

*Haggen*

Fresh Food Since 1933

# Haggen conversions taking shape; Names change on 3 OC stores



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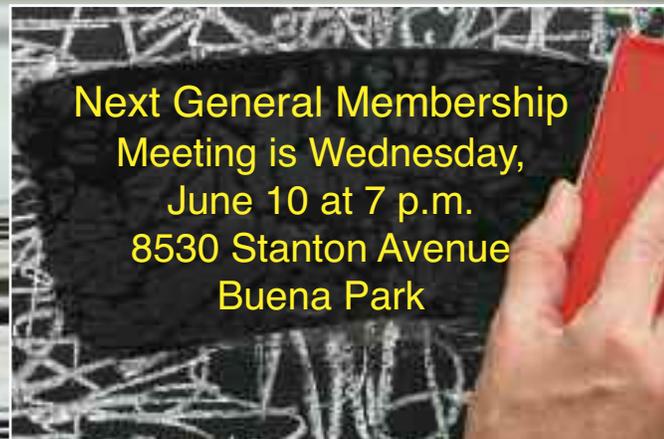
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- Withdrawal Card Request
- Change of Address Form

Member's name: \_\_\_\_\_

SSN: \_\_\_\_\_ DOB: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ zip \_\_\_\_\_

Phone # \_\_\_\_\_

email \_\_\_\_\_

If requesting withdrawal, what was your last day worked? \_\_\_\_\_

**If we don't know where you live or how to reach you, there's no telling what you might miss out on in the future.**

## U have to tell us!

**Editor:** Todd Conger  
**Asst. Editor:** Mercedes Clarke



**UNION OFFICE HOURS**  
8 a.m. to 5 p.m.  
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**TELEPHONE NUMBERS:** Orange County: (714) 995-4601 Lake Forest: (949) 587-9881: Long Beach-Downey-Norwalk Limited Area Toll Free: (800) 244-UFCW

**MAIN OFFICE:** 8530 Stanton Avenue, P.O. Box 5004, Buena Park, California 90622

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## Haggen has more than just fresh produce... It also has fresh ideas

It was the first meeting between senior management of Haggen stores and the presidents of six Southern California Locals representing the employees currently working at the Vons and Albertsons stores Haggen had just purchased. Local 324 represents over 800 in our jurisdiction alone.

Although it was billed as a get acquainted meeting, the issue of how employees would fare under the new company was the elephant in the room.

Finally, the point was made emphatically and unambiguously: It is management's responsibility to make the decisions that will make money for the company and the employees' responsibility to provide that friendly and welcoming environment that will make customers return.

Now here is the kicker.

That passionate tribute to UFCW members came from Haggen management not the UFCW presidents, at least we were in complete agreement on something.

They implored us to help retain every worker in all of the 146 stores under their ownership. They promised to maintain every member's full seniority and keep everything they currently enjoy at Albertsons and Vons, including seniority, vacation accruals, sick days, everything! There would be no probationary period for anyone and no one would endure the ordeal of applying for the job they have held for years.

To put it mildly, it was not what we were expecting. I will even admit to you that I began looking around the room for the hidden cameras that I suspected were shooting an episode of "Punked."

Several high level meetings followed to iron out some details and build on the positive relationships already underway.

I never did find the hidden cameras and today sincerely believe that Haggen intends to do right by the workers and right by the communities where they plan to do business.

### What is Haggen's plan?

Not a whole lot of details have been released about Haggen's plans for every store as of yet. Executives have opted to keep the Vons and Albertsons brands in tact in most of the stores for now. Eventually all stores will undergo complete conversions to the style and format of the stores that bare the Haggen name in Washington and Oregon.

