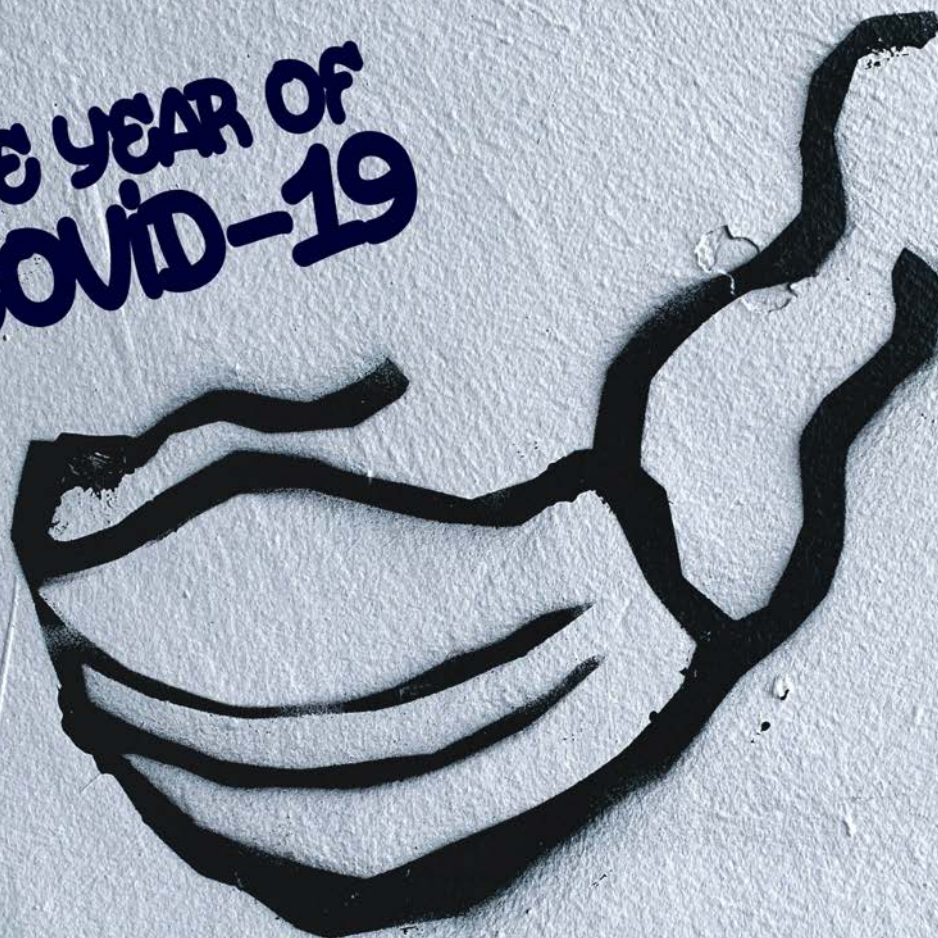


THE IAM UNION Journal

DECEMBER 2020

THE IAM JOURNAL IS A PUBLICATION OF IAMAW CANADA • REPRESENTING CANADIANS SINCE 1890

THE YEAR OF
COVID-19



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ROCK SOLID IAM ADVOCACY IN A COVID PANDEMIC

By Stan Pickthall, IAM Canadian GVP

Sisters and Brothers:

As we entered 2020, the IAM in Canada was riding a high wave of optimism.

We had been recognized by our International President in 2019 as the most successful IAM Territory where it came to organizing, and we were pushing hard to continue that work. We had many plans for new and exciting campaigns and opportunities to expand our Canadian membership across the country. Over the four years preceding, we had grown by some 5,000 new members.

Then the Covid pandemic was announced in mid-March, and we witnessed the devastating impact it had upon our membership as workplace after workplace shuttered facilities or drastically reduced capacity. This was something none of us had ever imagined.

Over the coming months, we saw our membership reduced fully by one-third.

The IAM lobbied with Government to ensure that working families were protected, and we fought with employers, demanding they implement the Canadian Emergency Wage Subsidy (CEWS) program, so that our members could preserve some semblance of their former lives.

