



# Larger than Life

Saying goodbye to a local legend

## Tried & True

President Conger reflects on former Executive VP Rick Eiden's time with us at UFCW Local 324.



Pages 3-4

## Loud & Clear

UFCW Local 324's new mobile app is the latest in the Local's communication program.



Page 7

## Union & Non-Union

Union Made Memorial Day... you'll be surprised at all of the products made with union labor.



Page 4

# What's Inside



**5** | **Sec.-Tres. Report**  
Communication is key, there are a variety of ways to keep in touch.



**7** | **An App for that...**  
UFCW Local 324 rolls out their new mobile app.



**8** | **The Era of Rick Eiden**  
Exploring the history that became the legend at Local 324.



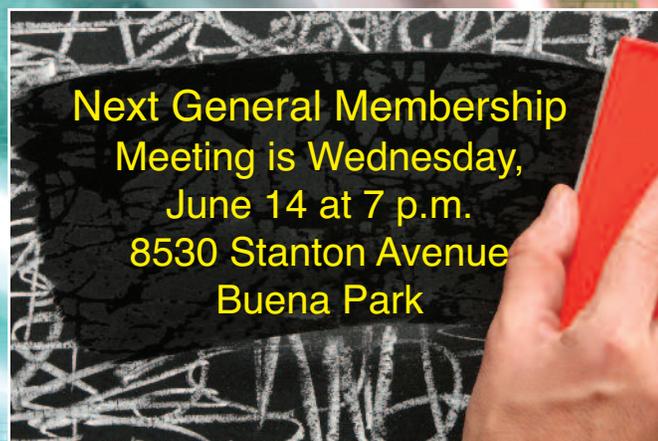
**11** | **Hot Topics!**  
Working off the clock isn't only bad business, you could get fired.



**12** | **Representin'**  
Pictures of Union Representative Mike Ramirez's members at work.



**14** | **Word on the Street**  
100 days as president, how do you think he has done so far?



- 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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## Brother Eiden: To say you will be missed doesn't quite say it all

I had the occasion of meeting Rick Eiden for the first time July 10, 1990. It was an exciting time to be a member of the UFCW. Our leadership in Washington had recently initiated a major push for locals to devote more resources to growing the union.

The only thing we knew about Rick was what we were told by senior staff at the International Union. They said to expect a hard core union man who would impress us with his intelligence and his passion for helping working families. Rick is the son of a Local Union President from Wisconsin so he grew up knowing why unions exist. It took only about a week for me to realize what an asset he was going to be to Local 324. Either they didn't really know Rick, or their desire not to be hyperbolic was historic. I have never met a more dedicated, hard-working, devoted trade unionist in my life.

My initial introduction also left me with another impression. He could just as easily been plucked from the pages of GQ in their All-American boy next door issue. This also happened to be the time when Rick's main hobby was body building so at a generous 5'6, he was literally one continuous muscle.

When one gets to know Rick, it is clear that no singular description really does him justice. Sure he is every bit the Green Bay Packer cheese head who speaks with a funny Midwestern twang but he can make any worker his best friend inside of a minute. Rick is also a sophisticated connoisseur of international beer, holds a master's degree, speaks conversational Spanish and is a passionate and moving orator.

Rick's job at the Local soon grew in responsibility. As head of our Organizing Department, he proved that worksites could still be brought into the union fold in the 1990s. Even more impressive was the fact that his greatest victories came using the same, time-honored techniques em-

ployed by Organized Labor since the early days.

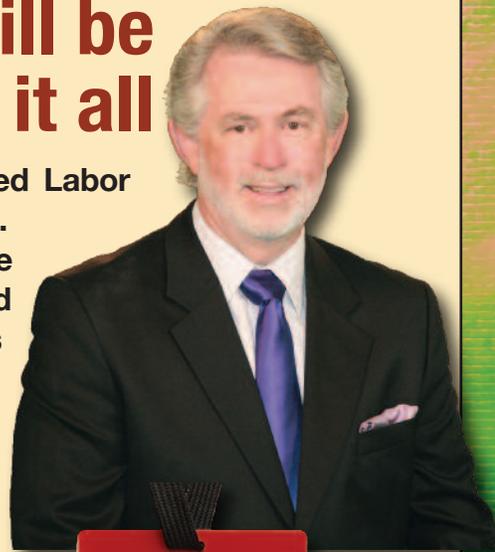
Rick holds the traditions of the "old school" close to his heart but was ready to replace any model of any kind if modern technology had shown to be superior. And he would know. Rick followed the evolution of technology with an eye toward beating our opponent to the chase by being the first to embrace advancements.

