



4th Annual Organizing Institute

The New Jersey State AFL-CIO

Invites you to join us

At the newly organized

Heldrich Hotel

10 Livingston Avenue, New Brunswick, NJ 08901

Friday, April 8 - Sunday, April 10, 2011

Organizing remains one of the most effective ways to build the labor movement and improve the quality of life for New Jersey workers and their families. We encourage all affiliates to sponsor their brothers and sisters to participate in the New Jersey State AFL-CIO's 4th Annual Organizing Institute which will teach organizing strategies and how all of us can produce strength through union solidarity.

Learn how to:

- **Plan and lead an effective organizing drive.**
- **Educate workers and build support for the union.**
- **Conduct successful house calls.**
- **Neutralize employer misinformation.**
- **Overcome challenges in the organizing process.**
- **Communicate the value of a voice at the workplace.**

To register for the program union members must complete a sponsorship form with their union and may not sponsor themselves. Space in this program is highly limited so reserve your spot today.

For more information, please contact New Jersey State AFL-CIO Communications Coordinator, Lee Sandberg at (609) 989-8730 or lsandberg@njafclcio.org.