With a hyper-emphasis on freshness, Haggen's existing stores have tended to reach a middle/upper-middle class income customer base. Its brand marketing includes catering services and its advertisements evoke images of a family farm

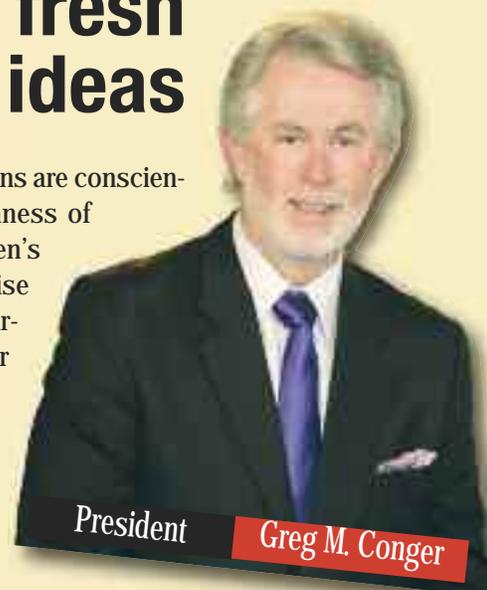
where even the chickens are conscientious about the freshness of their own eggs. Haggen's existing models raise concerns in some quarters that their rather upscale personality will have difficulty winning over communities with more working class reputations.

So far, the company is taking it slow, assessing where a conversion to the Haggen brand is best positioned to succeed. Three communities in South Orange County —Laguna Beach, Trabuco Canyon and Yorba Linda — will have been converted by the time this article is published. These and future conversions will all open with the same high-valued asset —UFCW members who have developed friendly rapports with the neighborhoods they serve.

I encourage all of you who will be wearing a Haggen uniform as well as those who will continue to work at Haggen-owned stores to prove this company right. Your influence with the customer base is even greater where the company has no name recognition. Many customers are not likely to embrace a company they know nothing about unless encouraged to do so by someone they trust. You can and will be those someone's.

A stable and profitable Haggen has implications beyond the cities where it owns stores. You have a chance to prove to corporate America that mergers and acquisitions are more than spread sheets alone where long-time, loyal employees are disposed of with a tap on the delete button.

Haggen's approach is more than simply refreshing. It is revolutionary. If it succeeds it stands a chance of spreading. It offers more than the prospect of favorable contracts in the future. It offers a legacy to those who make it work.



President  
Greg M. Conger

A handwritten signature in black ink that reads "Greg". The signature is written in a cursive, flowing style.

# Newest Executive Board member mixes Millennial mindset with old-school outlook

If you're looking for change, take one part old-school skeptic, add a teaspoon of youthful energy and a dash of confidence—agitate slowly—then garnish with a college degree . . .

The result is Priscilla Luviano, the charismatic upstart who serves as Communications Director of the Orange County Labor Federation and the newest appointed member of the Local 324 Executive Board.

Her job has made her more accustomed to spreading the news rather than making it. But as the first-generation daughter of Mexican immigrants, she is making her mark on a movement with a laptop, a digital camera and an innate need to support the underdog.

Local 324 leaders hope that her ability to connect with young activists from a wide cross section of the Labor Movement will inspire more young members to examine more deeply how the union can impact their future.

"A lot of young members have never been exposed to what a union does or even is," she said, matter-of-factly. Luviano's status as a respected authority in Orange County's community outreach efforts has given her more expertise than curiosity.

She has also benefitted from perfect timing, having began her career under Tefere Gebre, now the Executive Vice President of the AFL-CIO. Much in the Gebre style, she is comfortable sharing stories from her upbringing to illustrate her points.

She recalls that as a pre-teen, a sickness or minor injury did not mean an automatic trip to the doctor. It took juggling schedules and balancing expenses to facilitate a visit to the clinic. But a few years later when her mother, Juana, landed a job with the school district, events like going to the doctor became less of an ordeal. The position came with a union membership and overnight the family's ability to cope with the unexpected changed forever.

Her mother made no secret about why things were different now. "We always pretty much understood that mom had a good

job, but more importantly we knew that she had a union and that's why she didn't have to decide between whether to go to the doctor or put food on the table," she said.

Another powerful experience that helped shape Luviano's worldview came when she was eight years old.