Our current Communications Department is perhaps the biggest beneficiary of his forward thinking. He saw the need for a more focused and sustained approach to reaching out to our members. Within a few short months of creating an in-house department for Local 324, UFCW Locals across the country were following our lead.

I am also better off today for having watched Rick evolve and grow. Once an impassioned workaholic so devoted to the cause, he forgot to have a social life. Rick has been working 50 to 60 hours per week for as long as I can remember.

When I became President of the Local, I created a new position especially for Rick—Executive Vice President. He is, without question, the most reliable and competent colleague I have ever worked with. When I asked for him to complete a task, I never entertained a second of doubt that he would get it done and with all angles covered.

One can scarcely imagine what it's like to have a work colleague like Rick tell you it's his time to retire. I can't quite place my finger on it, but the emotion can be found somewhere between



**Greg Conger**  
President

*(Continued on page 4)*

# Rick Eiden retires

(Continued from page 3)

shock and sadness. Shock because I thought Rick would go on forever and sadness for all of the members and future members of our union who never will have the good fortune of meeting or knowing Rick. What I will miss most is his inane sense of humor. No matter what the subject, Rick always finds an angle that was worth a chuckle. A day did not pass working directly with Rick that I didn't laugh at least once.

Rick is today doing what people who retire are supposed to do and doing it at an age that will allow him to make the most of it. He's moving to Colorado

with his wife to enjoy the great outdoors among other things.

Of course I am happy for him and wish him all the best, we all do. Rick is a world-class labor leader, a world-class human being and a world-class friend. I know our members along with everyone he touched throughout his career will miss him.

Suffice it to say that every day he is no longer an office away, things will be different here at UFCW Local 324.

## Memorial Day the UNION way

With Memorial Day around the corner and many of our Union brothers and sisters heading out to the warm weather and firing up the grill, be sure to support union made products. With the help of Labor 411 we have put together a list of union made products to make holiday grilling and chilling a bit easier!

### Grill:

- Ball Park franks
- Butterball turkey tenderloins, drumsticks, burgers and franks
- Dearborn Sausage Company
- Empire Kosher chicken and turkey
- Foster Farms poultry
- Hormel beef, pork and chicken franks
- Omaha Steaks

### Beverages:

- Bass Pale Ale
- Bud and Bud Light
- Coors Light
- Killian's Irish Red
- Land Shark Lager
- Mad River Brewing Jamaican Red
- Miller Genuine Draft
- Sam Adams
- Coca-Cola
- Pepsi

- Dr. Pepper

- Barq's Root Beer

### Games:

- Battleship
- Candyland
- Clue
- Connect Four
- Monopoly
- Twister
- Yahtzee

### Snacks:

- Act II Popcorn
- Cheez-It
- Cheetos
- Chex Mixes
- Doritos
- Rold Gold Pretzels
- Slim Jim
- Sun Chips
- Wheat Thins

### Ice Cream and Frozen Treats:

- Del Monte Fruit Chillers

- Breyers
- Carvel
- Good Humor
- Hiland Dairy
- Labelle Ice Cream
- Laura Secord
- MacArthur
- Orchard Harvest
- Prairie Farms
- President's Choice

### Fruit:

- Airdrome Oranges
- Big Jim Oranges
- Del Monte Apples
- Del Monte Bananas
- Del Monte Peaches
- Dole Apricots
- Dole Grapes
- Dole Plums

### Sunscreen:

- Bain de Soleil
- Coppertone

# Secretary-Treasurer's Report

## Your help is needed as we strive to perfect our communication program

Communication has changed dramatically in the last decade. And as a union with a diverse membership we understand the need to keep up with these trends. Our communication strategies have recently been overhauled and we are continuing to add new, faster ways to bring information to you.