2020 has been the most challenging year of our lives, and one we are not looking to repeat at any time. All of us have adopted new safety protocols, both in our workplaces and in our personal lives. We have washed our hands until they were raw, and face masks have become the required accessory in our wardrobes.

Yet through it all, the IAM has continued to fight on behalf of our membership in Canada. We continue to push on Government legislators to do the right thing for working people – whether that is supporting businesses that commit to create employment, or demanding

ever-improving standards for safety protocols in our workplaces, or demanding supports for those who are still unemployed as a direct result of the pandemic.

I had fervently hoped that my end-of-year message would be a more positive opportunity to report on further successes and on the strides forward that we have made. However, circumstances often dictate our reality, and we continue to advocate in a Covid pandemic environment.

I take this moment to thank all of the IAM members and representatives who have worked tirelessly on behalf of our membership through this difficult year. From the Shop stewards in the workplaces, to the Executive Board members of the Local Lodges, to the Business Reps and General Chairpersons in our Districts – I thank you all!

Our members' work lives are better for the work you do and the sacrifices you make on their behalf.

Solidarity!

Stan Pickthall, General Vice President
(Twitter: @StayRockSolid) ■



THE IAM LEADERSHIP

INTERNATIONAL PRESIDENT **ROBERT MARTINEZ JR.**
GENERAL SECRETARY-TREASURER **DORA CERVANTES**
CANADA **STAN PICKTHALL**
WESTERN **GARY ALLEN** TRANSPORTATION **SITO PANTOJA**
AEROSPACE **MARK BLONDIN** EASTERN **JAMES CONIGLIARO**
SOUTHERN **RICKY WALLACE** HEADQUARTERS **BRIAN BRYANT**
MIDWEST **STEVE GALLOWAY** TCU **ARTHUR MARATEA**

JOURNAL EDITOR, DESIGN & LAYOUT **FRANK SAPTEL** COMMUNICATIONS REPRESENTATIVE



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WHEN TIMES GET TOUGH...

...the tough get going: the IAM's Pandemic Response

By Ivana Saula, Research Director, IAM Canada (Twitter: @Ivana_Saula)

THE PANDEMIC CRISIS: NO CHALLENGE IS TOO GREAT FOR THE IAM

2020 HAS BEEN no ordinary year; the economic, social, and political landscape has changed, highlighting the weakest links in our economy, policies and social structures, evidenced by many workers losing jobs and becoming vulnerable to sliding into poverty. To say that the year has been challenging is an understatement, to say it's been devastating implies resignation to an inevitable downfall, an inability to manage what the pandemic has brought on, all of which would be a disservice to the IAM's proven relentlessness in times of hardship. Despite challenges, for the Fighting Machinists, the pandemic was a call to action, a vision for rebuilding the economy from the perspective of not just our members, but all working Canadians.

This advocacy came in the form of a comprehensive document titled, Jobs Worth Fighting For (JWFF), touching on different areas of the economy, sectors and industries, taxation policies, health and safety, and legislation to protect workers as the economy begins to recover. The IAM understood that the economic recovery hinges not just on recovery of industries, but also on social infrastructures that have been put under significant strain given the reliance on public services. For instance, we were the first to address the need for EI reform, given years of disassembling a structure meant to help workers in their time of need. With the availability of the Canadian

Wage Subsidy Program (CEWS), we advocated, wherever possible, for employers across the country to sign on and keep workers on payroll.

JWFF also outlined industry specific recommendations, starting with air transportation, which has been ravaged as a result of travel restrictions. The aerospace industry, given its connection to air transportation, has also suffered losses, and recommendations for this industry, as well as, healthcare, hotel and accommodations, and manufacturing were balanced against



health and safety considerations. The IAM also outlined specific guidelines on health and safety that are workplace specific, emphasizing the importance of infectious disease policies, stockpiling of PPE, and ensuring that return to work protocols are not at the expense of worker's health and safety.

