

Walmart Retaliates

Company closes store with outspoken employees

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Everybody needs a break from time to time—and the law requires you take yours.

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High & Mighty

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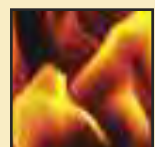
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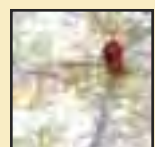
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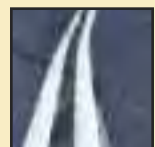
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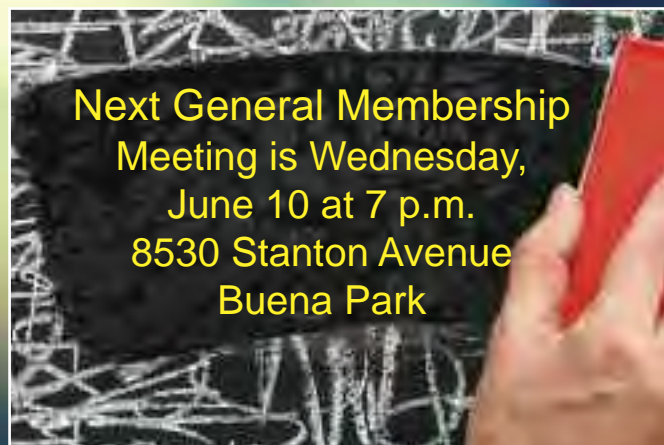
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How has the boycott affected your store?



- 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!

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Asst. Editor: Mercedes Clarke



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President's Report

The Labor Movement boasts a proud history of seeking justice beyond our own membership

Without question or pause, those of us who have worked within the Labor Movement view union membership as the most effective way to improve one's standard of living. Every study that seeks to compare union and non-union workers shows a lopsided advantage union workers have over their non-union counterparts.

And I'm one to believe that sometimes statistics can be so compelling that they need no additional commentary because they speak for themselves.

Having recognized the value of membership, allow me to step back a bit and say something that isn't as obvious.

Organized Labor has had a profoundly positive impact on the American workforce — even for those who have never been in a union and probably never will.

The movement's influence on America's economic and social policy since the Industrial Revolution has been a model of altruism. The contentious issues of the day that topped the movement's political agenda have always been targeted to all workers—not just the workers who pay dues

Long after America's unionized workers had grown accustomed to a 40-hour workweek, unions rallied to make the practice the national standard. The same held true for the fight to improve safety on the job. Non-union factories, mines and assembly lines lagged way behind unionized worksites in addressing safety. Nevertheless, unions kept up the fight to create work environments that protected everyone from hazards.

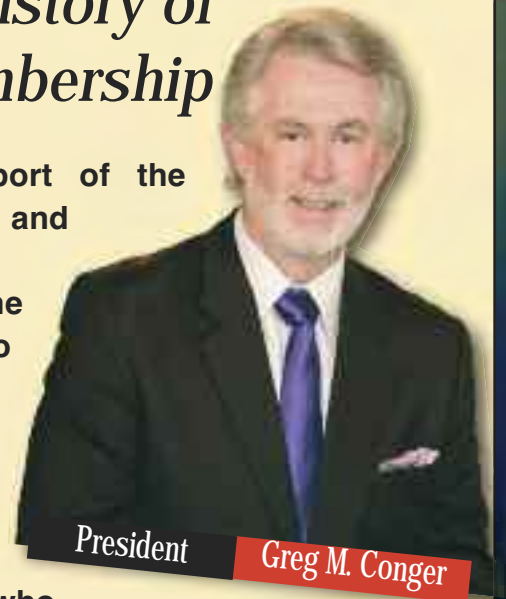
Today, we can see the same degree of commitment on the part of American unions to workers who are unlikely to ever be union. Our

continued support of the minimum wage and affordable healthcare come to mind. And so too our concern of unfair one-sided trade agreements.

There are in fact, still those who believe passionately that we ought not devote time and energy to making healthcare available to union as well non-union workers. Although I respect their opinions on the subject, I am pleased that the Labor Movement chose to fight for the greater good and not just for those who are union members. We have stood on principle for over a century, claiming to be the main advocates for working men and women.

There is no caveat to our motivations. We want all working men and women to be respected on the job, and for them and their families to be healthy on and off the job. And we have used our own collective bargaining agreements as examples of protections and rights that should be common practice nationwide, for all Americans.

So next time an anti-union claim is made, I suggest you advise them to get educated. History, after all shows a different reality.



President

Greg M. Conger

A handwritten signature in black ink that reads "Greg".