Within the past year, your union has redesigned our website, making it mobile accessible. We have developed a smart phone app with many useful features including push notifications so that we can provide quick and time sensitive information to members.

We have expanded our text messaging capabilities to regularly update you on the status of negotiations and other important events. And we have a facebook page and a twitter feed and strive to keep these fresh.

Since you are reading this Umagazine, we know that you value communication and information. But we know that our members have busy and hectic lives and taking the time to read a magazine is sometimes difficult. We also know that different generations obtain information in different formats. Our goal is to reach all our members with the knowledge and ease you prefer.

None of these communication methods replaces the other, but our goal is to make information as accessible to you as possible. Our Union Representatives remain your best source of information. However, each Union Representative services about 30 locations and well over a thousand members. Getting information out quickly by word of mouth and personal contact is not always possible. For this reason, we hope that you will take advantage of our enhanced communication tactics.

To best serve you, it is important that we have your updated mobile phone numbers and email addresses. Staying up to date during the negotiations on your contract is most important and will help you understand the process and the decision you will ultimately need to make to accept or reject a contract. We also communicate such information as scholarship deadlines, rallies and other actions aimed at im-

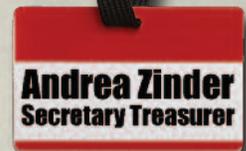
proving your company's position during bargaining, membership meetings, pro worker endorsed candidates during local election, and important national and state wide issues where you can make a difference by phoning your congressman or representative.

We have stewards at all worksites. Your stewards often have more information than we can include in a text message and can serve as another valuable resource. If your steward does not have the answer you need, she or he will know how to obtain it.

Your stewards help keep your union bulletin board up to date with notices and discount programs exclusively for union members.

We welcome your ideas and input. We have quarterly membership meetings and during contract time, we often have additional meetings when actions are needed. This magazine is also available on our web site and in the near future, may be emailed to those of you who prefer to read your news on line. We are always looking to the best ways to assure that you have the information you need and understand the changing technologies.

Making sure our members have the best representation and programs is the Union difference. We are here for you and it is our goal that every member understands that your involvement is what makes your Union great. We hope you will take advantage of our new communication opportunities. And please stress to your coworkers, that you are the Union and together we are powerful.



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

# Discount Tickets

Many tickets are available online and may hold additional discounts. Tickets may carry date restrictions and price variations. See office for details.  
www.UFCW324.org

**KRIKORIAN**



**\$7.50**



**\$9.00**



**REGAL  
ENTERTAINMENT  
GROUP**

**\$8.50**



**Legoland/Sea-Life Hopper Tickets**

Adult: \$83      Child: \$78

**Legoland Park**

Adult: \$78      Child: \$73



Valid Thru 9/17/17

**\$50**



**SeaWorld**

Valid Thru 12/31/17

**\$65**



*San Dimas, CA*

Valid Thru 9/24/17

Adults over 48" **\$29**

**Available online only**



Prices vary by date



Prices vary by date



Adult: \$18.95 Junior: \$13.95

Prices are subject to change and availability

Online prices may vary

**\*\*NO RETURNS OR EXCHANGES\*\***

# It's time for an app at Local 324

The new digital app now available for download to all members is primed to become a pillar of the union's ever expanding communications program.

An expansion in the use of text messaging has complimented a continued presence in social media. In addition, Local 324 recently set up an Instagram account as a way of reaching out to younger members.

The demographic 16 to 24 has long been a primary target of the local's communications efforts.

Media habit and methods of consuming information is a marked departure from that of other groups in the population. A mobile application like the one just developed is one way the union hopes to reach its younger members.

For starters, millennials as they have come to be known, are a mobile lot. If you are going to reach them the very least you have to do is be mobile with them," said Executive VP Matt Bell.

Twitter, Facebook and Instagram can be accessed in one step using the mobile app as well.

"It takes some of the most important elements of our website and further simplifies it so that it is fast and to the point," said Communications Director Todd Conger. "It is what our research tells us is the preferred way our younger members want it."