As a result of the pandemic, the concept of who is a frontline



worker, and the kind of work that is essential certainly changed, placing an emphasis on society's reliance on low-wage and precarious workers. Acknowledging the importance of these workers, the document posed an argument for instituting living wage policies, and compensation that reflects the inherent risk of frontline jobs. Likewise, access to paid sick days, compassionate care leave, paid domestic violence leave were part and parcel of this proposal. The importance of national Pharmacare came to light, as it would eliminate the loss of health benefits when workers are not able to return to work or when they experience a loss of employment through no fault of their own.

JWFF did not shy away from social issues, like the differential impact on women and other minorities. Women, immigrants and minorities are disproportionately vulnerable to adverse effects of the economic downturn and the pandemic itself; intersectional differences contribute to an even greater divide. Lack of childcare was identified as a major obstacle for women returning to work, and has often been recognized an obstacle to the economic recovery. As a union, and through a national platform of IAMAW sisters, childcare was placed as a top political priority.

Continued on p. 12

DID A PANDEMIC CHANGE THE CONSERVATIVE AGENDA?

The IAMAW has a strong reputation within the labour movement for fighting on behalf of its members and for working people in general, this pandemic has proved to be no exception.

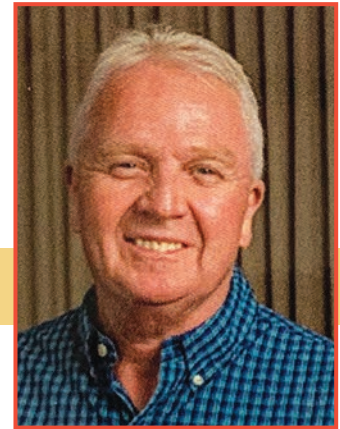
IN EARLY FEBRUARY the IAM once again had the largest delegation at the annual Canadian Labour Congress (CLC) lobby on Parliament Hill, where our Political Action Committee members from across the country lobbied elected representatives on issues critical to ordinary Canadians, such as Universal Pharmacare, Child Care, Bankruptcy and Pension Protection, and our fight to obtain a fair dispute resolution process for our Airport Screening Officers

across the country as the Canadian Air Transport Security Authority (CATSA) transitions to a new third party agency.

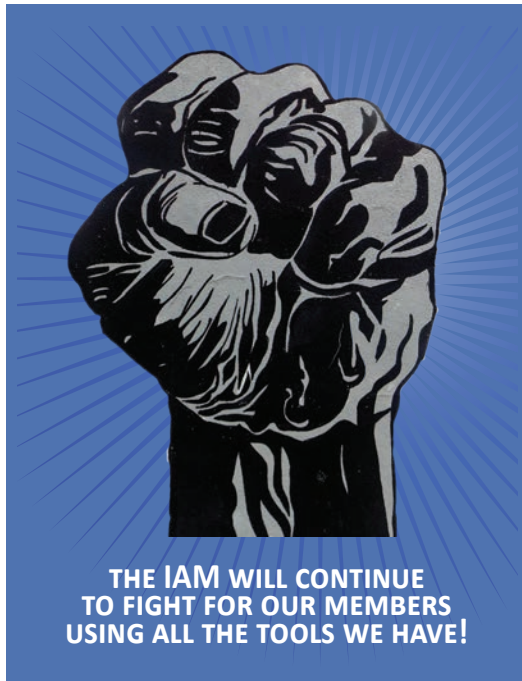
As the largest union in the air transportation sector in Canada, we continue to lobby against the practice of “contract flipping”. We continue our demand for amendments to the Canada Labour Code allowing workers the successorship rights and benefits of a previously ratified collective agreement.

POLITICAL YEAR IN REVIEW 2020

By Derek Ferguson, Grand Lodge Representative, Political Action



(Twitter: @IAMDerekF)



We also continue to lobby for a Canadian Aerospace Strategy at both the Federal and Provincial level, as preserving and enhancing the aerospace sector is a matter of very great importance to our country and to all working people, we will continue to emphasize the need for a national approach to a cohesive strategy in the aerospace sector:

In mid-March we lobbied all levels of government to consider "Workers First" in any wage subsidy programs they were going to implement, the IAM's objective was and still is to keep as many workers on the employer payroll as possible.