CVS pharmacy

Local 324 welcomes
our newest members
from CVS



Secretary-Treasurer's Report

Boycott at El Super is having an impact; City of Santa Ana joins growing list of allies

The UFCW locals scored another victory against the dishonest and abusive practices of El Super last month when the National Labor Relations Board issued a complaint against the company for failing to bargain in good faith by refusing to return to the bargaining table and for firing a key union supporter.

These cases will proceed to a hearing before a Judge on June 8, along with a previous charge against El Super for unilaterally changing its employee vacation policy.

In addition, in issuing this complaint, the NLRB also rescinded a previous settlement that El Super entered into after it was charged with interrogating employees. It required El Super to abide by the labor laws and not interfere with employees' rights to organize for better working conditions.

The NLRB found that El Super's recent actions undermined its settlement and demonstrated a pattern of violating the law. The charges of interrogation will be added to the hearing before the Judge on June 8.

This newest complaint is significant because a successful resolution will force El Super back to the bargaining table. Also a return to work for one of the most vocal union advocates will demonstrate to all employees that the company cannot successfully silence workers who are exercising their rights to speak out for better wages, benefits and working conditions.

The list of unfair labor practices which El Super has and continues to commit is an indication of the company's clear disregard for the law and the communities in which they operate.

The boycott of the El Super stores continues and has successfully spread to Arizona. Our impact on the company

has been substantial and we continue to gain support as the public becomes aware of the myriad of legal and regulatory violations which this company commits.

We have also received widespread media attention in Mexico where the parent company, Grupo Comercial Chedraui operates.

Last month, the Santa Ana City Council unanimously passed a resolution endorsing the consumer boycott of El Super. The resolution states that the city council supports the creation of good jobs that provide living wages, adequate paid sick leave, seniority protections and enough guaranteed hours so full-time workers can earn enough to support their families. The city called upon El Super to return to the bargaining table and negotiate an agreement that meets these goals.

Our effort to obtain justice for the El Super workers will continue as long as necessary. El Super workers deserve better. Our communities deserve better. Please help out by spreading the word. For more information, visit www.boycottelsuper.org. Your brothers and sisters at El Super appreciate your support.



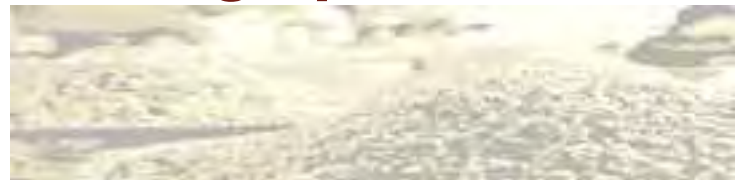
Secretary-Treasurer *Andrea Zinder*

BOYCOTT



Just below the radar

Ethnic supermarkets are slowly pocketing market share while avoiding open warfare conflict with unions



Jack Shirinian is a 50-year-old security guard whose family emigrated from Lebanon when he was 10. There is a lot to remember about the country now ravaged by decades of war. He remembers mostly the bread.

He never caught that scent, the kind with the perfect combination of sweet and tart, since leaving the Middle East. That is until last summer when he walked through the doors of El Taybat in Anaheim.

Today, Shirinian makes shopping at the store a weekly ritual at which he stocks up on all the usual items that fill his shelves and refrigerator at home.

He laments the fact that this effort leaves much of his basic shopping list unfilled. So invariably Shirinian or his wife still trek to their neighborhood Stater Bros. for most household and hygiene products.

Although the list of items he buys at El Taybat is relatively small, it is money that used to be rung up by union grocery clerks at his local Stater Bros.

Shirinian's story isn't as unique as it may sound. But as a general rule, Shirinian's experience is becoming increasingly commonplace in ethnic enclaves throughout Southern California as families split their shopping lists among several stores. The pattern has resulted in a small but steady decline in overall union market share statewide. That exact

amount of decline is hard to extract from the overall figures, as ethnic-based grocery stores are not usually distinguished from non-union independent chains that constitute most of that shift.

A researcher for the UFCW International Union compared the problem to a slow leak in a life raft.

"There is no good way to spin such an event. Sure it matters how small the leak is," he said. But ultimately it behooves those riding in the boat to try and plug it quickly."

Cause for Alarm?

Although some may view the trend as too small to warrant a major campaign by the UFCW—especially given the size and power of some of the corporate behemoths already in open warfare with the UFCW—the union is continuing to step up its efforts.

