Old Foe NAM Comes Up With New Gimmick

(Continued from Page 1)

trade unions to withstand the most deadly attack on their basic rights since the "open shop" and "American Plan" campaigns early in this century.

The main components of "Operation Wipe-Out" and what they're up to follow:

► The National Association of Manufacturers

Recently, this ancient foe of the labor movement announced its version of environmental protection. It formed the Council on a Union-Free Environment.

For an annual fee of up to $1,500, the council will advise employers on how to keep unions out—or dump them if they're in.

NAM President Heath Larry told a news conference that his organization "struggled" to find the right name for its new operation. When the decision was made to name it the Council on Union-Free Environment, Larry said, he realized that there were those who would "lampoon" it as some sort of a union-busting organization. But it really isn't, the NAM president insisted.

Larry, who used to be a top negotiator for the steel industry, said the council will emphasize the positive by seeking to build employe "loyalty and support" for their employer. It will utilize "the best thinking of different employers" and prepare how-to-do-it manuals on such issues as how plant managers can keep their fingers on the "pulse" of worker attitudes.

Annual fees will be based on the number of employes a company has in the United States and NAM member firms will get a discount.

The prospect of congressional passage of labor law reform spurred creation of the NAM subsidiary, Larry said.

The council will be governed by a 30-member executive board. And while council members have not yet been chosen, the two co-chairmen have been.

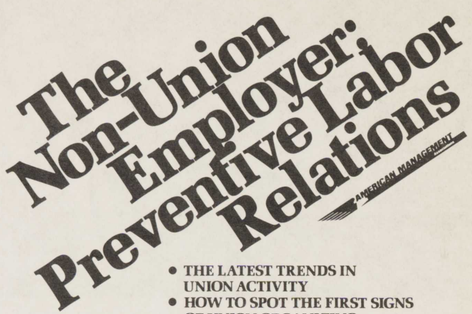
One co-chairman is Arthur Prine, Jr., the labor relations vice president of a notoriously non-union printing operation based in Chicago—R. R. Donnelley & Sons.

The other co-chairman is Edward Dowd, Jr., of Charlotte, N.C., a labor relations consultant specializing in helping employers thwart union organizing campaigns. Dowd was identified as president of the Central Piedmont Employers Association.

Larry told reporters that membership won't be restricted to unorganized companies that want to remain "union-free." He anticipates that there will be many organized employers who will join the council merely to exchange knowledge and improve their ability to "communicate" with their workers.

While spokesmen for the council make repeated pro-

(Continued on Page 3)



- THE LATEST TRENDS IN UNION ACTIVITY
- HOW TO SPOT THE FIRST SIGNS OF UNION ORGANIZING
- WHAT YOU CAN – AND CAN'T – DO ABOUT UNIONS
- WHAT TO DO WHEN THE UNION WINS
- HOW TO BUILD COMPANY LOYALTY

Typical promotion piece for guns-for-hire who conduct union-busting seminars for management "students"—this one from American Management Associations. This has been a real growth industry in recent years. Seminars draw overflow attendance by top-level management personnel. They could be partly responsible for decrease in successful union representation elections and sharp increase in decertification actions.

The Consultant Game

"There's an upsurge in the number of companies that feel there are things they can do to maintain non-union status."—Lewis Abrams, president of Executive Enterprises, a consultant on busting or preventing unionism.

"Union recognition cards are vile and they're dangerous . . . Don't share your pie with the union. . . . The name of the game is to prevent the (recognition) election and chill the union off."—Alfred DeMaria, a leading consultant on union-busting.

Descriptions of two of the most successful consultants in the field, from promotional brochure:

"Dr. Charles L. Hughes is one of the best known applied behavioral scientists working with industry today. He has pioneered in the area of *preventive* employe relations with one of the largest non-union employers in the U.S."

"Alfred T. DeMaria . . . specializes in combatting union organizational campaigns and in developing programs to keep companies operating in a union-free environment. He handles labor matters and develops *union prevention* programs for numerous industries."

Guns for Hire Key Factor in 'Wipe-Out'

(Continued from Page 2)

testations that it is not really a "union-busting" outfit, it's hard to stifle a laugh.