This is in stark contrast to the new Conservative leader Erin O'Toole who said, "Businesses should have received money FIRST"

As IAM members lobbied, and wrote letters to governments, demanding additional Pandemic Pay for front line workers Provincial Premiers were quick to stick their hands out for their share of Federal

Subsidy monies, however several of those same premiers were not so quick to pass on that money to where it was intended - Front Line Workers – many working in the private for profit healthcare sector with improper or in many cases little or no Personal Protective Equipment (PPE) putting their own health at risk.

The chronic understaffing, low wages, disregard for Health and Safety legislation, shortage of basic necessary supplies, lack of (PPE) for front line workers has long been ignored by successive governments with their flawed doctrine of "business knows best".

It has taken a pandemic for some people to finally wake up and realize that "For Profit" has been at the expense of many of the services ordinary Canadians depend on.

While the IAM is fighting alongside the Canadian Labour Congress (CLC) and its affiliates to protect and enhance workers rights, Conservative led governments in several provinces including Alberta, Manitoba, and Ontario are systematically bent on destroying those same workers rights.

Alberta's United Conservative Party (UCP) led by Jason Kenney, Ontario's Doug Ford Conservatives, and Manitoba's Conservatives led by Brian Pallister have all introduced legislation during this pandemic that are a direct attack on Unions, override existing laws and constitutional rights, and an assault on democracy.

Erin O'Toole won the Federal Conservative leadership contest mainly from the support of right wing Conservatives – I ask you again - **Did a Pandemic change the Conservative Agenda?** ■

RISING TO THE CHALLENGE

By David Chartrand – IAM Quebec Coordinator

IT WAS LAST MARCH that the Covid-19 pandemic completely disrupted our daily lives. Since then, it has brought us its share of daily hardship and put pressure on our entire society. It weakens our economy, threatens our quality of life, our freedoms and our jobs.

To avoid the worst, our governments quickly developed emergency programs. In addition to measures taken to limit the spread of the virus, Ottawa and Quebec City have taken steps to minimize the financial impact of the pandemic. Although imperfect, these initiatives have served to limit the damage to many of us.

On the union level, your representatives have been mobilized since mid-March to minimize the impact of COVID-19 on you and your families. They ensure that those who work in an essential service can do so without risk to their health. They are stepping up their interventions with governments to ask them to help you. They are constantly negotiating with employers to find ways to protect your assets and jobs. As you will notice in this text, they are all doing an outstanding job and I want to congratulate them.



(Twitter: @IAMAWDavid)

DIFFICULT TIMES

The pandemic has led many employers to reduce their activities, resulting in job losses and plant closures around the world. Rolls-Royce has not escaped this logic. Following a strategic review, the company halted production at some of these plants to limit its financial losses. With regard to the operations of its Montreal plant, Rolls-Royce has chosen to maintain its repair, maintenance and overhaul operations (MRO). This decision was largely motivated by the level of expertise, knowledge and experience of our members in Local 869. Congratulations to the members and union representatives for their excellent work.



NEGOTIATIONS WITH STELIA ST LAURENT

Last February, Stelia (specializing in nose fuselage and cockpits) acquired Bombardier's production operations. In order to protect our colleagues affected by this transaction, we quickly began negotiations with Stelia. These negotiations led to a joint article 45 application, which allows our members who changed employers to retain their collective agreement and benefits.

JOBS AND WORK ORGANIZATION

In order for our members to continue to work during the pandemic, several companies have agreed to change their ways of doing business. For example, they chose to repatriate work from outside, telework, redevelop schedules or use government programs. This has allowed us to limit job losses at Air Transat, Airbus and AJ Walter, amongst others.

ORGANIZING

In both District 140 and District 11, our organizers work tirelessly to maintain the pre-pandemic pace. Through their efforts, we have been able to welcome workers from Logixx secured Inc., Envoy Air, AAA Canada, Clean International, Gaudreau Transport, Radtech Technology and Rolls-Royce engineers to the machinist's family. I should also add that at the time of writing this article, an application for certifications was filed on labour day weekend to represent the Stelia Aerospace workers in Mirabel who build the Global Express fuselage.