At the time, she was forbidden from playing in the front yard because of reckless drivers who were undeterred by speed limit signs. Her father, with at least one eye always firmly on his three children, grew angry over the city's failure to address the issue.

She accompanied her father, Israel, as he canvassed the neighborhood armed with a petition demanding the city of Santa Ana install speed bumps on the street.

When the city gave the neighborhood what it wanted, Luviano realized that collectively, people could win battles even if the foe was City Hall itself. She would go on to join protests, march in rallies and carry placards wherever she felt her voice would lend decibels to an unheard cause or social injustice.



*If there is a Labor action of any kind, anywhere in the county, Priscilla Luviano either planned it, marched in it or photographed it. She has earned widespread praise for making coverage of such events accessible on the OC Labor Fed's website [www.OClaborfed.com](http://www.OClaborfed.com).*

She progressed from mastering the anatomy of a social protest to becoming an expert in its history and evolution by changing her major at California State University Long Beach. She graduated with a Bachelor of Arts degree in Chicano Studies in 2009.

Luviano hopes to bring a fresh perspective of a younger generation to the board. She sees her experience working with the 93 unions that comprise the OC Labor Fed as a potentially valuable asset. "I have a chance to see how other unions have handled various challenges and share their success with my Local," she said.

President Greg Conger expressed confidence that Luviano's addition to the board will prove to be a wise choice. "She is one of the most capable young ladies I have met in the labor movement. If we didn't at least try and harness her energy and passion we would be remiss," Conger said.

# Secretary-Treasurer's Report

## Negotiations loom with Kaiser and Rite Aid with vastly different outcomes expected

This spring, we will be negotiating two large contracts involving our drug/professional division. The Kaiser contract expires the end of September 2015, and intense bargaining is already scheduled for the months of April, May and June.

Our Rite Aid contracts expire July 11 and although we have not yet scheduled bargaining sessions, we are preparing our members for very difficult negotiations which could likely result in a dispute.

Our Kaiser contract is negotiated nationally with many other unions representing all classifications of employees. Local 324 represents pharmacy technicians, pharmacy assistants and clinical lab scientists. Negotiating on a national basis with a total of 28 local unions representing over 100,000 Kaiser employees provides our members with a strong unified voice at the bargaining table. We have been successful over the years and our contracts include fair pay and benefits for our Kaiser members.

The collective bargaining agreements however do not always tell the full story, and recently the UFCW has been at odds with both Kaiser and some of the other partnership unions about Kaiser's newest effort to expand its business. Kaiser has opened clinics inside of Target Stores undermining the UFCW's effort to inform the public of Target's unfair employment practices.

Target does not pay prevailing wages or benefits and as it increases the sale of groceries and general merchandise, it adversely impacts union jobs at Rite Aid, CVS, Ralphys, Vons, Albertsons, Stater Bros. and Haggen. The UFCW has expressed its concern about this practice and we discourage our members and their families from utilizing these clinics.

Kaiser's relationship with the UFCW has always been good and we have continually taken a strong stand during retail food and drug negotiations to ensure that our members continue to have the opportunity to have Kaiser as a medical plan option. Good paying Union grocery and drug store jobs however will be at risk if the public chooses to shop at Target for the products traditionally purchased at union grocery stores.

We hope that a resolution can be reached on this issue

and that Kaiser members who are currently in bargaining can know that the rest of the UFCW membership supports them and their employer's excellent service culture.

We know that this year's Rite Aid negotiations will be contentious because of the company's continued effort to eliminate the union medical plan. Rite

Aid made this a priority in 2012 bargaining. But our members were unified and strong and resisted their company's demands. Rite Aid members know full well of the problems with the "nonunion" company health plan by talking to their managers who have no other choice.

The plan not only costs significantly more on a weekly basis, it is only available to employees who average 30 hours per week and has limited options for coverage. As a company plan, the terms can change any time, and the cost could become prohibitive during the term of an agreement.