A handful of recent studies aimed at identifying



the habits of millennial consumers discovered a widely differing approach to media consumption from their baby boomer parents, for example.

Whereas the prior group grew up waiting for a newscast or television show to air at a time specific, millennials are used to having access to news and/or their favorite shows via streaming services.

As a result, they no longer feel tied to timetables, news cycles or even seasonal programming.

"Millennials are used to digesting the information they want at a time convenient for them," Conger said. "This app shows that we are sensitive to that need."

## *Matt Bell promoted to executive vice president*



Matt Bell has worked as an organizer and a union representative since joining Local 324 as a staff member in 2000. Prior to that

he worked for Vons for seven years.

Now, at 41-years old, he will have the opportunity to practice what he has learned in a new role—executive vice-president.

Bell was promoted to the position in the wake of Rick Eiden's retirement. Having to follow in the footsteps

of such a well-known predecessor presents some obstacles for Bell to navigate.

But having worked with Eiden during much of his tenure at the Local, he is confident he can overcome the challenges.

"I worked many years watching how Rick handled any number of situations and my goal is to mirror his approach," Bell said.

President Greg Conger said that the selection of Bell represents a generational shift that should benefit the Local well into the future.

"The Labor Movement is about the future and Matt and his generation are the fixture. He is the perfect choice," Conger said.

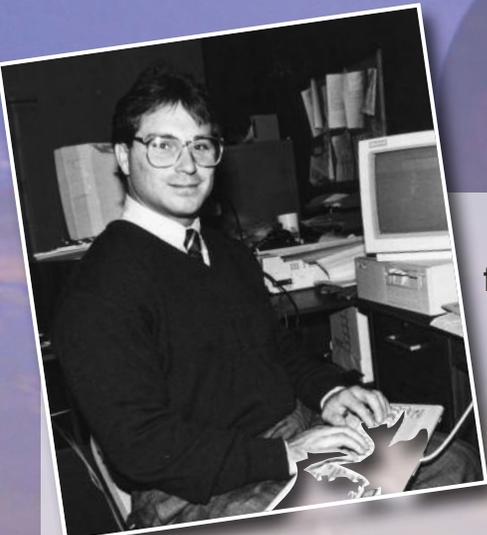


Matt Bell, bottom right, pictured with fellow organizers almost 17 years ago when he was new to the staff.

Bell brings with him a lifetime of experience in the Movement. His father Norm Bell served as president of San Diego's Local 135.

"There's not a lot that takes me by surprise," Bell said. "Being union is pretty natural at this point."

# The man who helped to trendsetter within



Since publishing its first issue in March 2006, U Magazine has never featured a staff member, current or former, on its front page cover. In fact, U

Magazine has never made one person the primary feature in any single issue. That should be the first clue that Executive Vice President Rick Eiden stands out from the list of others who have had a formative impact on UFCW Local 324.

Eiden's career has been marked by firsts starting shortly after he joined the ranks of Local 324 in 1991. He served as its first Director of Organizing where he earned a reputation as a dedicated visionary. He approached organizing with new and creative strategies that for the first time locally began to show real results.

His early successes became the model for other UFCW Locals. Following his lead, organizers were put to work making home calls and marking spread sheets that put numbers on every potential union member's level of support for the campaign. The Local's Organizing Department soon became a defacto training center and Eiden's

# The Eiden

stock rose in the eyes of UFCW leaders in Washington, D.C.

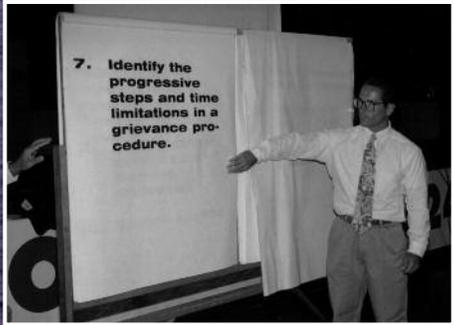
He was appropriated to help develop organizing in other states. Whereas some might make the most of their travels to such exotic destination as Honolulu, Hawaii, Eiden's work ethic wouldn't allow him to take a rest. His successes piled up and when he returned to Local 324 and he was a highly a sought after commodity for his skills.

