



About 5,000 LA County Members attended the historic rally on October 1.

County Members Spoke Loud and Clear

I take a lot of pride in being the President of Local 721. We're a strong Local with an incredibly active membership. But on October 1, that pride swelled to new levels as I looked out at the massive crowd of LA County workers assembled in front of the County Hall of Administration.



The day started with a march through downtown LA. María Elena Durazo, the Executive Secretary-Treasurer of the Los Angeles County Federation of Labor, marched alongside me up front. Along the way, she said she could feel the energy and excitement of our members wishing to express their frustrations at the lack of progress at the bargaining table. We both thought the signs that members carried and the press coverage delivered the right message. In fact, Maria Elena said she had never seen as much press as we received.

Although the number is not finalized, it appears more buses and participants turned out to this event than any we've done in recent years. Several people pointed out something that I want to share with all of

you. Since yesterday, I've heard that our local has finally come together as ONE -- and this is a great feeling.

I believe we accomplished what we needed to as far as delivering a strong and clear message to the Board on where we are and where we need to be in order to settle a contract for our members.

As I write this, Bill Fujioka is downstairs meeting with our Bargaining and Policy Committee. Make no mistake about it: Bill is here to move negotiations forward and negotiate in good faith. It's my sincere

hope that because of our actions, in one month I'll be reporting to you that County members have a new, strong contract—the contract our L.A. County members deserve!

In Solidarity,

Bob Schoonover
SEIU 721 President and LA City Heavy Duty Equipment Mechanic

I'd like to hear what you think. Send me an email at presidentschoonover@seiu721.org

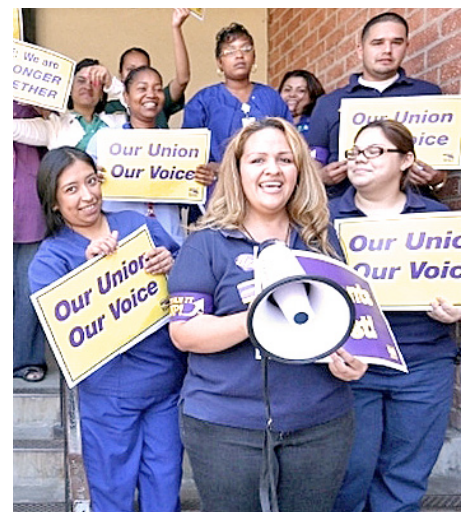
Representing Our Membership News From Around the Local

Organizing Victory

On September 19, a group of approximately 50 clinic workers at THE Clinic achieved victory for themselves and Local 721. By a margin of 2 to 1, they voted to join SEIU Local 721. The employer ran an extremely aggressive BOSS campaign with closed door meetings, yet our new members and their leaders stood strong and prevailed.

The look on the workers' faces was one of excitement, joy, jubilation and hope. One of the best moments

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Employees of THE Clinic in LA are the newest members of SEIU 721.

occurred after the vote count was announced. We were out on the sidewalk jumping up and down in the only driveway in and out of the clinic, which meant the union busters had to drive by our new members and see how important this was to them and get a firsthand look at the sheer joy that they were experiencing.

This victory was also important because it shows that our strategy of expanding our membership beyond traditional SEIU jurisdictions and aggressively going after private employers.

A victory for one is a victory for all.

Santa Ana Contract Victory

After months of tough bargaining, Santa Ana city workers in the full-time unit won a fair contract with important gains. Our members got a raise and negotiated a reduction in their retirement contributions.

They also achieved new language on healthcare that will save most members several hundred dollars a month. Other gains include an increase in money to purchase tools for work, a big increase in stand-by pay, and an agreement to start a Joint Labor Management Committee by January 2014 to look at salaries in the water division.

This contract is a good example of how determined members can stand together and win.

Congratulations to our Santa Ana members.



Simi Valley members convinced the City Council to reconsider its bargaining offer.

Simi Valley Members Pack Council Meeting, City Moves

Dozens of SEIU 721 members filled the City of Simi Valley council chambers on September 30, 2013 to demand a fair contract. The members told the Council to

do the right thing and consider the reasonable economic proposals submitted by the SEIU 721 bargaining team.

I'm proud to report that because of our members' efforts, the Council instructed city management to run some more numbers and report back to them on October 14. When we speak with one voice, we win!

Coachella Management Gets the Message

At last week's negotiating session, CVWD management announced it is dropping a controversial proposal to eliminate the PPO health plan and move workers to a flat-rate voucher for health benefits. Instead, the District will retain the PPO plan. This small but significant victory shows that our members' voices are being heard by management and that our Inland organizing efforts are working.

Public Division Leadership Assembly

In September, I attended the annual Public Division Leadership Assembly in Washington, D.C. The focus of this year's gathering was how to work with community allies on campaigns. Our division's goal is to develop campaigns in the broad public interest, and to use our friends in the community to move those campaigns forward. The International has taken to calling this strategy "The Switch," and I'll be talking to you about it in greater detail in the weeks ahead.

After the Division meeting, I attended the International Executive Board meeting, where I was elected one of the IEB's Vice Presidents. This is a tremendous honor for me. Vice President is the highest office a union leader can achieve without leaving his Local and it's my aim to represent our Local to the IEB in the best way possible.

I'm also very happy that Mike Fishman was elected International Secretary-Treasurer, (the union's second-highest-ranking leader) and Rocio Sáenz was elected International Executive Vice President. Sáenz will be the first Latina to serve as an SEIU International Executive Vice President. This is a tremendous leadership team that most other organizations should be envious of.

Azusa

In Azusa, our members negotiated hard for a great new contract. The agreement gives them a 2% raise and no takeaways. We could not have achieved this without a united, smart bargaining team.

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Regional Council Elections

Nominations for the LA County and LA/OC Cities Regional Councils will be accepted by petition.

SEIU 721 members who have been in continuous good standing for the preceding two years are eligible to be nominated. Eligible candidates may

begin to collect signatures from current full dues-paying members in good standing starting on Sept. 23, 2013.

For more information and for petition forms, visit our website or contact the SEIU 721 Member Connection: (877) 721-4968.



From the Chief of Staff

On October 1, I watched 5,000 LA County members assemble and demand a fair contract from the County Board of Supervisors.

In the weeks leading up to October 1, I watched 200 SEIU 721 staff-members work their butts off to make the event a success.

A lot of forethought and tremendous effort went into planning an event of this size. I want to take a moment to thank every member of the Local's staff for all their hard work leading up to the action. This was the BIGGEST action for Local 721 to date. We operated as one local. Every department participated in some fashion to assist in the success of the march and rally.

So if you pass a staff member in the hallway, please join me in saying "thanks" to him or her. Because without our amazing staff, we couldn't have made history on October 1.

In Solidarity,

chiefofstaff@seiu721.org



About this report: The President's Report covers the President's activities in major areas spelled out in the SEIU 721 bylaws. It is presented each month to the Executive Board.

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