In 2012, members were willing to strike to keep the union health plan. Fortunately, through our solidarity we were able to resist the company's demand. We must be as strong and ready to fight if we are going to again succeed in defeating this take away in this year's negotiations. Rite Aid is already determining its strength. We urge all our members to talk to your union brothers and sisters at Rite Aid and let them know you will stand with them and support them in this important fight for fairness.

Secretary-Treasurer *Andrea Zinder*





## From the Clinker to Cleats – The Story of Nicolaas Steelink

—By Matthew Hart

Springtime marks the beginning of an annual tradition throughout the United States. Children put on their uniforms and cleats and begin to practice their soccer drills. Parents begin their end-of-the-week excursions to the local soccer fields hoping to witness their children score the winning goal of the game. Soccer, as much as any sport, has become part of the American fabric. Even the phrase “soccer moms” has come to symbolize, in many ways, the idealized suburban middle-class American dream. However, lost in this scene of modern Americana is the story of a man named Nicolaas Steelink. To most familiar with the name, Steelink symbolizes the very meaning of soccer in California. To history, his name represents agitation, strikes, and even revolution.

Nicolaas Steelink was born in Amsterdam in 1890 to parents who worked as grocers. Steelink recalls in his memoirs how his love for soccer developed early in his childhood, reminiscing how he and his friends would chase animals off the field in order to play a match. At age 18, he joined the youth soccer team for the Dutch Steamship Company, a premier soccer team at the time.

In 1912, he traveled to the United States where he settled in Los Angeles. He soon discovered a vibrant football culture, run primarily by Mexican and British immigrants. Through this community he was introduced to a variety of political activists, including trade unionist, socialists, and other variants of radicalism. Angered by poor working conditions, the war in Europe and other issues of the time, Steelink joined the Industrial Workers of the World (I.W.W.) in July 1918.

Steelink became involved in the LA chapter of the I.W.W. and was soon seen as a leader by both his peers and the authorities. At the time, due to a combination of the U.S. involvement in World War I and the Bolshevik Revolution in Russia, a growing paranoia and fear of radicals permeated the country.

The I.W.W. was seen as the number one menace in the country because of its militant labor positions and its opposition to the war. In 1919, as a way to combat and suppress the growth of the organization, California passed what was known as the Criminal Syndicalism Law. This law, in essence, criminalized membership of the I.W.W. with a penalty of one to fourteen years in prison.

On Oct. 1, 1919, the same day the law took effect, Steelink and fourteen others were arrested under the Criminal Syndicalism Law. He was the first of nearly 600 people indicted or tried under this law, many of whom were guilty of nothing more than possession of a union card. He was sentenced to serve at San Quentin and was eventually released on March 30, 1922.

After his discharge, he continued to be active in the I.W.W., regularly contributing articles to the organization's newspaper, *Industrial Worker*, under the pen name Ennes Ellae. He and his wife, Fannia, lived in Boyle Heights where they engaged in community activism, including helping to establish a local library. Their son, Cornelius Steelink also became a political activist, working with the American Friends Service Committee and the ACLU of Arizona.



Nicolaas Steelink continued to follow his other passion of soccer. In 1958 he was one of seven individuals who founded the California Soccer League.

He felt that soccer could help underprivileged youth develop a better sense of solidarity and self-pride.

Through his lifetime the league grew to over 100 teams, including six girls' teams. Even into his eighties, Steelink organized soccer clinics for boys between nine and 14 years of age in East Los Angeles, El Sereno and Highland Park. Though he stopped playing soccer at age 66, he still claimed he could “waltz through the teams” and would often demonstrate how quick and limber he remained despite his age. In 1971, Nicolaas Steelink was entered in the U.S. Soccer Hall of Fame for his involvement in founding the California Soccer League.

In 1974, Nicolaas Steelink moved to Tucson, Arizona, where he continued to coach and promote soccer until he died at age 99, six years after his wife. In a 1973 Los Angeles Times interview he offered some words of wisdom: “Love your fellowman. Try to see something good in everyone you meet.” Though he was once considered one of the most dangerous men in California, he lived his life filled with love for humanity and the sport of soccer. His life's path took him from San Quentin to the Soccer Hall of Fame and in the process made California history along the way.