Some are even on record as sounding the warning sirens in the long-term threat category. One of the more prominent voices to be included in that group was the man who recently ascended to the highest position in the UFCW.

President Marc Perrone described the battle with El Super to be the most important in the UFCW. He reasoned that the chain once had only a tiny presence in a few Hispanic neigh-

borhoods but has grown into a formidable go-liath regionally that now competes directly with established unionized employers.

How did this happen?

Local 324 Field Director Chuck Adinolfi has seen the evolution from an intimate angle. He was a union representative for a sister UFCW Local when ethnic supermarkets began to gain attention.

“Vons opened a supermarket called Tianguis Market that targeted Latino communities exclusively. He recalls that the stores made an initial splash. Their novelty and early success, however, seemed to slowly fizzle over time and the stores slowly drifted backward until they appeared to be carbon copies of their parent company.”

“They were Vons stores with Spanish language advertisements inside... that’s all. Ultimately the company’s heart just wasn’t in it,” Adinolfi lamented. As Vons retreated from the ethnic experiment, grocery chains from Mexico developed ambitious business plans to fill an obvious void. Their stores came complete with lavish tortillarias, authentic regional food and other details that spoke directly to the Hispanic community—right at a time when they felt abandoned by Vons’ Tianguis experiment.

UFCW analysts have been keen to identify the cause of the bleeding, but remain perplexed about how to treat the injury. Organizing workers in these non-union stores is one option, of course. But such an undertaking offers a unique set of challenges for organizers, according to Local 324 Organizing Director Gilbert Davila.

- Many are family owned and operated. Stores that employ a staff of two or three dozen workers are often more intimately tied to their workers than other businesses. They are either family members or close friends or associates of family members.

“Some of the worst violators of minority workers’ rights come from the same ethnic background. They know the buttons to press and cards to play and they use that knowledge to their advantage. The most classic example is El Super,” President Greg Conger said.

Executive Vice President Rick Eiden has

made similar statements, saying that those who believe Latino workers are better off working for a Latino-owned company should look no further than a few blocks to debunk that myth. “Sometimes it’s exactly the opposite,” he said. You would think that a Latino would be most sensitive to issues like pay equity or sick days time off to take care of loved ones. I had that mentality when Gigante came to town and its CEO was quoted directly as saying that the company would have an advantage over the established chains in the area because Gigante would be operating in Latino neighborhoods where Latino workers were willing to work for much less.

“It made me physically sick to hear that.”

What to do?

For their part, UFCW leaders are keeping close tabs on the influx of ethnic based grocery stores both large and small.

The UFCW commitment to the fight to bring El Super’s workers a fair contract will serve as an example of how far unions are willing to go to fight back.

Finally, longtime union veterans caution that, at least as far as Organized Labor is concerned, out of sight does not mean out of mind. Some of the most successful campaigns in UFCW history were won only after years of on-the-ground contact with workers.

Reaching out and getting to know people doesn’t happen over night. “And we have never been in the practice to broadcast everything we do for everybody to see before it happens,” Davila said.



Walmart moves to crus

Company moves to silence growing chorus of internal critics by closing their stores

Roughly a decade into an insurgency that has captured sympathetic headlines worldwide, Walmart appears to be putting its foot down in a decisive—and according to critics— illegal, manner.

The April 13 crackdown was a no-frills declaration that Walmart would close five stores in four states—effective within hours of the announcement. What would warrant the abrupt closure of such a giant retail magnate and the layoff of 530 employees? According to Walmart, the building was plagued with bad plumbing.

To many, the explanation seemed almost bizarre. Retail sector closures of this magnitude are usually aimed at streamlining poorly performing divisions within a company. They also tend to follow management initiatives aimed at reversing slumping sales.

But according to employees the Walmart in Pico Rivera had recently exceeded regional sales goals and was seen as one of the more robust re-

tail establishments in the area.

But the sprawling megabox retailer that spanned the space of a city block had earned a reputation within the corporation in recent years. It's primary claim to fame was that it served as ground zero for a growing pool of workers who have been ratcheting up their criticism of company policy. Walmart critics charge that the closure of the Pico Rivera location was retaliation, plain and simple.

If true, Walmart would be in violation of federal labor law which prohibits punishing workers for organizing in pursuit of better working conditions.

As the main hub of discontent, the Pico Rivera Walmart produced several high-profile leaders whose charisma was beginning to attract a growing cadre of followers.

Several employees scoffed at the explanation, claiming that they had never heard of a single plumbing issue in the time they had been working at Walmart.

The store usually credited with being a close second in the category of vocal activist employees is located in Orlando, Fla. It was also among the stores that closed.

