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# RIDING THE MIDNIGHT TRAIN TO POSITIVE EMPLOYEE RELATIONS



**SPRING 2024 CUE CONFERENCE**  
**APRIL 28-30, 2024**  
**SAVANNAH, GEORGIA**  
**HYATT REGENCY SAVANNAH**

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## Spring 2024 Conference Agenda

All times Eastern.

**All times, session topics and speakers are subject to change. Any changes will be posted as quickly as possible.**

*Updated: 4/10/2024*

### Sunday, April 28, 2024

2:00 PM	Registration Desk Opens
2:30 PM - 3:30 PM	<b>Ask the Experts</b> Katie Lev and David Wimmer Dive into the depths of labor and employee relations with our exclusive "Ask the Experts" session. This unique opportunity brings together a distinguished panel of a seasoned consultant, a knowledgeable attorney, and an experienced practitioner. Each panelist brings a wealth of expertise from their respective fields, offering a comprehensive perspective on the complexities and nuances of labor relations and workplace dynamics.
3:30 PM - 4:00 PM	<b>Expert Insights Unpacked: A Debrief of Ask the Experts</b> This session is designed as a companion to the Ask the Experts session, aiming to bridge the gap between expert insights and foundational understanding. It's an ideal platform for participants who are newer to labor relations or those seeking a deeper comprehension of the topics discussed.
4:15 PM - 4:45 PM	First Time Attendee Orientation
5:00 PM - 6:15 PM	<b>CUE-mmunity Connections</b> Each of these sessions will be designed to facilitate discussion among attendees, enabling sharing of experiences, challenges, and best practices in each area. <ul style="list-style-type: none"><li>• Frontline Leaders</li><li>• Employee Voice-Creating a Sense of Belonging</li><li>• Union Organizing in a New Time: Addressing Social Justice Issues and a new Generation of Workers</li></ul>
6:15 PM - 7:15 PM	<b>Grand Opening Reception</b>

### Monday, April 29, 2024

6:45 AM	Registration Desk Opens
6:45 AM - 8:00 AM	Breakfast
8:00 AM - 8:15 AM	Welcome and Opening Remarks Nick Kalm
8:15 AM - 9:30 AM	<b>Case Study &amp; Campaign Experience: Kroger Family of Companies</b> David Barron and Becky Brocker This interactive case study presentation will highlight lessons learned and best practices identified during a recent unionization campaign that unfolded as the NLRB issued its game-changing CEMEX decision.
9:30 AM - 10:00 AM	<b>Decision Dialogues: Crafting Your Route in Complex Terrain</b> In these sessions, a challenging fact pattern will be presented for consideration. Breaking into small discussion groups, each group will collaborate to discuss and devise a strategic plan to address the situation, considering various aspects like damage control, risk mitigation, employee communication, and other concerns.
10:00 AM - 10:15 AM	Break
10:15 AM - 11:15 AM	<b>Fast and Loose or Fast and Lose? Lessons from an Expedited Election</b> Mike Sherrard and Mark Stublely With expedited elections prior preparation is essential. An employer can still be successful if they take proactive steps to ready their organization. In this session we will discuss the essentials in the toolkit (including the use of external

resources), the training of leadership to effectively deploy the necessary tools and best practices for communicating with the workforce in a very short period of time. We will also review the pitfalls, traps and lessons learned over the course of the last 12 months of quickie elections.

11:15 AM - 12:30 PM	<b>Amplify Engagement: Best Practices for Implementing Proactive Workplace Listening</b> Brad Morris, Peggy Riley, and Phil Wilson  This panel will discuss active listening techniques for employers, highlighting their critical role in fostering an inclusive and productive workplace culture. They will share insights on practical strategies for implementation, emphasizing the positive impact on employee morale, engagement, and creating exceptional workplaces.
12:30 PM - 1:30 PM	Lunch
1:30 PM - 2:30 PM	<b>Countermeasures and Continuity: Analyzing CWA's Aggressive Strike Tactics at Verizon</b> Shannon Charron
2:30 PM - 3:00 PM	<b>Decision Dialogues: Crafting Your Route in Complex Terrain</b>
3:00 PM - 3:15 PM	Break
3:15 PM - 4:45 PM	<b>NLRB 2024 Unveiled: The Year's Biggest Changes and What They Mean for You</b> Joel Aziere  2023 was a historically busy year for the National Labor Relations Board as the Board sought to expand its reach into non-union settings and make it easier for union organization. The Board's actions in 2023 provide a forecast of what employers are likely to see in 2024.
4:45 PM - 5:00 PM	Closing Remarks
6:00 PM - 9:00 PM	<b>Evening/Networking Reception - Savannah Smiles Dueling Pianos</b>

## Tuesday, April 30, 2024

6:45 AM	Registration Desk Opens
6:45 AM - 8:00 AM	Breakfast
7:00 AM - 8:00 AM	<b>Small Business Connection:</b> This interactive discussion group is specially designed for small businesses. It's a dynamic opportunity for leaders of smaller enterprises to connect and share insights about the unique challenges and opportunities they face.
8:00 AM - 8:15 AM	Opening Remarks
8:15 AM - 9:15 AM	<b>Brewing Change: Starbucks as a Proving Ground for the Modern Labor Movement</b> Franklin Coley  Five years ago, no one – including the SEIU and Starbucks – would have predicted that a Starbucks unionization effort would emerge as an inflection point for the labor movement. After hundreds of elections, a high-profile Congressional hearing, and a potential precedent-setting Supreme Court case, the stakes couldn't be higher. This campaign has become a proving ground for unions' ability to effectively organize in the service sector.
9:15 AM - 9:45 AM	<b>Decision Dialogues: Crafting Your Route in Complex Terrain</b>
9:45 AM - 10:00 AM	Break
10:00 AM - 11:00 AM	To be announced.
11:00 AM - 12:00 PM	<b>Six Months On: The Impact and Trends Stemming from the Cemex Decision</b> Bob Nagle
12:00 PM - 1:00 PM	Lunch  <b>CUE Programming Committee Lunch</b>
1:00 PM - 2:00 PM	<b>Don't Be A Sore Loser...or Winner: How Communications Around Unionization Can Help or Hurt</b> Nick Kalm and Matthew Vander Laan  Communications can make or break any labor situation, and employers have extra challenges persuading their stakeholders when a union is involved. This session will focus on understanding the current playing field, providing practical tips and techniques for every situation, and examining a case study from a company that faced a corporate campaign and challenging negotiations.
2:00 PM - 2:30 PM	<b>Decision Dialogues: Crafting Your Route in Complex Terrain</b>
2:30 PM - 2:45 PM	Break
2:45 PM - 3:45 PM	<b>The First Campaign: A Case Study</b> Andrew Meredith
3:45 PM - 4:45 PM	<b>What's Next? Transforming CUE Learnings into Actionable Leadership Strategies</b> Trey Bryan, Andrew Meredith, and Scott Purvis  The post-conference phase presents a fantastic opportunity for you to leverage the insights gained during the CUE conference. This panel discussion explores effective methods for translating conference lessons into tangible actions within your organizational leadership. Drawing from personal experiences, the panelists will delve into strategies for harnessing conference resources and connections to drive meaningful change and innovation.
4:45 PM - 5:00 PM	Conference Closing Notes and Remarks

## Wednesday, May 1, 2024

8:00 AM - 12:00 PM	<b><a href="#">Protecting Your Business Operations and Culture at the Union Bargaining Table</a></b> <i>(Additional cost)</i> Andy Eisenberg, John Lovett, and Bob Nagle
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