



UNITY 2008

California State Employees Association



July 2008

Hard work strengthens CSEA customer service

by Dave Hart, President

Hard work at CSEA is paying off. We're doing long-delayed "maintenance" in many of our departments. We're rolling out new programs. We're completing a top-to-bottom analysis of Central Support services.

The bottom line is that we are going to become the premier customer service provider for state workers in California.

We're starting to see some results. For example:

In **Accounting Services**, streamlined processing of expense claims is producing much faster turnaround.

Member Benefits has rolled out a marketing program including an affiliate-specific monthly e-newsletter. We've begun a "deal of the week" program for Member Benefits subscribers, and launched some exciting new products. By mid-August you'll see a more user-friendly Member Benefits web site.

CSEA Printing Services has added new staff – including an estimator and an outside sales person – and we're in the process of purchasing new equipment that

will help us become a leader in the world of commercial printing. Outside sales have risen from next to nothing three years ago to 16 percent of total sales in 2007.

The new **Legislative Action Center** on our web site, and on the web site of each affiliate, helps members contact their legislators and the governor on any



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issue. Since we established this program a month ago, over 2,000 members from all four CSEA affiliates have used it to communicate with their representatives on issues ranging from the state budget to the wages of state supervisors. We have installed a web-based legislative tracking system, and developed a new endorsement process.

Behind all this is a transformed atmosphere around CSEA. We've re-established good working relations

within CSEA, and with the affiliates. We are not spending one minute of our time, or one nickel of the members' money, fighting with each other. Our commitment to affiliate autonomy has made all such arguments beside the point.

The delegates to the 2007 General Council also told us to think big about the purpose and function of CSEA. That's nothing new—we've been thinking out of the box like this for the past 75 years. From the creation of the merit system and CalPERS to the origin of the Golden ! Credit Union, CSEA has always been ahead of the curve.

Today, thinking big means marketing central support services to other state employee organizations, and increasing the range of services we currently offer. To move this program forward, the Board of Directors has begun a strategic planning process which will guide our work for the next year.

With all this activity, it's truly an exciting time to be at CSEA. With your support, our proud record of service to state employees will continue to grow.

CSEA BACKS LOCAL 1000 CONTRACT CAMPAIGN



Our "O" Street offices nearly emptied out at lunch time June 30 as CSEA staff walked over to DPA to join a thousand Local 1000 members demonstrating at the offices of the state's negotiators. The Local 1000 contract, covering 95,000 state workers, has expired, and union negotiators report that the state is stonewalling on the money. "The Local 1000 contract sets the standard for all state workers," said CSEA President Dave Hart. "CSEA will do everything in our power to support them."

www.calcsea.org

CSEA AFFILIATE NEWS



Purple wave swamps DPA, members tell state "Value Us!"

Chanting "Value Us! Value Us!" more than 1,000 state employees demonstrated outside the office of the state's chief negotiator, demanding a new contract that respects our central role in providing services for California residents.

The June 30 rally was in support of a petition with several thousand signatures asking Department of Personnel Administration Director David Gilb for a contract that delivers a wage increase, equity adjustments and professional development programs.

"We're the state's backbone. We're the human infrastructure that holds California together."

— *Local 1000 President Yvonne Walker*

"We're here today because the state isn't listening to its employees," said Local 1000 President Yvonne Walker. "We need to be valued for the important services that we perform. We're the state's backbone ... we're the human infrastructure that holds California together."

Several speakers at the rally also took aim at Gov. Arnold Schwarzenegger and the Legislature for not finding a solution to the budget mess that is now an estimated \$15 billion deficit for fiscal 2008-09.

Speaker Claudia Gambaro asked the governor to fix the problem in his native German, as well as seven other languages.

"What language must we speak so that you can understand that we state workers are underpaid and overworked?" asked Gambaro.



NEW STAFF AT CSEA

CSEA has hired three new managers to improve customer service to affiliates:

Derek Hill will serve as Controller, supervising all accounting, payroll and other financial transactions.

Derek's background includes 20 years of varied financial and business management experience. Working directly under Derek is Accounting Manager **Kelly Tapia**, who comes to us with substantial accounting and management experience in the private sector. Kelly will administer all the day-to-day CSEA accounting functions. Finally, **Karen Jensen**, after 23 years of service with the Sacramento County School District, will serve as Administrative Manager, in charge of coordinating preparations for the October 2009 General Council, Board of Directors meetings and other events.



Building a more effective union

At CSUEU's June 20-22 Board of Directors meeting Paul F. Clark, PhD, author of *Building More Effective*

Unions (Cornell University Press, 2000), led a thought-provoking four-hour workshop on ways to build member commitment and participation.

His insights provided the more than 50 CSUEU leaders in attendance with many ideas for attracting new members and for enhancing the commitment of current members.