His speaking style mirrored the tactics of revolutionary leaders who began a speech as if engaged in small talk.

As he reminded workers of the indignities they endured on a daily basis, his voice rose several octaves. His passion was now theirs and the crowds ate it up.

He could turn it on and off like a light switch, provoking laughter at a Christmas party as easily as he could create excitement while speaking at a political rally.

It's difficult to find any veteran member of Local 324 who doesn't have a story involving Eiden. Younger members may not recognize his face, but all benefit greatly from



# Turn California into a national the Labor Movement just retired

his accomplishments over the years—chief among them being this very magazine and the Communications Department that produces it. Eiden long advocated for a more pro-active communications with particular emphasis on younger members.

He was quick to embrace the emergence of the internet for that purpose and was the first to make sure the Local made use of the latest technology and made it a point to stay informed as it evolved.

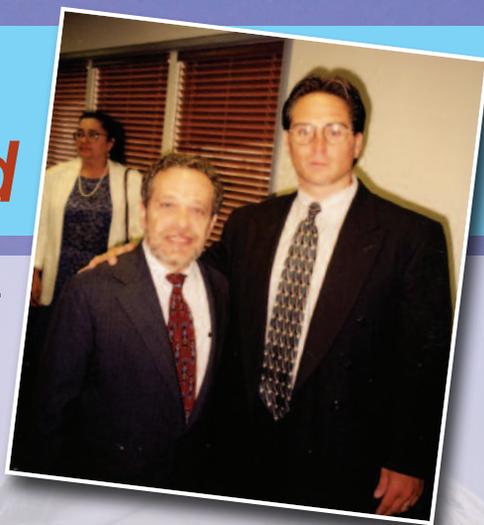
Eiden formally retired March 30 after 37 years as an indispensable asset to the Local.

He was President Greg Conger's "go to" man, for every

project that required either political savvy or real world know how or both. It was a

combination of charisma and expertise that helped get him elected president of the OC Labor Federation in 2012. At 57 years old, his leadership potential was as limitless as the depth of his loyalty to the Labor Movement itself.

The day he left, a parade of dignitaries from every chapter of Eiden's prolific career traveled to Buena Park



# Eiden Era

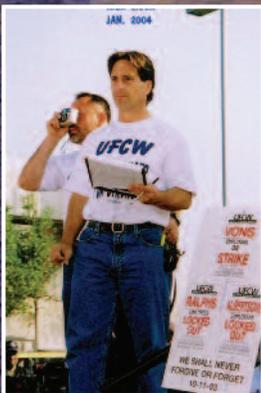
to say goodbye. While the guest list had to be limited, the sheer volume of people he called friend seemed endless. Eiden held a Master's degree in Sociology and was

on a first name basis with half the state legislature and a good portion of Congress, he never joined the ranks of the unapproachable. He always felt as much at home in a factory cafeteria as he did at a thousand a plate political fundraiser.

He's worked in every place the UFCW has set foot, from Honolulu to Washington D.C. Served in every capacity from undercover grocery worker to Executive Vice President. His resume reads like an inventory of job titles found in the UFCW. He parlayed that first-hand knowledge of the work involved into an ongoing empathy for the members he served. When he spoke from the podium and said that he understood their struggles, he was serious.

UFCW International President Marc Perrone recalled

*(Continued on page 10)*



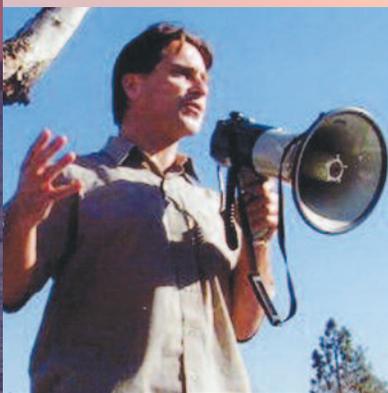
# Labor movement feeling loss

(Continued from page 9)

meeting Eiden when he first wandered outside the borders of his home state of Wisconsin and onto the battlefield with Organized Labor. Secretary Treasurer Andrea Zinder described her colleague of 25 years as the most passionate, hardworking, loyal man that I have ever met. His commitment to

everything he does is obvious," she said.