The recent successes of our organizers prove that many workers are looking for a union organization that can properly represent them and help them get through this crisis.

POLITICAL ACTION

Our governments are currently preparing their plans to emerge from this crisis. To ensure that these plans do not rest solely on the shoulders of the middle class, we have a responsibility to intervene. We must propose alternatives to the solutions offered by companies, banks and wealthy investors that put the growth and profitability of their business above all else. Let's not be naïve, we know that offering blank cheques to businesses does not protect our jobs; that giving up our rights to enable them to make a profit from their activities does not preserve our working conditions; reducing their tax burden to promote wealth creation does not contribute to improving our quality of life.

If we do not want the fiscal situation in which our governments have put themselves in to fight COVID-19 serve as a justification for cutting our social programs, reduce corporate social responsibility and rolling back our rights as citizens and as workers, it is important to participate in social dialogue.

It is by joining forces and demanding democracy, justice and equality for all that we will win. ■



The power of political action - lobbying on Parliament Hill in 2019



COVID-19 CAN'T STOP US!

by Scott Jackson, Canadian Territorial Organizing Leader

(Twitter: @IAMSJackson)

2019 WAS ANOTHER great year for organizing new members at the IAM. From coast to coast workers voted to join our Union. Representatives of the Nova Scotia Teachers Union, to Berk's InterTruck in Nanaimo with thousands in between.

In 2018 over two thousand Personal Support Workers working at Spectrum Health Services joined District 78 and ratified their IAM agreement. In 2019 the over 250 RN's and RPN's at Spectrum also joined.

Ongoing efforts to organize health care workers, resulted in 530 PSWs from RNS Health Services becoming proud IAM members and are in negotiations for a first contract. This was District 78 Organizer Rootisha Rampat's first big organizing win

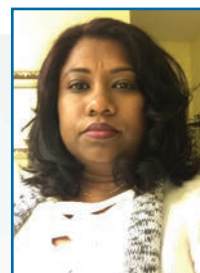
and took place at the height of the pandemic. Face to face meetings proved impossible, so IAM Organisers simply innovated and took advantage of new technologies including social media.

District 11 in Quebec has been on a continuous organizing roll for the last couple of years. In 2019 workers at Transport Laberge, Clean International, AAA, Rad Tech, and Engineers at Roll Royce all voted "Yes" to join the IAM. These Organizers have carried on organizing aerospace workers but have also been diversifying the membership by moving outside of that sector.

Grand Lodge Representative Michel Richer has been successful working with Transportation District 140 Organizers and Chairpersons. They have been diligent at bringing new members into our Union with success at Logixx Security and ATS. Unfortunately the pandemic has

devastated the air transportation sector, but the District is not giving up on giving workers the representation they deserve.

The IAM in Canada has been the "go to" Union for many groups of Labour Staff over the past few years and 2019 continued on that path. Several of these units have been "across Canada" workplaces. New Union staff groups include workers from Professional Institute of the Public Service of Canada, Union Savings and representatives of the Nova Scotia Teachers Union. There had been a Labour Staff seminar scheduled for May 2020, but was cancelled due to COVID-19. Grand Lodge Representative, Scott Jackson, is confident that there will continue to be membership growth in this area, as the members are very happy with the service they have received with the IAM. ■



Rootisha Rampat,
Organiser with
IAM District 78

TURBULENT TIMES IN THE AIRLINE INDUSTRY

*By Keith Aiken, Canadian Air Transportation Co-ordinator
(Twitter: @KeithAikenIAM)*



IF WE HAD A TIME MACHINE

and could travel back in time to November 2019, no-one at that point would believe the devastation that the Covid-19 pandemic has caused. Millions of people worldwide have lost their lives, lost their jobs, sending unemployment to record highs. In the early days of the pandemic, governments mandated quarantines, to try and stop the spread of the virus.