Clark, a professor and head of Labor Studies and Industrial Relations at Pennsylvania State University, set a high bar for future guest speakers, peppering his entertaining and informative talk with research statistics while engaging the group in an animated discussion. The talk was a successful experiment, the first time that an outside speaker has ever been invited to present at a Board of Directors meeting.

The workshop included a discussion of labor's public image and other factors that influence member attitudes toward unions, along with strategies for changing those attitudes.

A module on member orientation emphasized the idea that unions have an ideal opportunity in each new employee's first six months to have a significant impact on members' attitudes.

All organizations that have loyal members, he pointed out, focus on that critical first few months.

"One of the reasons that new member programs are so important is that people can go down one road or another about unions, and, once they go down a negative road, it's hard to change that," he explained. "It isn't just pay and benefits that drive people's interest in unions—the most important factor is bringing fairness to the workplace. Justice in the workplace isn't a given, and we can make the case that we can provide fairness on the job."

He added, "The union brings to the workplace the principles that we all treasure as citizens of this country, particularly justice. That's one of the strongest arguments in favor of unions."

The final section focused on how to build a strong culture, taking lessons from anthropology. Clark invoked rites, rituals, ceremonies, taboos, hero stories, myths, symbols, language and dress as they apply to unions.

As he put it, "There's a value to bringing new members to a meeting, introducing them and giving them a pin or T-shirt—that is, to have some custom that says, 'You are now one of us.' Those initiation ceremonies can serve a strong purpose."

Participants resolved to try new ways to reach out to new CSU employees in the weeks and months to come and to engage in discussions about the benefits of unions wherever they found negative stereotypes being perpetuated.

CSUEU Board of Directors gather every four months, alternating between northern and southern California. The June event took place in Redondo Beach, while the next meeting is scheduled to take place in the San Francisco Bay Area this November.



Management training offered by ACSS

With nearly 50 percent of the state's supervisors and managers eligible to retire in the next five years, ACSS is committed to ensuring future supervisors are qualified to fill their shoes. Toward that goal, ACSS offered a free management training class at its July board meeting in San Diego.

This course is the pilot for an education program ACSS is developing to help supervisors, managers, confidential and exempt employees succeed in their jobs, qualify for promotions and increase their pay. We filmed the class and will make the DVD available to our chapters and online.

Education is a priority of DPA's new HR Modernization project (which seeks to streamline the state's hiring process and reformulate the compensation structure). ACSS Executive Officer Mitch Semer and Senior Labor Rep Bonnie Morris are working with DPA on this project. However, ACSS has taken the lead in putting together a training component.

At a recent meeting with ACSS, DPA Director Dave Gilb outlined his concept for employee training. Basically, the state would authorize specific classes or series of classes for state workers, and employees who completed components of the program would qualify for incremental pay increases. The courses also could count as promotion credits.

Don't pass on HMO increases to supervisors

The recent 5-8% increase in state workers' HMO premiums gave ACSS the perfect opportunity to suggest a way DPA could "do something positive for the state's management team that separates them from the rank-and-file." Immediately after the new rates were announced, ACSS wrote to DPA Director Dave Gilb asking that the increase not be passed on to supervisors, managers, confidential and exempt employees.

Excluded employees have received only about 5 percent in pay increases since 2000.

Recruiting for ACSS gets more rewarding

The grand prize for the annual ACSS membership recruiting contest will be grander next year. And, to make recruiting even more attractive, second prize has been increased and a third prize has been added.

The ACSS Executive Board approved raising the grand prize to \$1,200 and the second prize to \$500. The new third prize will pay \$100. These awards are in addition to the \$100 recruiters collect for each new member they sign up who remains a member for six consecutive months.

Grand prize winners must recruit a minimum of nine new members. All grand prize winners are paid. The person who recruits the highest number of members between three and eight wins second prize, and the person who recruits the second-highest number of members between three and eight receives third prize.

Any state worker or retiree may recruit. For more information, call Diane at (916) 326-4284.



New PAC to focus on retiree concerns

Members of CSEA Retirees, Inc. are making their voices even stronger with the formation of a new political action committee.

All 28,000 members of CSEA Retirees, Inc. are eligible to join the political action committee (PAC) to help ensure that support is going to our friends within the state Legislature.

Members may choose to contribute from \$2 to \$16.25 monthly, and the amount can be automatically deducted from their pension warrants. Or members may make single contributions of up to \$195 a year.

"By supporting the legislators who support retirees' interests, CSEA retirees will increase our political clout and have more access to the people who can help us protect our pensions, health care and other benefits," said Roger Marxen, CSEA Retirees president.

A free brochure on the political action committee is available by calling CSEA Retirees at (916) 326-4292 or toll free (888) 808-7197.