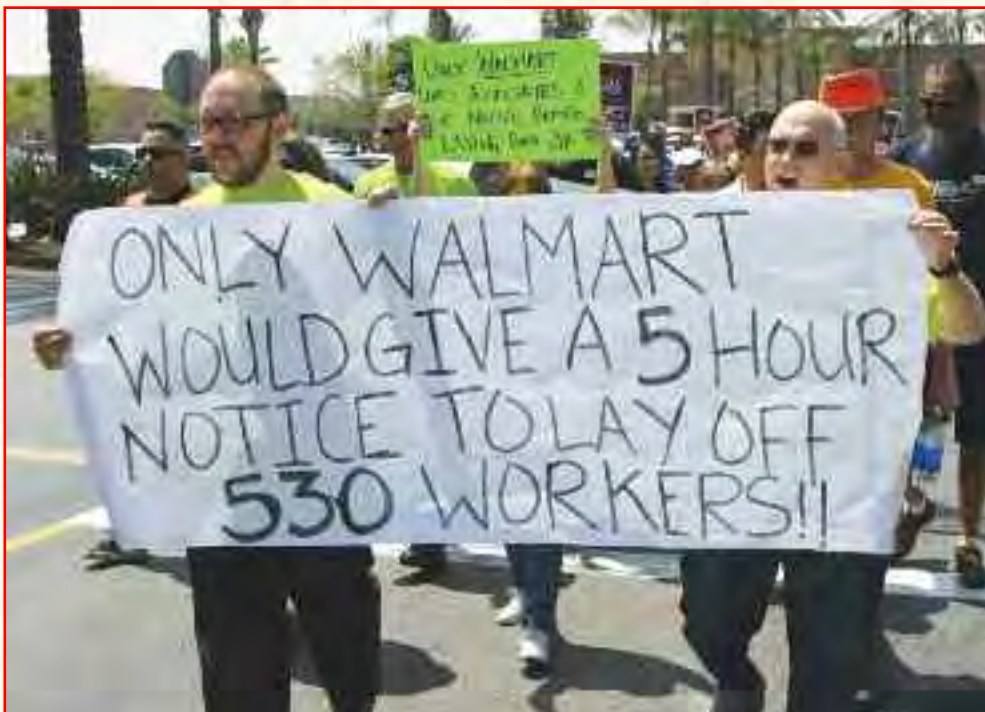
Walmart management denies the charges of retaliation, but have not been aggressive in defending the decision. Workers and their supporters organized a rally the following week that attracted one of the largest crowds to gather in the area since the movement began.

Demonstrators marched around the perimeter of the property, chanting slogans that ridiculed the plumbing ex-



Workers staged a press conference in front of the empty Walmart in Pico Rivera and invited a plumber to give some insight.

h dissent



cuse and chastised the company for unethical practices.

To drive home the point, activists invited a professional plumber to a press conference that followed the rally. He said that in his 30-plus years in the profession he had never seen a plumbing problem rise to such a level that it caused a major corporate tenant to abandon a building.

“It is such a blatant lie it’s almost as though they are using it as a way to laugh in our faces,” said a Walmart worker who wanted to stay anonymous.

A report in the *Los Angeles Times* cast further doubt of the veracity of the company’s explanation. It claimed that no permits for extensive plumbing repairs had been filed with the city of Pico Rivera.

It is standard practice for new plumbing construction or plans for major repair work to be filed with local municipal authorities.

“This has to be one of the most blatant examples of a corporation growing so large that it has no fear of disregarding federal labor law,” said President Greg Conger. “They have basically given the federal government

the middle finger and dared them to do something about it.”

Employees of the Pico Rivera store were given notice of their layoff about five hours prior to its closure. Several workers arrived for their evening shifts to discover that they no longer had jobs.

A legal brief was filed on behalf of the Walmart workers with the National Labor Relations Board seeking a ruling that would prevent the company from closing the store until it could be determined whether the closures were legal. Although that kind of legal maneuvers considered a long shot, it signals the beginning of what will likely be a drawn out legal fight.





The Strange Fruit of Tampa

—By *Matthew Hart*

Shortly after 9 o'clock on the evening of September 21, 1910, news quickly spread through Ybor City of the two bodies hanging in a big oak tree on Grand Central Avenue. There was excitement in the air as over two thousand men and women gathered to view the bodies of the two Italian men hanging seven feet above the ground, handcuffed together and bound at their feet. The bodies were those of Castrange Ficcarrotta and Angelo Albano, two men, who just hours prior, were arrested in connection with the shooting of a factory bookkeeper as part of a bitter labor strike. To many in the city, justice had been served. The Tampa Tribune proclaimed that "the corpses swinging in the moonlight" represent "the verdict that the people of this city will not tolerate ... assassins for hire."