Rick will be missed by all of us, but we wish him well and hope his new adventure with his wife Brenda in Colorado will be everything he wished for and more.



## Rick Eiden Honorary Scholarship Award

In honor of retired Executive Vice President Rick Eiden, UFCW Local 324 has established an annual scholarship for members and their eligible dependents who are attending college full-time.

This scholarship is in addition to the Food and Non Food scholarships currently offered at Local 324.

The scholarship shall be awarded based on an essay of 500 words or less on the relevance of the Labor Movement today.

There will be three winners, first place - \$2500; second and third place - \$1000.

Essays must be submitted to Joanne John at Local 324 by August 31, 2017.

Please include both member's and applicant's name, the member's work location and store number, the last 4 digits of social security numbers, current phone numbers and current



mailing address.

If there are further questions, please contact Joanne John at (714) 995-4601 x209.

# Hot Topics

Words of wisdom to help you keep your job

## *Working off the clock may cost you your job*

—By Field Director Chuck Adinolfi

As Union Reps, we constantly lecture and warn our members not to work off the clock. The term “work off the clock” simply means that you are working for free. Working off the clock is not new to our industries. There were always those few members that thought they had to stay over, off the clock, and get more work done and look like a hero. Lately, we have seen an increased amount of discipline, in the form of suspensions and terminations, to our members for working off the clock.

Members work off the clock for various reasons. Sometimes they feel so overwhelmed with work, that the only way to complete their daily tasks is to work beyond the allotted time. That would be fine if the company was willing to pay them for the work that they were performing. But, members are generally told by management that there is no overtime allowed and they need to finish all their work before they go home. So if overtime is not allowed, and all the work must be completed, many members conclude that they must stay off the clock to keep from getting in trouble. It is extremely rare that a manager would ask you to stay and work off the clock.

The classic example of working off the clock is either starting work early before clocking in or staying after you punch out for the day. Another example is punching out for lunch and going back to work or working through breaks. Any way that it is done is wrong, a violation of the contract and wage & hour law. The discipline is usually given to members for falsification of time records and

where there is no employer knowledge the employee may be summarily discharged.

Violations of this nature are very serious. It is much easier for the Union to defend members that did not complete their work assignments and received a written warning than it is for falsification of time records.

For those of you that find yourself pressured to work off the clock, our advice is as follows:

1. Keep a journal of the day. Note anything that may have kept you from getting your job done on time. Example, someone called in sick, the load was late, or you were asked to check or unload a truck.
2. Let management know when you need help.
3. Inform management that you need more time and offer to stay, “on the clock”, to get the job done.
4. Work smart and prioritize. It may be impossible to get everything done, but if you prioritize you just may get the most important things done.

If you receive a written warning for job performance, take it seriously. Sign it under protest and file a grievance with the Union so that warning can be officially protested through the grievance procedure spelled out in your contract. This will allow your Rep to help argue the validity of the written warning. Your notes from your journal will be especially valuable during this process.

Remember, working off the clock is never a good plan. It is a recipe for your termination.

“

As democracy is perfected, the office of president represents, more and more closely, the inner soul of the people. On some great and glorious day the plain folks of the land will reach their heart's desire at last and the White House will be adorned by a downright moron.

— H. L. Mencken

The Baltimore Evening Sun,  
July 26, 1920

”