Our Airline industry has been devastated by Covid-19. In North America alone, capacity has dropped between 59% and 67% with 108 million to 120 Million less passengers being transported. This reduction amounts to an industry revenue loss of between 29 to 32 billion USD. As an example in Canada, Air Canada lost \$1.75 billion in the 2nd quarter with a 95% drop in passenger revenue. Air Canada carried 480,000 passengers vs. 12.8 million in 2019 (96% drop) over that same period. In the last few months, Air Canada retired 30% of its fleet, as they burn through 22 million dollars per day. Its not only the airlines that are hurting, associate businesses like airports,

hotels, car rental agencies, airport service groups, catering, fueling and surrounding business have all felt the pain of this pandemic. In May 2020, Canada's largest Airport, Toronto Pearson (YYZ) had 158 707 passengers through compared to \$4.2 million a year prior in May 2019. That is a reduction of around 96% from year to year!

At the IAM Canada we have been working hard to make sure our members are protected. In the early days of the pandemic, we held daily calls with our District Lodge 140 General Chairperson team to talk about the impact the layoffs were having with our members. We also provided guidance on governmental programs, collective agreement issues and strategized a plan to best protect our membership.

We also doubled down on lobbying and on the political action front on issues such as personal protective equipment for our pre-board screeners, health and safety for our members in all of air transportation and called on the government for intervention to protect the air transportation and aerospace industries. We also held weekly calls with Transport Canada to ensure that our voices were heard with the Government.

Covid-19 may stay around longer than we expect. You can be sure that we will be there every step of the way. The IAM will continue to fight to ensure the flight path out of this devastation will be as smooth as it possibly could be. ■



FAREWELLS

IT WAS BITTERSWEET saying farewell to two dear friends and colleagues from our Canadian IAM Staff – Sister Heather Kelley and Brother Ron Fontaine. They are moving on to their much-deserved retirement. But I know it is “farewell” and not goodbye.

Both of them have been a great part of building the Machinists Union into the organization it is today, and both have been great mentors and colleagues to so many of us along the way.

Heather has done great work throughout her career of more than 20 years as a Grand Lodge Representative. She has worked tirelessly as an advocate for all workers, fighting for social justice and worker’s rights in every jurisdiction where the IAM has members. She has been a crusader for women’s rights at every level within the organization, and has taken that enthusiasm into our workplaces, into the legislatures and into the hearts and minds of a new generation of Sisters who continue to advocate on behalf of IAM members across Canada.

A 50-year member of the IAM, Ron has worked as a full-time Union Representative for over 38 years. He has been an IAM activist at every level of the organization, and has been a mentor to dozens of members across the organization. Ron’s passion for representing working people has been the hallmark of his career, and it shows in the results he has achieved and the friendships he has maintained across the years. Whether it was his work at the bargaining table, or the pride he brought to the organizing campaigns we pursued, Ron has been a strong and powerful leader.

As our Territorial Organizing Leader, Ron led the way for the IAM in Canada to win the very first International President’s Organizing award. I had the privilege and honour of standing alongside Ron and the rest of Canada when we were presented with the trophy. Ron has been a personal mentor and friend to me; I have always been able to rely upon his sage counsel and measured approach to solving labour relations problems.

Thanks you Heather and Ron for the work you have done, and for the example you have set. You have both touched so many of us, and we all know that our organization is a better and stronger place because of the passion you brought to this work.

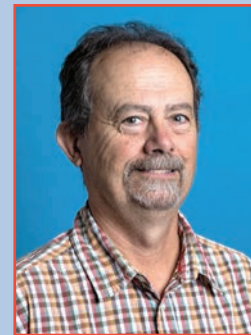
In Solidarity and in Friendship,
Stan Pickthall, IAM Canadian General Vice-President



Ron Fontaine

Heather Kelley

NEW BEGINNINGS



Scott Jackson assumes the position of Canadian Territorial Organising Leader



Ivana Saula assumes Heather Kelley’s portfolios as Women’s, Human Rights, and Young Machinists

BONDS THAT SUSTAIN

By Ivana Saula
IAM Canadian Research Director

IAM Sisters Response to The Pandemic

IT IS SAID THAT IN CHALLENGING TIMES,

our community and networks sustain us. This couldn't be truer in 2020, which has been an unprecedented year in many ways. While there's been a steady stream of devastating news, the work of IAM activists has offered glimpses of positivity, hope, and perhaps most importantly, a sense of connection.

