your district activists if you haven't already**

Make sure you know where all bulletin boards are and who updates them

- SPEEA staff maintains a current list of Bulletin Boards and their focal name
- Council Reps are encouraged to delegate updating bulletin boards to an Area Rep
- As a CR, you are encouraged to make sure boards are being updated

SAMPLE MONTHLY ROSTER EMAIL

From: <TerryH@speea.org>
Date: Mon, Apr 20, 2015 at 8:04 AM
Subject: SPEEA Council District Report - E-28 - Prepared for Terry Hall
To: terryh@speea.org

Council Rep,

The SPEEA Council District Reports are intended to give Council Representatives the information they need for the SPEEA represented employees in their district. The data is provided in a CSV format that can be opened with Microsoft Excel and is to be printed on a local printer, imported into another application or used as is.

See sample 

The email contains 2 CSV files, 1) a roster of SPEEA representatives (Area Reps, Council Reps and Officers) in a district, and 2) a roster of all active employees in a district.

The “District Rep Roster” lists just the SPEEA representatives in a district. It is sorted first by union code and then alphabetical by name. It includes contact information and the date through which the representative is endorsed.

The “District Employee Roster” lists all active employees in the district. The sort order is building, mail code, union code (representatives, regular members then non-members) and lastly alphabetical by name. It includes contact information for the employee. The “B-U” column is the bargaining unit code and is primarily intended for combined Prof-Tech districts. The “New” column indicates the month of last hire for employees hired in the last 11 months. The “No E-Mail” column is for employees who have notified the SPEEA office that they do not want to receive union-related e-mail. The “Chg” column indicates a recent change in a work location field (district, building or mail code). The Union Code legend appears below.

Union Code Legend

AF=Agency Fee Payer; AN=Assigned Agency Fee Payer; CR=Council Rep;
AR=Area Rep; CH=Committee Chair; EX=Executive Board; MP=Member in
Process-recently joined; NA=Nonmember Objector; NN=New Nonmember
RG=Regular Member; TL=Teller; QP=Quit in Process

If you have questions about the files or the data please contact Terry Hall,
terryh@speea.org, 206-674-7360

2 attachments — [Download all attachments](#)