# Taking Care Of Business

Local 324, your employer, and the Trust Funds have gone to great lengths to streamline information flow

Even before the dawn of the digital age, UFCW Local 324 has tried to make the basic day-to-day business of membership as convenient as possible. Years of experience have helped streamline a system that used to require hours of driving time delivering signed documents from one office to another.

Our General Office staff is trained to assist members with any issues they may face. Helping new members understand their benefits and deal with some of the more confusing material is where General Office staff thrive.

But years of upgrades, updates and overhauls, hasn't eliminated the occasional glitch. Once again, our General Office staff is here to assist members with everything from withdrawal card requests to updating personal contact data. When going out or returning from a leave of absence, be sure to notify the General Office and inquire about a Withdrawal Card. Not notifying us in a timely manner could result in accumulative back dues.

Data covering everything from dependents in your health plan, marital status, or address changes to the date of your last promotion is confirmed via correspondence delivered by the U.S. Postal Service, making a correct address and telephone number vital if you are to remain informed. Also, updating your Death Benefit with a different beneficiary is very important.

The Internet has made the process of applying for a withdrawal card, changing address or filing for reimbursement of covered medical, dental or vision expenses an easier process.

But many members who take full advantage of the added ease technology has brought to the process find them in equally troubling scenarios by not following up.

"We see all the time when a member will think that everything is done just because he dropped off a couple of forms," said Health Benefits Supervisor Michelle Dobias. "Let's face it, there are any number of ways that minor mistakes can impact the flow of information. But there is never an error that can't be fixed when brought to our attention."



The advertisement features a laptop displaying the website [ufcw324.org](http://ufcw324.org). Below the laptop, there is a phone icon and the text: "Call the Membership Dept: 714-995-4601". To the right of the phone icon, there is a circular icon with a telephone handset. Below the phone number, there is an image of a withdrawal card and a check. At the bottom of the advertisement, it says "See Page 2".

Address, name, or status changes can be reported several ways: Our website (click on Contact Us then forms), this magazine on Page 2 or by calling the general membership dept. at (714) 995-4601 X4 Health Benefits X3

A cursory review of your paycheck stub could easily determine if the proper amount for Union dues is being deducted from your weekly paycheck, for example. Similarly, a simple phone call to the Health Benefits Department can ensure that a family member was added to your health plan as you requested.

## Opportunity Knocks

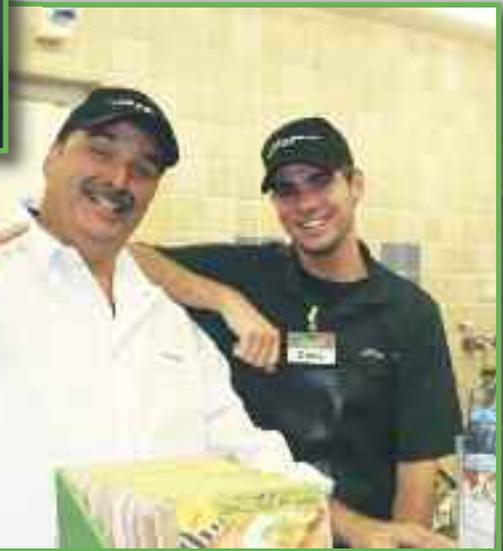
The Albertsons and Vons merger is triggering an unfathomable amount of employee information to be migrated to payroll and accounting departments of the new parent company. Such massive exchanges of information offer many opportunities for glitches.

"These are solid precautions to live by when everything is routine," said Local 324 Comptroller Greg Halibozek. "But, this much data is being moved from one system to another, thorough follow-through can make the difference between happiness and headaches."