For those with access to the internet, go to www.calcsea.org/retirees to view the PAC brochure and print out an application. After filling it out, send it to: **CSEA Retirees, Inc. PAC, 1108 O St., Sacramento, 95814**. CSEA retirees may also write to that address for more information or e-mail secretary Pamela Platis at pplatis@calcsea.org

The new retiree political action committee helps to make political involvement less difficult and time consuming. CSEA retirees can do their part simply by joining the CSEA Retirees Inc. Political Action Committee. The committee members will take it from there to make sure that retirees have a voice on anything affecting affects their pensions, health care or other benefits.

Retirees representing retirees on the political front ... That's how to ensure success at the Capitol!

CSEA Customer Service Survey coming

Sometime in mid August all CSEA affiliate staff and elected leaders will receive our 10-minute on-line Customer Service Survey. It's an effort to strengthen Central Support – to learn about your experience with the services CSEA provides, and what you need and expect.

Had a problem with an expense claim? Or using the membership data base? Do you get prompt, courteous responses from CSEA staff? This will be your chance to speak your piece. And for CSEA, it will be baseline against which we can measure our progress in turning CSEA into the premier customer service agency for state employees.

We're working with an independent survey company to design and administer the survey—so you can be sure your answers will be confidential!

Watch your e-mail! We look forward to sharing the results with you once the results are tabulated.

CSEA MEETING SCHEDULE

July

- 11-13 ACSS Board of Directors
Holiday Inn SeaWorld, San Diego
- 11-14 SEIU Local 1000 Council
Hilton Airport Hotel, Oakland
- 15 CSU Board of Trustees Meeting,
Chancellor's office, Long Beach
- 28-30 CalPERS meetings, Santa Rosa.

August

- 1 CSEA Board of Directors workshop
Holiday Inn, Capitol Plaza, Sacramento
Fresno Room
- 2 CSEA Great America Family Fun Day
Santa Clara
- 16-17 ACSS Executive Board Meeting
- 18-21 CalPERS Committee meetings
and full Board meeting.
- 23-24 CSEA Bylaws, Policy and Procedures
Committee Meeting,
Hilton Hotel, Costa Mesa

September

- 1 Labor Day
- 12-13 ACSS Executive Board Meeting
- 15-17 CalPERS Board Meeting
5th & P Streets, Sacramento
- 16-17 CSU Board of Trustees Meeting
Chancellor's Office, Long Beach
- 26-28 CSEA Board of Directors Meeting
Los Angeles, Marriott

October

- 13 Columbus Day
- 17-20 SEIU Local 1000 Council Meeting
Holiday Inn, Capitol Plaza,
Sacramento
- 20-22 CalPERS Committee Meetings
San Luis Obispo
- 24-25 Retirees, Inc. Board of Directors
Costa Mesa
- 24-26 ACSS Board Meeting

November

- 4 Election Day
- 7-9 CSUEU Board of Directors
Holiday Inn, Capitol Plaza,
Sacramento
- 11 Veterans Day
- 14-15 ACSS Executive Board Meeting
- 17-19 CalPERS Board of Directors Meeting
5th & P Streets, Sacramento
- 18-19 CSU Board of Trustees Meeting
Chancellor's Office, Long Beach
- 27 Thanksgiving

December

- 12-15 SEIU Local 1000 Council Meeting
Holiday Inn on the Bay, San Diego
- 15-18 CalPERS Committee Meeting
5th & P Streets, Sacramento
- 25 Christmas

Contact: Paula McClarin at (916) 326-4369 or pmcclarin@calcsea.org to submit information for the calendar.

Big Fun at the State Fair

The California State Fair in Sacramento is in full swing, and your CSEA CALIFORNIA STATE FAIR POPPY PACK provides big savings for your family.

\$29.29 buys you four entry passes and one parking pass. The regular price is Adult \$10, reg. Seniors 62+ \$6, reg. Children ages 5-12 \$5, Parking \$8).

For your tickets, contact the CSEA Member Benefits Department at (916) 326-4283 between 8 AM – 4 PM.

Special Fire Disaster notice

Members of organizations affiliated with CSEA whose homes have either been destroyed or damaged in the current wildfires are eligible for limited assistance from the CSEA Foundation Disaster Relief Fund.

For an application for assistance, up to \$2,000, please call Gae Van Wagoner at (916) 326-4228

CSEA Foundation Board seeks candidates

The CSEA Foundation is seeking candidates to fill two three-year vacancies on its Board of Directors. The Foundation members help raise funds for scholarships, interest-free student loans and the CSEA disaster relief fund.

The CSEA Board of Directors will decide which candidates will fill the two positions at the Board meeting in September 2008.

Send resumes to CSEA Foundation, c/o Gae Van Wagoner, 1008 O Street, Sacramento CA 95814. For more information call (916) 326-4228.



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