

# Building a Stronger Labor Movement Through Economic Justice and Labor Education and Training

**Mark McDermott**

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Dear Union Brothers and Sisters:

I want to help you build a more active, inspired, educated, and energized leadership, staff, activist base, and membership as part of your efforts to build a stronger Union and labor movement and take our country back for working people. Between now and the end of 2016, we need our members and community allies to stand up and take action like never before to ensure that we move our country forward into a brighter future. We both know how high the stakes are.

## **Read more about how I can help you and your organization.**

Over the past 4 years, I have given 210+ speeches, interactive workshops and trainings across the country for my union brothers and sisters and our many community allies. I have spoken to national, regional, state, and local conventions and meetings of the IBEW, Plumbers, Roofers, Auto Workers, Machinists, Bricklayers, Iron Workers, SPEEA (Aerospace Professional Engineers), Teamsters, Heat and Frost Insulators, SEIU, AFT, Locomotive Engineers, AFSCME, OPEIU, Letter Carriers, AFL-CIO state federations and local labor councils, and building trades councils. These testimonials demonstrate the value I can bring to your Union.

*"Mark presents a unique perspective from a historical point of view by comparing labor's modern day challenges with the overwhelming challenges of workers' organizing efforts in the 19th and 20<sup>th</sup> centuries. I have attended more conferences and listened to more speakers than I can count in my 43 years in the IBEW. Many were interesting and informative but very few as compelling as Mark's. He is one of the best at informing and motivating." – Don Siegel, IBEW 3<sup>rd</sup> District IVP, Pennsylvania.*

*"What is most valuable about Mark's workshops is the recognition that as we remember our history, we get a sense of optimism and hope that when we come together and focus on what we have in common, rather than what divides us, we can overcome seemingly impossible odds and make progressive change." – Jeff Johnson, President, Washington State Labor Council.*

*"We have received so many compliments about your presentation...too many to count! Needless to say, we all hold you in the highest regard here in Rochester." – Erin Young, Executive Director, Rochester and Genesee Valley Labor Federation, Rochester NY.*

Another important component of my work is interactive workshops for leaders, staff, stewards, activists and apprentices focused on labor history, economic justice education, coalition building and communications skill building. I also produce educational and training materials designed

specifically for individual unions. All of my work is focused on what we can learn from our past and present struggles that will inspire and educate participants to take more sustained actions that are needed to build more power today and into the future. My five interactive workshops are:

1. ***“Making the American Dream Real for Everyone”*** which focuses on the rise and fall of unions and our allies over the past 125 years in our fight to share fairly in the wealth we produce.
2. ***“Winning Big in Hard Times”*** which explores the rise and fall of unions and our allies in strengthening our democracy over the same time period.
3. ***“Which Side of History Are You On?”*** which focuses on Corporate America’s counterattack over the past 40 years and how disunity between organized labor and our potential community allies and movements weakened us. We also explore examples of major successes that new labor/communities alliances are winning.
4. ***“Speaking from the Heart to Win Community Allies”*** which encourages participants to speak from their hearts and use better messaging techniques as they reach out to non-union workers and current and potential community allies.
5. ***“Train the Trainer”*** which teach participants a range of skills needed to run workshops of different contents and varying lengths. These skills can be used to run workshops that are content-focused like the ***“American Dream”*** workshop as well as the communications/messaging workshop like the ***“Speaking from the Heart”*** workshop.

My speeches and workshops combine personal and family stories and experiences, finding our common ground of economic hard times and concerns about the future for our young people, and sharing our deep concerns about the future and our shared American Dream. We explore critical lessons about how we move forward to change the direction of our labor movement and country. The work also highlights significant victories that labor and our allies are winning across the country which are largely hidden from us. Each workshop concludes with small group and large group discussions of how we use the shared information and new skills more effectively in our work and bringing more people into our movement and coalitions.

Each workshop can be adjusted for length of time, audience size and type e.g. leaders versus apprentices and your union’s needs.

I look forward to working with you in the months and years ahead.

Mark McDermott

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