 **04-20-2015 - SPEEA Representative Roster for District E-28.csv**
3K [Download](#)

 **04-20-2015 - SPEEA Represented Employee Roster for District E-28.csv**
64K [Download](#)

SAMPLE MONTHLY ROSTER

B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
ing Floor	Mail Code	Chg	Employee Number	Employee Name	Union Code	Accounting Department Code	Job Code	B-U	Work Phone	Job Last Hire Date	New	No Email	Work Email Address	
2	0F-EA		2379490	Borrell Joseph W	RG	66 CB7006	6F4C-6C1	T	(425) 294-3368	4/5/2013			joseph.w.borrell@boeing.com	
2	0F-EA		1814723	Kreitle Joseph	RG	66 CB7004	6F4C-6C1	T	(425) 717-8752	8/17/2007			joseph.kreitle@boeing.com	
2	0F-EA		2207188	Madore Lynn M	RG	66 CB7004	6F4C-6C1	T	(425) 965-6617	6/15/2012			lynn.m.madore@boeing.com	
2	0F-EA		2375167	Marcacci Adam M	RG	66 CB7001	6F4C-6C1	T	(425) 237-0230	3/29/2013			adam.m.marcacci@boeing.com	
2	0F-EA		197135	Mower Patricia C	RG	66 CB7008	6F4C-6C1	T	(425) 234-9595	7/30/2010			patricia.c.mower@boeing.com	
2	0F-EA		1536847	Sepahi Leily Farhat	RG	66 CB7004	6F4C-6C1	T	(425) 266-3678	12/8/2005			leily.f.sepahi@boeing.com	
2	0F-EA		2239003	Yengich Laura Ashley	RG	66 CDBHBY	6G5F-65X	T	(425) 234-9208	11/2/2012			laura.a.yengich@boeing.com	
3	OR-101		1793182	Last Aaron J	AR	66 CDBHBY	6G5F-65X	T	(425) 294-3521	6/8/2007			aaron.j.last@boeing.com	
3	OR-101		2308784	Miller Kalie	RG	66 CDBHBY	6G5F-65X	T	(425) 266-1107	1/4/2013			kalie.miller@boeing.com	
3	OR-103		124326	Fitzsimmons Jay Charles	RG	66 CBK211	681F-623	T	(425) 266-9783	5/27/2011			jay.c.fitzsimmons@boeing.com	
3	OR-104		151949	Bonita Victor Lee	AR	66 CBK212	6G5E-636	T	(425) 446-9458	9/23/1986			victor.l.bonita@boeing.com	
3	OR-104		473930	Dobbs Derek Michael	RG	66 CBK111	6FKD-D28	T	(425) 234-9667	4/21/1998			derek.m.dobbs@boeing.com	
3	OR-104		1636006	Narayanan Rashi	RG	66 CBA02A	6H6G-67B	T	(425) 266-9963	5/12/2006			rashi.narayanan2@boeing.com	
3	OR-109		137341	Schille Samuel John	RG	66 CBB0C1	6E3K-655	T	(425) 233-7565	9/25/1996			samuel.j.schille@boeing.com	
3	OR-110		198549	Newport Matthew Warren	NA	66 CBL210	6G5E-636	T	(425) 234-4297	4/19/1996		X	matthew.w.newport@boeing.com	
3	OR-110		136350	Bohn Donald Joseph	RG	66 CBYG10	6G5E-636	T	(425) 342-6461	1/30/1984		X	donald.j.bohn@boeing.com	
3	OR-110		110586	Campos Alfredo Zamora	RG	66 CBEP02	681F-65L	T	(425) 342-7210	6/16/1980			alfredo.z.campos@boeing.com	
3	OR-110		1082190	Echevarria Natalie Nicole	RG	66 CBA02A	6H6G-67F	T	(425) 237-5753	7/16/2001			natalie.n.echevarria@boeing.com	
3	OR-110		90826	Hagberg Kyle Kurtis	RG	66 CBA02A	6H6G-67F	T	(425) 233-7565	6/24/1991			kyle.k.hagberg@boeing.com	
3	OR-110		115665	Huffington Jay Russell	RG	66 CBL210	6G5E-636	T	(425) 294-3070	4/7/1980		X	jay.r.huffington@boeing.com	
3	OR-110		1546692	Moore Matthew Benjamin	RG	66 CBA04A	6H6K-6F3	T	(425) 294-3070	1/30/2015	Jan		matthew.b.moore2@boeing.com	
3	OR-110		1734913	Rathke David Alan	RG	66 CBL214	6G5E-636	T	(425) 965-5954	11/17/2006			david.a.rathke@boeing.com	
3	OR-110		1702	Saunders Andrea Clare	RG	66 CBL212	6E3N-65C	T	(425) 342-7496	5/4/1989			andrea.c.saunders@boeing.com	
2	OR-116		155135	Dinh Kimberly Phung-Uyen	RG	66 CBBYB4	6G5F-65X	T	(425) 342-6805	8/30/1996			kimberly.p.dinh@boeing.com	
2	OR-116		4874	Lehman Peter Goucher	RG	66 CBBYB9	6G5F-65X	T	(425) 342-7719	3/17/1985			peter.g.lehman@boeing.com	
2	OR-116		1687309	Loasby Deanna M	RG	66 CBBYB5	6G5F-65X	T	(425) 342-2847	8/17/2006			deanna.m.loasby@boeing.com	
2	OR-116		2264207	McGee Christopher James	RG	66 CBBYB1	6G5F-65X	T	(425) 237-6586	9/22/2006			christopher.j.mcgee@boeing.com	
2	OR-116		1727861	Nardoza Anthony James	RG	66 CBBYB5	6E3I-65B	T	(425) 342-7606	4/16/1996			anthony.j.nardoza@boeing.com	
2	OR-116		36856	Sontag Kurt Miller	RG	66 CBB540	6E3I-65B	T	(425) 237-2899	9/9/1987			kurt.m.sontag@boeing.com	
2	OR-116		122148	Wildor Pamela Jean	RG	66 CBB350	6E3M-65W	T	(425) 237-2962	10/18/1983			pamela.j.wildor2@boeing.com	
2	OR-116		133961	Wone Jeffery Norman	RG	66 CBB370	6E3M-65W	T					jeffrey.n.wone@boeing.com	

Sort by Name, Floor, Mail code, etc.

Emailing your district

When you receive an email from SPEEA_INFO OR SPEEA:

» Save a copy of the first email

1. *Always BCC the list you are emailing*

- We don't want to initiate lots of "reply all" email chains - this prompts people to get off lists. SPEEA does not release email address lists.
 - Limit recipients on each email to 200.

2. *Subject Line*

- Repeat the heading on the original email.

3. *Check the header*

- This indicates who else received the email.
- Delete this prior to "forwarding" to your distribution list.
- Please communicate with members – means forward to your distribution list.

4. *When sharing email don't add a long message on top of the SPEEA email*

- The emails sent from SPEEA have been crafted to give the pertinent information needed. If you want to add something to the email, keep it personal and concise. Try to keep it to no more than two or three sentences.



See sample email on next page

Sample message in the “Official SPEEA email format.”

This is intended for corresponding official information with CRs, ARs or all SPEEA-represented employees.

#1 BCC: Put your distribution list here

#2 SUBJECT LINE: Should repeat the heading on the email

#3 Message to SPEEA-Boeing Council Reps – Please communicate with ARs and SPEEA-represented employees

To all SPEEA-represented employees in District Y3:

#4 *Tomorrow is the deadline to make changes to your benefits. If you have a question about any of the plans-please contact me and I can help you get answers.*

Council Rep Y/Contact Information

Open enrollment - deadline to make changes

Thursday, June 4, is the final day to make changes to your benefits at The Boeing Company.

If you don't already have long-term disability insurance, this is your last chance to sign up. SPEEA mailed a letter to everyone in the bargaining unit who doesn't have this benefit because it is critical in preventing a financial crisis if you ever go on extended medical leave.