The pandemic has put every social system under strain, including unions. Union locals have lost members, and activists, while the work and needs of remaining members has multiplied. The pandemic has also affected the weakest links within our social infrastructure, and placed additional burdens on disadvantaged workers such as, women, workers of colour and disabled workers. Research has highlighted the disproportionate economic impact and particular challenges these groups of workers face, and also stressed the significance of these workers in our economy and how crucial their inclusion is to the recovery.

In response to this reality, IAM Sisters once again got together to problem-solve. Starting in May of 2020, monthly meetings were hosted by the Grand Lodge to discuss the impact of the pandemic on locals, committees, as well as, women and workers of colour. The meeting was welcomed in a time of need; it was an opportunity to connect amidst the chaos and uncertainty.



The pandemic had a visible effect on our membership, especially considering the declining number of women, as many were choosing to stay home and look after their families. This continued being a problem even as workplaces opened, due to lack of adequate childcare. It became clear that in order to address issues that were raised on the calls, a women's political agenda was needed to address obstacles to women's full participation in their workplaces and locals. Childcare was at the top of that list, along with EI reforms, which were incorporated into the IAM's general political agenda, with the help of local Political Action Committees.

The most recent call revealed the toll the pandemic has taken on all those who service our members. While union work is never easy, it's evident it's increasingly challenging now. Not surprisingly, mental health and burnout are part of the everyday reality, and information on coping through these difficult times is much needed. In response, the National Women's group will be setting up a session on mental health open to all our union brothers and sisters, which is to be hosted by a former IAM member. The group is also scheduling working group sessions to address issues that have been raised on these calls.

The goal is to build a network, exchange information and continue to work for the benefit and inclusion of everyone. Not only are these challenging times, the current reality demands adaptability and creative thinking, and while there is much more work than there are people, our activists have met these challenges head on; their commitment and dedication is to be praised and venerated. ■

WHEN TIMES GET TOUGH...

Continued from p. 3

Not leaving a stone unturned, or anyone behind, Jobs Worth Fighting For also acknowledged challenges and vulnerabilities faced by workers with disabilities, migrant workers, Indigenous Peoples and the LGBTQ2SI community, proposing solutions to reduce these vulnerabilities and the slide of an unprecedented number of Canadians into poverty.

The document isn't merely a post-pandemic strategy, it's a testament to the IAM's willingness to continue fighting in the face of adversity. It's also a testament to the kind of union the IAM is, one that is leading the fight to re-build an economy that is more just and equitable for all. Like previous economic downturns and difficulties the IAM has faced, one lesson rings true, our perseverance is rooted in our resilience, and our strength is our solidarity. ■

RETIRING WITH DIGNITY THREATENED (AGAIN)

By Ivana Saula – IAM Canadian Research Director



A RECENT STUDY of Canadians' attitudes towards their retirement showed that three-quarters of workers aged 35-54 are worried about having enough money to retire on. The top obstacles to saving are: 1) not earning enough income, 2) getting derailed by unexpected expenses, and 3) struggling to pay everyday expenses. For young workers, saving for retirement is even more challenging as they struggle to find stable employment that offers a pension plan. While saving for retirement has always been challenging, it has become even more so as of late.

Since the 1970s, defined benefit plans, (those plans that guarantee a certain amount upon retirement for as long as a retiree lives) have

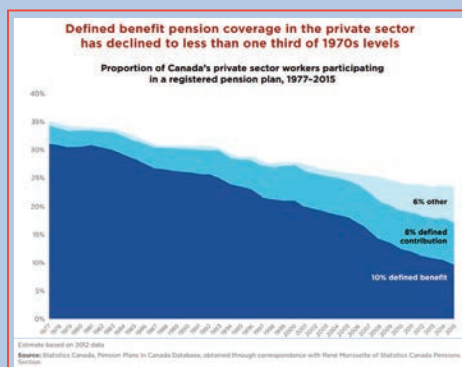
been on a decline, which is directly related to declining union density. For workers, defined benefit plans (DB plans) were instrumental in securing a stable retirement, one that guaranteed retiring with dignity. For employers, DB plans posed a risk they were quick to pass on to employees, and over the years, there has been both an erosion and dilution of DB plans.