April - June 2017

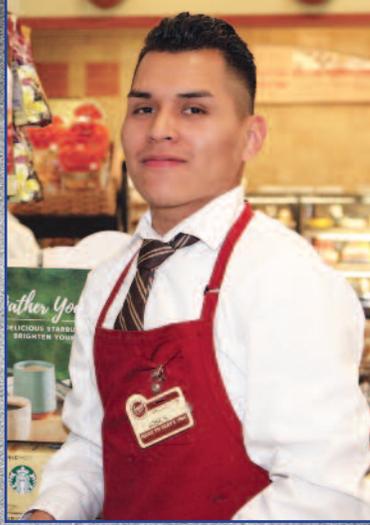




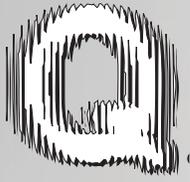
# REPRESENTATIVE

Union Representative Mike Ramirez





# Word on the street



**100 days have passed since Donald Trump took office. What is your assessment of the job he's done so far?**



**We need to give the guy a chance and I would say that regardless whether he is a Republican or Democrat.**

**-Lou Bautista  
Vons 2216**



**I haven't seen any change yet. Everything looks pretty much the same. But I think that 100 days is too soon to expect anything.**

**-Christian Paginag  
Ralphs 8**

**He's determined to mess up our environment and every time he goes to Mar-a-Lago, Florida it costs us taxpayers money and now he's coming after our industry which affects me personally. I don't see anything that he's done good**

**-Angelika Paladino  
South Coast Safe Access**



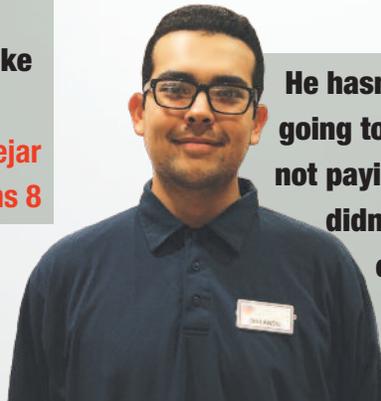
**100 days isn't enough time for anybody to make a judgement like that.**

**-Ray Bejar  
Ralphs 8**



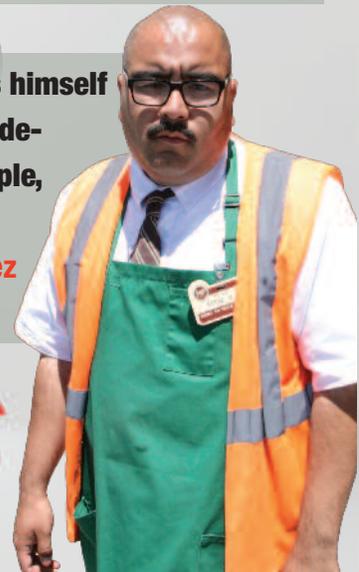
**He hasn't done any of the things he said he was going to do, which I am very glad about. Mexico's not paying for any wall and his idea of health care didn't pass. I'm not a supporter so I'm glad he can't get his agenda through.**

**-Orlando Muniz  
Rite Aid 5497**



**I think the way he expresses himself isn't appropriate. His words describing Mexicans, for example, creates problems.**

**-Eddie Vasquez  
Stater Bros. 165**



# 100 Days



# TRAVEL

## With the Retirees' Club!

**Valley View Casino**  
JUNE 1, 2017

**Luau at the Riverside**  
JULY 5-7, 2017

**Harrah's Casino Rincon**  
AUGUST 10, 2017

**Pauma Casino**  
SEPTEMBER 14, 2017

**Spotlight on New York City**  
OCTOBER 5, 2017-OCTOBER 10, 2017

**Idyllwild Trip**  
OCTOBER 19, 2017

For additional information contact the Retirees' Club or check the website [www.ufcw324.org/member-info/retirees-club/](http://www.ufcw324.org/member-info/retirees-club/)



# Help us honor them



We are looking for pictures of members or their families who are currently serving or veteran members of the U.S. military.

**Please e-mail them to:**

**in-honor@ufcw324.org** or send them to us in the mail with your current contact information so that pictures may be returned.

*U Magazine* plans to publish photos in a future issue devoted to recognizing their service to our country. Make sure to note the person's name, rank and branch.

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PERIODICAL  
POSTAGE  
PAID

# What have you done for me *Lately?*



**STATS**

February -  
March  
**2017**

GRIEVANCES FILED . . . . . 279  
MEMBERS BACK TO WORK . . . . . 29  
  
BACKPAY COLLECTED:  
\$ 36,922.22

**UFCW324.ORG**

**LIVE BETTER  
WORK UNION**