Ybor City sits just outside of Tampa, Florida. In 1910, Tampa's major industry was the production of "clear Havana" cigars; a cigar produced outside of Cuba but only uses tobacco from the island. The industry accounted for 65 percent of the city revenues and 75 percent of its payroll. Within a few decades the city's 100 local cigar factories expanded the city's population from 2,000 in the mid-1880s to 36,782 in 1910. The prosperous industry was good for both the city and the owners of the factories.

One group that did not reap the rewards was the cigar workers themselves. The workers, consisting of mainly Cuban, Spanish and Italian ethnic groups, viewed themselves as much as artists as workmen. Angered by the meager compensation for their craft, the workers attempted to organized with the International Cigarmaker's Union of America (ICUA). By June of 1910, after a few months of organizing, the union organized 37 of the main Tampa factories and formally petitioned the Cigar Manufacturers Association for recognition. While the association was willing to increase the wages of the workers, they were not willing to recognize the union itself. Although the union attempted to avoid a strike, the association preemptively locked out 50 percent of the workers. In response, the union struck, and over 8,000 men and nearly 2,000 women went out on strike.

During the first few months of the strike there was little violence on the picket lines. However, a demand by the local newspapers for more police presence in the street caused city officials to hire an additional 300 "special forces." Most of these men were guided by their desire as "Americans" (i.e., Anglo-Saxons) to pro-

tect their city from these "foreign agitators". Soon confrontations and fights between the "special forces" and striking workers became a common occurrence.

On Sept. 14, J. F. Easterling, a bookkeeper at the Bustille Bros. & Diaz factory was shot as he made his way through a crowd of locked-out workers. During the chaos, the individuals responsible slipped away. Easterling lingered for several days at the hospital before dying. The press immediately began to point at the striking workers as those responsible, infusing racial and nationalistic rhetoric.

A week later, on Sept. 21, two men, Angelo Albano, 25, and Castronse Figarratta, 45, were arrested as suspects. Both men were allegedly seen in a crowd near the factory, though not with any weapon. While the men were being transferred to the town jail, 30 to 60 men stopped the horse-drawn vehicle that was transferring them. The two men were taken to a nearby tree and lynched. Albano was shot in the stomach for trying to resist. A note attached to Albano's feet gave further warning: "Beware! Others take note or go the same way."



While their bodies were discovered shortly afterwards, they remained there throughout the night. The following morning crowds continued to gather around the hanging bodies. Photographs of the bodies were soon available for purchase in downtown stands. Unaware of what had happened to his father, Ficcarrotta's son went to the police station to visit his father, receiving the news of his father's grimly death.

No one was ever arrested for the lynching of Ficcarrotta and Albano. Early reports attempted to claim that those responsible were Italians. Both men were painted as criminals and radicals who tormented their community. The Italian consulate, which investigated the incident at the request of the Italian community, believed that nothing would be done because the police were complacent in the lynchings.

City leaders under the guise of the Citizen's Committee continued to make every effort to break the strike. Union leaders were arrested and the union hall and newspaper were shut down. Well-armed vigilante groups roamed the streets intimidating striking workers. Striking workers remained steadfast against the abuse until January of 1911, when the union ended the strike because of depleted funds.

Hot Topics

Words of wisdom to help you keep your job

Take a break, you earned it

—By Field Director Chuck Adinolfi

In recent months our Reps have heard numerous complaints of members not receiving their breaks and being called back early from breaks that they have earned under the CVS agreement.

There have also been complaints that our members are required to take early or late meal periods. The CVS contract clearly spells out your rest periods and meal periods and you should take the time to read this section that is included in this article.

Article 6

F 4. Rest Periods.

a. More Than 6 Hours.

An employee working more than six hours in a day shall receive two 15-minute uninterrupted rest periods during such day. Each 15-minute rest period includes travel time. The first rest period shall be given in the first half of the shift and the second period during the second half of such shift.

b. More Than Two Hours. An employee working more than two hours and not more than six hours shall receive one 15-minute uninterrupted rest period.

Each 15-minute rest period includes travel time. This shall be given during the first four hours of the employee's shift.

c. All Employees. All employees who are required to work a minimum of an additional one hour of overtime shall be entitled to a 10-minute rest period as the total elapsed time away from performing assigned duties prior to the start of such overtime work.