# New name outside Family



# amiliar faces inside



# El Super Boycott campaign continues



*Union workers at El Super are reporting a sizeable reduction in customer traffic since Local 324 began informational picket lines outside select stores urging customers to shop elsewhere. Managers have been tasked with reducing work hours, signaling that the boycott is having a measurable impact on company operations. Javier Ybarra, Special Projects Union Rep., reported that roughly 20 percent of potential customers turn around and decline to enter the store after being approached by picketers armed with literature explaining the workers' position.*



# Hot Topics

Words of wisdom to help you keep your job

## *New Ralph's and Food 4 Less policy comes with a caution from your Union*

—By Field Director Chuck Adinolfi

One of our largest food employers, Ralphs has come out with a new policy affecting members at Ralphs and Food 4 Less stores in Southern California. The new policy is called "I can make it right". In reading through this policy from a customer's view, it appears that the company is making significant changes that will streamline my shopping experience. Some positive examples of these changes are that cashiers are now empowered to accept rainchecks from other stores, offer a substitute for out-of-stock advertised price, take outdated coupons, take out of state checks and travelers checks without a manager's approval and the cashier will not need to wait for a manager's override on many other transactions. All of these changes aim to speed up the customer's shopping experience and seem like a good thing.

But, when looking at some of the other changes, through a union advocate's point of view, I see several new ways that our members can get themselves in trouble and lose their jobs.

First, a cashier immediately honors a customer's quoted price after a price check by a courtesy clerk without a manager's approval. So, if a few items costing \$16.99 are accidentally placed in front of the \$2.99 tag, you should discount the item and sell it to them at the lower price, according to the policy? In a Food 4 Less store, a price check is not necessary for a \$10 or less price discrepancy.

A customer brings back an item costing just under \$30 (\$10 at Food 4 Less) and according to the new policy it is your job to make it right and give them the refund without a managers O.K.

A customer brings in several \$5 off coupons or free coupons that expired a year ago. Make it right and take the coupon without a managers O.K. and there is no limit, according to the policy.

All of our members who operate a check stand have been trained that all three of these cash transactions have limits and have traditionally required approval. The new policy also has one more statement that gives me even more concern. That is that the policy includes this sentence at the

very end: "Please beware that all other company policies are still in effect"! At this point in time, we cannot tell you what this means. Which policies are still in effect regarding check stand procedures and which ones does this new policy override.

Common sense tells us that if you are giving away the company's money and merchandise that you will be monitored and possibly questioned. We believe that these refunds and coupon transactions, along with price reductions due to price discrepancies will put out "Red Flags". When a pattern is established by the company's computer tracking system it will be turned over to loss prevention to be investigated.

We fully expect that our members will be suspended and later terminated if they do not take proper steps to protect themselves or if they answer questions in the wrong way.

In order to protect yourself, continue to call for a manager's approval for all transactions that seem questionable or exceeds amounts that are in the current company policy. Example: a \$5 refund or a \$2 price adjustment. If a customer brings in several free coupons or numerous expired coupons and you would have normally needed an approval, then you should call.

If management questions you as to why you are asking for approval, tell them that you feel uncomfortable doing this on your own and that you are worried that you could get disciplined. Your Union has always suggested that you get a manager's approval whenever you have a question or when there is a transaction that could put your job in jeopardy.

If you are questioned by loss prevention, exercise your Weingarten rights and demand that you speak to a Union Representative before answering any questions. We intend to voice our concerns and get clarification on this new policy with the company in the coming weeks. We will notify you through your reps and stewards if there are any changes.

If you have any questions about this article, please call your Union Rep or the Rep on duty at the local.



# How to earn hundreds of dollars for your health care!

Complete **Healthy Activities** to earn funds for your Health Reimbursement Account (HRA). The higher your balance, the less you pay for medical deductibles, prescriptions, and other covered expenses.

Healthy Activities you complete between **June 1, 2014 and May 31, 2015** add money to your 2015 HRA.

Go to: [www.scufcfunds.com](http://www.scufcfunds.com) to learn how to complete Healthy Activities, and to obtain forms you may need for reporting.

