

# Local 655, 88 commercials show Union Pride, value

By DAVID COOK  
President

By now many of you have hopefully heard commercials on the radio or seen them on TV targeting Stan Kroenke and Walmart. In partnership with UFCW Local 88, we have produced and aired these commercials in the hopes that the St. Louis public will consider supporting their local Union grocers instead of giving their money to greedy companies like Walmart.

This commercial is part of a more wide-ranging advertising campaign that we began in late summer, and is part of a larger effort by Local 655 and Local 88 to find the best way to communicate the value of shopping in a unionized grocer to the general public. While many Union partners understand the value of a Union contract, we cannot be content to simply preach to the choir.

Our largest employers advertise, and their non-Union competitors advertise. We are simply not keeping up with the demands of the modern day if we do not advertise our goals and value to the public. This ad campaign is costly and too large to be duplicated on a regular basis, but it represents the first steps we will take as we look toward the future and consider other ways we can effectively brand ourselves to the shoppers of St. Louis.

I firmly believe that people care about where they spend their dollars. Showing the people that the dollars they spend in a Union store contribute to good wages and quality



COOK

healthcare and pension instead of lining the pockets of billionaires like Stan Kroenke is one message that should resonate with the public here in St. Louis.

We consider this campaign an investment in the future of our locals. Unions are the most successful when they have high unionized density in an industry, and that's the goal of increasing our market share and taking shoppers from non-Union grocers.

All of this is part of a strategy I've talked about many times in the past few years, and that is the need to better communicate our value to the public. We cannot assume that the average Missourian will understand the value of Union contracts if they have never benefited from one themselves.

We must make our goal going forward to talk to our friends, our families, our co-workers, and the public, about what Unions do to build a better middle class.

I want to thank all the hard work that our partners put into helping these commercials come to life, both as stars and as extras. A message coming directly from the hard-working men and women working for our two Locals is far more powerful than anything a paid actor could have done. You are the Union, and your voice needs to be heard as we continue our efforts to tell our story.

Without a robust outreach program, we cannot expect to grow. Without a positive message, we continue to allow our opponents, whether they are political entities or greedy non-Union employers, to define us to the public. We cannot let someone else tell our story. We will define ourselves. We will show the public that we remain Union Strong, and Union Proud.

AN EXCLUSIVE  
TWICE MONTHLY  
REPORT FOR

**UNION PROUD**  
UFCW 655  
a VOICE for working America

UFCW 655  
MEMBERS &  
THEIR FAMILIES

www.ufcw655.com

## New UFCW Campaign: We Make the Holidays Happen

UFCW Locals across the country as well as right here in St. Louis will be undertaking a new campaign during the holiday season.

"We Make the Holidays Happen" is a new campaign from UFCW International aimed at talking to the public about the uniquely prominent role that UFCW partners across the country play in making the holidays possible for all Americans.

Whether it's in meat-packing and processing industries like Local 655 partners at Miller Ham and Double G Brand Ham, or our partners at grocery stores all around the region that help bring safe and delicious food from the store right to the dinner table, UFCW partners are a driving force in making those special holiday meals a reality.

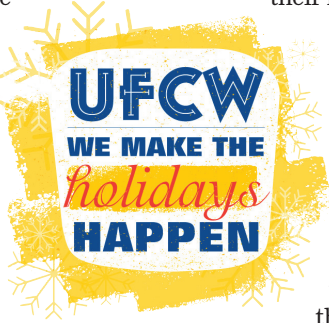
Local 655 is deeply proud and grateful for the many partners working hard on or around the

holidays to make sure that tens of thousands of St. Louis families can have Thanksgiving and Christmas meals together.

To remind the public of the important role UFCW union partners play in helping make their holiday memories, Local 655 will soon be distributing stickers to partners saying: "We Make The Holidays Happen."

It's important that shoppers know that so much of their holiday meals pass through the hands of hard-working union partners like those of UFCW Local 655. Thousands of UFCW Local 655 partners will put in the time and energy this holiday season to make the holidays special for the families in their communities, and we should embrace our role in helping every dinner table come together.

Keep an eye out for those stickers, and remember, you make the holidays happen.



Partner  
Feedback  
Surveys

Starting in January 2017  
Keep an eye out. We're asking for your opinion!

Get vital information  
about your workplace,  
your contract and more.

Text 'Join' to 738-674 to  
get signed up for our  
text program!

UPCOMING  
EVENTS

Shop Steward Holiday Party:  
December 8

Local 655 Retiree Club:  
Holiday Luncheon  
December 13

UFCW Local 655 Union Hall  
300 Weidman Road, Ballwin, MO  
(636) 394-6500 or (800) 882-6560

## Fields Foods to vote on Unionization



Employees at Fields Foods in St. Louis will soon vote to join the United Food and Commercial Workers Union Local 655. Fields Foods is a stand-alone grocery store near Lafayette Square that employs more than 50 people.

The National Labor Relations Board will be holding an election at Fields Foods in the City of St. Louis after Local 655 successfully filed for an election with the Board. Fields Foods is a stand-alone grocery store near Lafayette Square in St. Louis.

Local 655 Director of Organizing Billy Myers said he is optimistic about an election in the coming weeks for the more than 50 employees at the grocery store. Many employees have voiced a desire for a Union contract that secures quality benefits and respect on the job.

"I'm very excited about this election," Myers said. "The employees at Fields Foods

want the same thing all workers want: better benefits, better wages, and respect and appreciation on the job. They understand that a Union contract can get that for them, and they are thrilled to have a chance to have their voices heard."

Myers and the entire staff of Local 655 encourage any Union partners to head to the store at 1500 Lafayette Avenue in St. Louis wearing their Union button to let the employees know that we stand with them in their efforts.

"Let them know you're excited to welcome them into our Union family," Myers said.

The election date has not yet been set.

Happy  
RETIREMENT

DECEMBER RETIREES

Harriet Weaver	Schnucks/Bridgeton	46 yrs	Ellen Reynolds	Schnucks/Overland	40 yrs
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Share Your Pride: Share this page in your break room.