To learn more about overall benefit changes resulting from SPEEA contract negotiations, check out articles in the April and May Spotlight magazine and recent SPEEA News.

With the successful contract gains going into effect July 1, be sure you are signed up for the benefit plans right for you and your family.

*Email comments - speea_info@speea.org
Sign-up for SPEEA home email - www.speea.org
SPEEA - IFPTE Local 2001
Professional Aerospace Union*

New Hire/Transfer Outreach

It is important to welcome new hires/transfers into each SPEEA district and to have a discussion about the value of a union. A new hire/transfer should also understand their rights and how to go about getting answers to their questions. Your monthly district roster from SPEEA will flag any new hires/transfers. They will appear on your monthly roster under 'New' and 'Change'.

Have a lot of new hires/transfers to reach out to?

Consider scheduling a lunchtime meeting. SPEEA staff can attend and help with a topic.

SPEEA staff can help prepare a lunch time training on a variety of topics including information about Ed Wells, negotiations, Performance Management, and a condensed version of SPEEA 101.

Only have a few new hires/transfers?

Consider stopping by to introduce yourself in person, and take along an AR too! Some CRs have delegated greeting new hires to one or more Area Reps who can also hand out CR's cards. Take along a visibility item (SPEEA t-shirt, coffee mug, notebook). ACT Site Focals can help with this outreach effort.

- Establish a time to meet up with the new hire/transfer. (These meetings should happen during lunchtime, break time, before or after work for you and the new hire).
- If their location information is missing, check outlook or the employee white pages to see if information is updated. Call them if you can't find a good location.

Introduce yourself and welcome them to SPEEA.

Some suggested talking points :

- Ask them what they know about SPEEA-get them talking!
- Explain who SPEEA is, and that you are the elected workplace advocate representing them.
- Ask if they have any questions about SPEEA, benefits, their rights, the contract.
- Remind them about the Ed Wells Partnership and the opportunities available to them.
- Let them know where the closest bulletin board is located.
- Give them your business card and let them know where to find you.
- Let them know how they will be updated on union issues (whose distribution list they are on).
- Invite them to the next SPEEA 101 at the union hall for dinner.

Identifying Leaders

Representative Leadership

SPEEA is most affective when our leadership includes representatives from a diverse group of departments, classifications, ages, company seniority levels, races, religions, educational backgrounds, cultures, ethnicities, genders, sexual orientations and identities.

When looking for member leaders in the workplace, here are a few things to look for:

- Leaders have followers – look for those co-workers who naturally take the lead in a positive way and have people who follow them.
- Leaders are good listeners – is there someone you know who co-workers go to consistently to talk through issues?
- Leaders communicate well – they are able to have conversations with leadership and membership and help to facilitate those conversations where possible.
- Leaders take risks- working for change and representing others can be confrontational and emotional. Look for those who work to make things better in spite of the risks.
- Leaders follow through- they keep their commitments to others, communicate when things have changed, and understand their own limits.
- Leaders involve others- identify who others want to work with. These people are natural team builders and can best utilize the full strength of all members.

These are just a few ways to identify leaders who can fill positions like Designated Alternate, Area Representative (AR) or Council Representative.

Ways to recruit new leaders

- **Ask them in person** – Face to face conversations are always best.
- **Why them?**-Let them know what leadership qualities you have identified in them that make them well suited for the position and how these qualities will be effectively used to make change.
- **Make it easy to say “Yes”**- Have a detailed plan with a specific request in mind. It is easier to commit to do something when you understand what you are committing to do. For example, if you’re asking someone to act as an AR have the AR responsibility sheet handy and detail why filling the position is important.

Suggestions when asking for volunteers

Asking builds activity. Always ASK people in person!

- **Make it easy to say “Yes”!** Have a detailed plan with a specific request in mind. Most people will not commit to do something unless they understand fully what they are committing to do. It’s easier for them to say no than it is to extract clarification from the requester.
- **Start simple.** In the beginning people are more willing to volunteer if it’s something within their comfort zone. Later, when they are fully engaged, they may be willing to take on more.
- **Show how they will make a difference.** Let them know why you chose them as the right person to participate and how their role is integral to achieving the big picture goals. People are more likely to be reliable when they know others are counting on them and that their role is important.
- **Answer the question, “what’s in it for me?”** Even though most people don’t ask this question out loud, they DO ask it internally. People have their own reasons for volunteering and by discussing their goals and expectations you can help them discover what’s in it for them.
- **Be Brave!**- Asking something of others can be a challenge. The key to achievement is to not be stopped by fears like rejection or limited by pride, shyness, or other barriers.
- **Individualize your approach-** People volunteer for different reasons and the same approach won’t work for everyone. Through active listening and inquiring conversation you may be able to identify where you share common ground and what matters to them. With this information you can individually tailor your approach.
- **Under promise and over deliver-** Fulfill your promises, no matter how small. For example, “ When you say ‘I’ll get back to you”, do it.
- **If your cause or concern is important, someone saying “no” to it doesn’t make it any less important.** Giving up too easily devalues your cause and damages your credibility. A willingness to accept rejection and not be stopped by it actually has the power, over time, to convince another person of the validity of whatever it is you’re committed to