## Doing things like:

- Updating contact info for your primary doctor
- Completing your Health Risk Questionnaire (HRQ)
- Viewing the online health benefits video
- Getting an annual physical
- Getting certain preventive services (flu shot, PSA test, Pap smear)
- Getting a health screening
- Doing a healthy “lifestyle activity” (weight loss program, tobacco cessation program, gym, run/walk/bike event)

These can all help you earn extra money for your health care.

Your Automatic Base HRA Contribution from the Fund	Platinum Plus/Platinum			Gold/Silver		
	Single	Employee + Child(ren)	Family	Single	Employee + Child(ren)	Family
Plan A	\$175	\$500	\$275	\$125	\$475	\$250
Plan B	\$150	\$425	\$250	\$125	\$475	\$250

If You Take Action and Complete Healthy Activities – you increase your HRA balance.

Maximum the Fund can add to your HRA for Healthy Activities completed in one year	Platinum Plus/Platinum			Gold/Silver		
	Single	Employee + Child(ren)	Family	Single	Employee + Child(ren)	Family
Plan A or B – additional \$\$\$ you can earn	\$575	\$750	\$975	\$425	\$625	\$850
Number of activities needed to achieve maximum HRA funding	4	5	7	4	5	7

# DON'T DELAY START TODAY!

# Amuse Yourself...



**\$8.00**



**\$7.50**



**\$8.00**



Valid thru 12/31/15

Adults  
(ages 10+)  
**\$93**

Children  
(ages 3-9)  
**\$87**



(available online only)

**\$79**

Black Out Days Apply



Valid thru 12/31/15

Adults  
(ages 10+)  
**\$139**

Children  
(ages 3-9)  
**\$133**



CALIFORNIA

(Two Day Park Hopper Pass)

Expiration dates vary

Adults  
(ages 13+)  
**\$77**

Children  
(ages 3-12)  
**\$72**



Valid thru 9/30/15

**\$30**



CALIFORNIA

(Two Day Pass)

Expiration dates vary

Adults  
(ages 13+)  
**\$69**

Children  
(ages 3-12)  
**\$64**



Valid thru 09/28/15  
General Admission

**\$42**



Valid thru 11/17/15

One Ticket Price

**\$61**



(available online only)

Adults  
(ages 10+)  
**\$17.95**

Children  
(ages 3-9)  
**\$10.95**

Tickets are on sale now in the General Office of Local 324,  
at our Branch Office in Lake Forest and online at [www.ufew324.org](http://www.ufew324.org)

Prices are subject to Change and Availability. Online prices may vary  
NO RETURNS OR EXCHANGES

Tickets are for Southern California Local 324 Members Only



... at a discount price!

# Word on the street

## Q. What do you want from negotiations?



I just don't want to lose anything. No take-aways and keep health benefits.

**Marie Hernandez**  
Kaiser Permanente



I hope to keep what we have. A wage increase would be great too.

**Trupti Patel**  
Kaiser Permanente



No take-aways. I am looking to retire and want what I've worked for.

**Paulette Green**  
Kaiser Permanente



The union is there when we need them. I hope we get some improvements to what we already have.

**Martha Tablada**  
Kaiser Permanente



I really like what we have now. If we can keep it, or make it better, that would be great.

**Blanca Bolinao**  
Kaiser Permanente



Our union is strong. I am positive that things will go well and am hoping that there are no take-aways.

**Ida Arias**  
Kaiser Permanente



# Off the wall



## Need A Loan?



We've got 'em at exceptionally low rates

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- First Mortgages
- Home Equity Lines



- Credit Cards



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PERIODICAL  
POSTAGE  
PAID

What have you done for me **Lately?**

**STATS**

January-February  
**2015**

GRIEVANCES FILED . . . . .	159
MEMBERS BACK TO WORK . . . . .	22

BACKPAY COLLECTED:  
\$ 16,595.27

**UFCW324.ORG**

LIVE BETTER  
WORK UNION