One co-chairman, Prine, in the past has been on the Finance Committee of the National Right to Work (for less) Committee and presently is listed on the advisory council of the Right to Work Legal Defense Foundation, an NRTWC spin-off. He, then, has a history of active interest in union-wrecking.

The other co-chairman, Dowd, is a member of the advisory board of the National-Labor Management Foundation, a long-time anti-union group which believes "solution of the labor problem is of over-riding importance" to the nation. The "labor problem," as the Foundation sees it, consists of "excessive power by unions" and "increasing arrogance of union officials . . ."

Larry, too, belied his own reassurances. He said the council will seek to create a climate for healthy employer-employe relations without the need for "third party intervention." If that doesn't mean keep or get the union out, what does?

► The Guns for Hire

Backing up the NAM end of "Operation Wipe-Out" is a cluster of guns for hire, already well established in the specialized field of advising managements on how to prevent union organization where it arises and how to dump unions where they exist.

These are very slick, able operators, who charge up to $500 and more for two-day seminars, hold scores of them annually, and play to *SRO* audiences of management personnel.

They are not nearly as circumspect as the NAM. They make no effort to conceal their purpose. Their literature comes right out with it: "Strategies for Preserving Non-Union Status," or "Management's Strategy When a Union Organizer Knocks," or "The Process of Decertification."

(Continued on Page 4)

From the Horse's Mouth

"The decertification campaign is as wide as your imagination. Here are a few do's and don'ts. You (management) can't write an anti-union speech, but you can tell a loyal employe how to write one. Don't tell such an employe 'I want you to file' a decertification petition; tell him he has a right to file. Don't tell him you will pay for his going to the NLRB, but 'wink' at him so that he knows you will 'make it up'."

—Alfred DeMaria
Consultant on union-busting

1978 SPECIAL POLITICAL ACTION FUND
A project of
The Young Republican National Federation

P.O. Box 7414 • Washington, D. C. 20044

MEMORANDUM

TO: Senator Paul Laxalt

FROM: [redacted]
New York, New York 10011

IMPORTANT: Republican Presidential Preference Poll Number A-206 has been assigned for your personal use, [redacted]

Please sign here to validate and acknowledge receipt of your Poll.

☐ YES, I agree. We need to break Big Labor/Liberal Democrat's control of government at the Federal, state and local level. If we don't, we'll pay for it in higher taxes and more state and local bureaucracy. I've checked below the amount of the contribution I'm enclosing to help the Young Republican National Federation defeat Liberal Democrats in my state.

☐ $10 ☐ $25 ☐ $100 ☐ $500

☐ $15 ☐ $50 ☐ $250 ☐ $_____ Other

P.S. I've made my check payable to the 1978 SPECIAL POLITICAL ACTION FUND.

☐ I've enclosed my Republican Presidential Preference Poll. If I should change my mind, I will return the special post card listing my new choice.

The Federal Election Commission requires us to ask the following information:

Occupation: _____

Place of employment: _____

Unfortunately, a major Republican arm joins other elements in the assault against working people, their contracts and their unions. Young Republicans appear to be a particularly anti-worker segment of the party. Their chairman, Roger Stone, is the treasurer of "new right" godfather and direct mail specialist Richard Viguerie's spin-off group, the National Conservative Political Action Committee. He bluntly states: "Conservatives don't have to take over the party. We've had control ever since 1964. Conservatives *are* the Republican Party."

In addition, through the growing power of the right wing within party ranks and leadership levels, GOP candidates — many of whom have muted anti-worker positions in the past — are running openly against unions. This was the case in three special congressional elections won by ultra-conservatives with massive "new right" funding and organizational support in 1977.

Letter above is indication Young GOP and "new right" are walking the same path and talking the same union-busting language. Note, the return form sent out with letter by Young GOP under signature of Sen. Paul Laxalt (Nev.) says, ". . . we need to break Big Labor/Liberal Democrat's control of government . . ." etc. etc. etc. Same language crops up repeatedly in right wing mailings dunning the faithful for funds.