Insofar as practicable, rest periods shall be in the middle of each work period. The rest period shall be considered uninterrupted

when the employee is not ordered back to employee's rest period be interrupted, the employee shall be given a new uninterrupted rest period as soon as possible.

Article 6

F 5. Meal Period.

All hours shall be worked consecutively, except for a meal period which shall be one hour. No eight-hour employee shall be scheduled for more than five hours or less than three hours before a meal break.

However, by mutual agreement in writing between the Store Manager and the employee, less than one hour may be established to meet business conditions, but in no event may less than one-half (1/2) hour be given.

If the Union becomes aware of abuse it reserves the right to revoke the option at any location(s) after first covering the Steps 1 and 2 of the grievance procedure contained in Article 16.

Please contact your representative if you feel that your rights are being violated. Also, keep daily journals documenting each workday including dates of the breaks missed, the Manager in charge that day, the shift worked and the time that you were released to go to lunch.

This advice applies to all members regardless of the contract you may work under. Understand your rights and defend them!

CVS Retail Drug Agreement 7/16/2012–6/30/2017



Union Reps shuffle their routes —

Bridget Adinolfi

ALBERTSONS,6532
CVS,8881
GELSONS,6
HAGGEN,2171
RALPHS,33,744,745
RED SHELL FOODS,6
RITE AID,5733,5734,5746,5747,6207, 6213
STATER BROS,25,35
VONS,1736,1911,1912,2235,2513,3005



Kristen Ashe

ALBERTSONS,6525,6526,6527,6549,6551
CVS,8891
HAGGEN,2135,2201,2203
RALPHS,78,79,99,117,224,299
RITE AID,5758
STATER BROS,142
VONS,1670,2217



Matt Bell

ALBERTSONS,6508,6556
CVS,8884
GELSONS,19
HAGGEN,2133,2173,2202
LA PAZ OPTOMETRIC
OC SMILE
RALPHS,4,223,288,738,755
RED SHELL FOODS,19
RITE AID,5736,5753
RITE PRICE PHARMACY,918
STATER BROS,124,143
VONS,2089,2332,2508



Jeri Hander

ALBERTSONS,6507,6574,6591,6596,6598
CVS,9497
GELSONS,18
HAGGEN,2215,2216
RALPHS,80,139,154,161,187
RED SHELL FOODS,18
RITE AID,5754,5755,5765,5766
STATER BROS,37,40
FOOD TRUST FUND
TUSTIN OPTOMETRIC



Matt Hart

ALBERTSONS,6148,6158
CVS,4791,9512,9696,9738,9852
MARK FORMAN OPTOMETRIC
RALPHS,64,245
RANCHO FEDERAL CREDIT UNION
RITE AID,5494,5499,5501,6267,6333,6441
STATER BROS,15,133,134,137
VONS,2027,2524
WELL BEING DENTAL



Dan Kittredge

ALBERTSONS,6102,6110,6124,6145,6170
CVS,8850,9483,9491,9569
DR FENEMMA
RALPHS,20,59,131,650
RITE AID,5745,5756,5762,5763
STATER BROS,147,148
VONS,2090,2206,3160



Maggie Land

ALBERTSONS,6132
BLEIWEISS COMM INC
CENTRAL PARKING SYSTEM
CVS,3931,8838,8864,8876,9505
DR ZAC DDS
FOOD 4 LESS,762,772
GELSONS,21
LONG BEACH OPTOMETRIC
RALPHS,178,186,251
RITE
AID,5518,5519,5520,5524,5525,6219,6346,6371
THE MARKET,2280
VONS,2803,2861,3076



Pat Lee

ALBERTSONS,6107,6108,6135,6159,6160,6164
CVS,4043,8844,9488,9742
FOOD 4 LESS,350,368,760
HAGGEN,2174,2178,2179,2209
RALPHS,58,87,110,111,132,165,250,255,256,262,604,728
RITE AID,5510,5515,5523
STATER BROS,160,161
VONS,1625,1638,2162,2203,2209,2233,2272,2283,2285,3517



Check to see if this impacts you

Linda Martinez

ALBERTSONS,6509,6552,6558,6563
ALL CARE DENTAL
CVS,8893,9485
HAGGEN,2172
RALPHS,15,76,188,163,221,287,739
RITE AID,5735,5749,5750,5751
STATER BROS,149
VONS,2091,2210,2703



Brett Midkiff

ALBERTSONS,6194,6534,6585
CVS,9744,9759
DR FENNEMA 2
OC LABOR FEDERATION
RALPHS,8,68,116,135,756
RITE AID,5748,5770
STATER BROS,28,131,165
VONS,2103,2216,2328,2335