For over forty years, the IAM has worked against a tide of erosion, by including a growing number of new employers into our plans and securing our members' futures. Despite a pandemic, there have

been new additions to the IAM pension plan, and in workplaces with a large majority of young workers. This is no small feat.

The economic fallout of the pandemic is likely to usher in an era of austerity, which never benefits workers. Austerity has broad effects, and rumblings of possible legislative changes affecting group pension plans are foreboding of an era where another tide of erosion may arrive sooner rather than later.

The IAM will remain vigilant, as always, and is dedicated to protecting our members' interests, whether still working or retired. The IAM is known throughout the labour movement for our strong lobby efforts. We encourage all members to join us and raise their voices against erosion of retirement security. The importance cannot be overstated. Our futures depend on it. ■



Benefits Canada "Majority of Canadians worried about level of retirement savings: survey" Nov.21, 2017.

A WAY OUT OF THE MESS

By Frank Saptel, Canadian Communications Representatives

(Twitter: @calix)

“When people act on your message, they begin to change. They don’t just change their behavior. They change their identity. They begin to become someone new because of your message.”

– Dr. Michelle Mazur

WHEN WE FIND OURSELVES in a mess, it’s generally because the lines of communication were either cut or closed. Either way, when we are under stress in our union lives (or our personal lives, for that matter), the best way out is to communicate.

Most IAM Canadian locals and all districts have web sites. It shows they understand the need to put their message out in a public way. When Canadians want to join a union, it’s generally because they find us on the web. Congratulations to all Communicators and Web Stewards for the job you continue to do!

Most locals and districts DO NOT have newsletters. This is one of the crucial ways of communicating with the membership. More crucial is the way that other members in the local get involved in the printing, distribution and discussion of the newsletter.

The Executive, the Communicator and Educator, the Stewards and all activists in the local should help post and directly distribute the newsletter.

With newsletters, the Executive have a direct way of sharing a common and uniform message so that rumours don’t run around madly in the workplace. Even if it’s one page, a newsletter instantly connects or reconnects us. Distributing the newsletter gives us a chance to interact with our members using face-to-face - the most important way of communicating.

When I started, edited and produced the newsletter in my former workplace, the result transformed the local in deep ways. We suddenly knew more about each other



than simply knowing we were part of the same local – and some members didn’t even know that.

Another way to communicate is to start your own email list. It’s a challenge to get email addresses from members, but keeping up the effort brings great rewards. Register for a free account with MailChimp or other such service. And then start building that list!

Social media is another way to connect to members who may have time after work hours.

Start a Local Facebook page. Open up a Twitter account. Start using Instagram because it has a reach with younger members. You’ll be pleasantly surprised by the information exchange you will become part of.

Connecting the members with the local, district or a wider union message changes all of us. We change our identities and start acting as a group. That’s what being part of a union is all about.

While it is true that if we don’t begin the journey, we won’t get to our destination, it is also true that the journey is the destination. ■

If you need help starting up your website, newsletter or any of the social media tools, please email me at fsaptel@iamaw.org

WHAT'S IN IT FOR YOU?

When you join the IAM, you also have added benefits. Through our "affinity" programs with various service providers, you have access to many more perks than most members of other unions.

Visit our website to get more details and to sign up for some of these amazing deals. It pays to join the IAM!

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The IAM is investing in your health and wellness. Register for your GoodLife Fitness Corporate Membership today at: <https://corporate.goodlifefitness.com> • 1-800-287-4631

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Please visit www.parknfly.ca and enter your corporate discount code (IAM CODE IS 569243) in the appropriate field to quantify the savings the IAM will enjoy. Park'N Fly is Canada's only national airport parking provider, now operating in 7 markets: *Vancouver, Edmonton, Winnipeg, Toronto, Ottawa, Montreal, and Halifax.*



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WITH THE FREE COLLEGE BENEFIT



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