Dan O'Brien

ALBERTSONS,6119,6141,6165
CVS,9598,9747,9753
FOOD 4 LESS,508
HAGGEN,2137
HOWARDS SHOP RITE PHARMACY 1
OC SMILE,3
RALPHS,1,67,72,192
RITE AID,5732,5757,6472
STATER BROS,60,66,129,135,136
VONS,2326,3069



Rocky Pebley

DISNEYLAND
DISNEY CALIFORNIA ADVENTURE
DOWNTOWN DISNEY
DISNEY HOTEL STORES



Debbie Watts

KAISER PERMANENTE OUT-PATIENT PHARMACY
KAISER PERMANENTE LABS
KAISER PERMANENTE LAB SCIENTISTS
KAISER PERMANENTE IN-PATIENT
KAISER PERMANENTE PERSONNEL



Jose Perez

ALBERTSONS,6157
ALBERTSONS PLANT
BRIDGFORD FOOD
CVS,8849,8854,8855,8883,9510
DR SHELDON MARSHALL
EL SUPER,11
FOOD 4 LESS,340,382
OC DENTAL
RALPHS,18
RITE AID,5739,5741,5759,5760,5761
STATER BROS,27,29,33,38,41,77
VONS,1626,2176



Dario Rodriguez

ALBERTSONS,6140
CVS,3986,8867,9504,9769,9771
DAYLEE FOODS
EL SUPER,16
FOOD 4 LESS,1,336,366,383,761
JBS
RALPHS,40,173,295
RITE AID,5466,5495,5505,6495
STATE FISH
STATER BROS,155



Jamie Sessions

ALBERTSONS,6105
CVS,5837,8861,8862,9481,9489,9555,9575,9589
FOOD 4 LESS,310,518,775
RALPHS,71,83,115,233,296
RITE AID,5496,5497,5500,5742,5743,5768
RITE PRICE PHARMACY
STATER BROS,30,32,132,159,166
VIERREGGER ACCOUNTANCY
VONS,2041



Tony Sotelo

ALBERTSONS,6191
CVS,5014,8841,8865,9495,9572,9579,9590
DR CRISMON
FOOD 4 LESS,317,367,379,778
JOHNS SHOP RITE PHARMACY
RALPHS,85,172,196,265
RITE AID,5508,5512,5521,6313
STATER BROS,70,153,154,164
SUPER A FOODS,4
VONS,3519



Word on the street



How has the El Super Boycott effected your store?

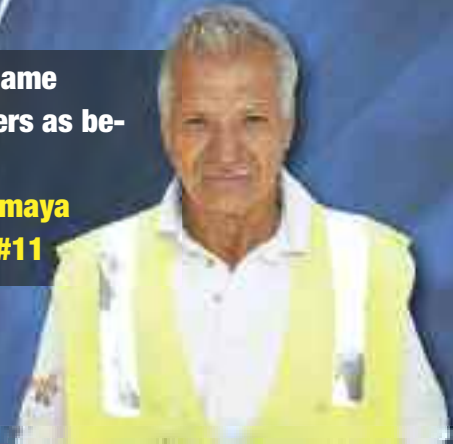


I have noticed that business has dropped. Things are a bit slower.

Anna Perez
El Super #11

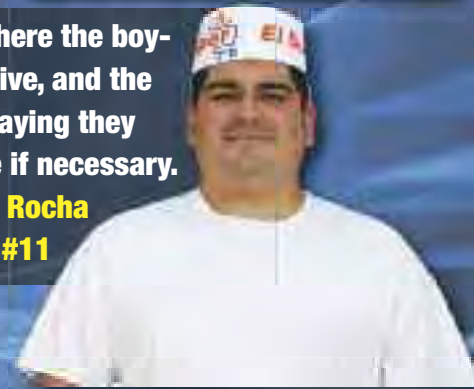
There are not the same amount of customers as before.

Nicholas Gucamaya
El Super #11



Sales are down where the boycotts are most active, and the people there are saying they are ready to strike if necessary.

Adrian Rocha
El Super #11



I don't think it changed here a lot, but the customers agree with us.

Samuel Garcia
El Super #11



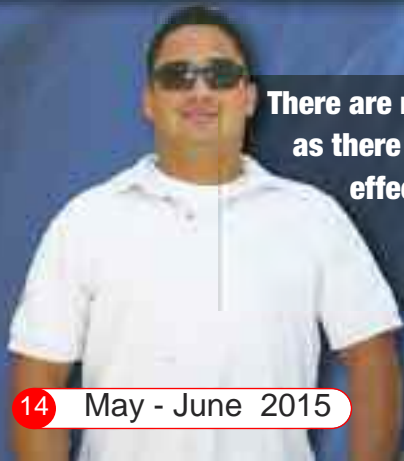
Sales are down and there has been a cut in hours.

Maria Estrada
El Super #11



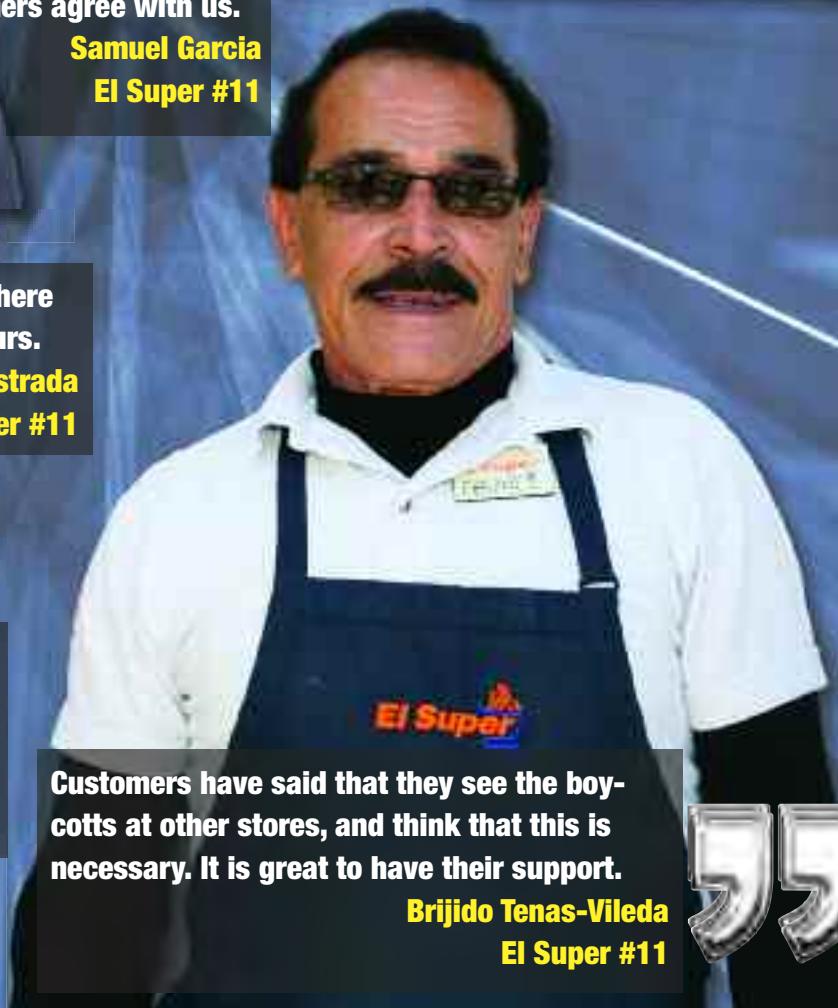
There are not as many customers as there were. It has definitely effected business.

Brian Ayala
El Super #11



Customers have said that they see the boycotts at other stores, and think that this is necessary. It is great to have their support.

Brijido Tenas-Vileda
El Super #11



El Super worker reminds convention visitors where not to shop while visiting Orange County

When workers at El Super's unionized stores made the decision to fight for improvements to their quality of life, nobody knew what the ensuing struggle would look like or where it would take them.

It's safe to say that nobody predicted it would take them to center stage at a major state-wide political convention surrounded by dignitaries and thousands of enthusiastic supporters.

Predictable or not, that is exactly where Adrian Rocha found himself the morning of May 15 as his speech formally opened the annual statewide convention for members of California's Democratic Party. Rocha was invited to spread the word about the UFCW's ongoing boycott of El Super and



to shed light on the battle he and his colleagues have been engaged in with the Mexican-based corporate giant. Rocha received polite applause as he strode to the podium confidently to deliver his 5-minute address to convention delegates.

When he was done, the scattered claps and whistles turned into a thunderous ovation that signaled the audience was squarely behind the cause he espoused so eloquently.

Rocha outlined the details of the fight with El Super for the audience before skillfully summing it up in a single line that caused many to rise to their feet in solidarity.

"The problem is that this greedy company will not share the tremendous wealth my coworkers and I helped create."

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