

ATLANTIC REGION'S 33rd ANNUAL WEEKLONG SCHOOL



368 SHORE ROAD
BADDECK
NOVA SCOTIA
B0E 1B0
902-295-3527



The aim of education is not
knowledge but action.

~

Herbert Spencer

May 6 -11, 2018

Presented by:

CUPE Union Development
Atlantic Regional Office
271 Brownlow Avenue
Dartmouth, NS B3B 1W6

CUPE *education*
where the *action* is!

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CUPE ATLANTIC REGIONAL OFFICE

271 Brownlow Avenue, Dartmouth, Nova Scotia B3B 1W6 - Phone (902) 455-4180 - Fax (902) 455-5915

DATE: March 20, 2018
TO: CUPE ATLANTIC REGION LOCAL PRESIDENTS
RE: ATLANTIC REGION'S 33rd ANNUAL WEEKLONG SCHOOL
MAY 6TH – MAY 11TH, 2018

Dear Members:

I am pleased to inform you the Atlantic Region's 33rd Annual Weeklong School will take place May 6th – May 11th, 2018 inclusive, at the Inverary Resort which is in Baddeck, Cape Breton, Nova Scotia. ***The cost for this year's weeklong school (including registration fee, accommodation and meals) is \$900.00 per participant - double room occupancy; and \$1,200.00 per person - single room occupancy.***

Enclosed you will find our brochure, which includes the National President's message, descriptions of courses being offered, payment and other information.

As in previous years, there are scholarships available to members in both provinces and you are encouraged to apply as per the information contained within the brochure.

The four (4) workshops being offered at this year's school are:

Course #1 – **MENTAL HEALTH in the WORKPLACE: A UNION PERSPECTIVE**

Course #2 – **MEDIA: BEING YOUR LOCAL'S SPOKEPERSON**

Course #3 – **LOCAL EXECUTIVE TRAINING**

Course #4 – **BARGAINING**

PLEASE NOTE: Registration for the workshops will be on-line. I encourage each Local to make your selection as early as possible and return your registration form along with your post-dated cheque to avoid disappointment. Once a maximum of **20-24 participants** for each workshop have been registered, no further registrations will be accepted but you may choose to go on the wait list for that workshop **OR** select an alternate workshop. The deadline for registration and payment to be received at the Atlantic Regional Office is **April 27, 2018.**

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If payment is not received by April 27, 2018, those respective registrants will be removed, the registration list for each workshop finalized and those registrants on the waiting lists will be notified whether space is available.

Please **post-date your registration cheques for May 12, 2018**, which will reduce the chance of your cheque becoming stale dated. Registration cheques are not processed until after the weeklong school has concluded.

When selecting participants for the school, please consider those who are prepared to take an active role in this learning experience and who will abide by the rules and guidelines for conduct and attendance. Please consider members who:

- 1) actively participate in your Local
- 2) are willing to be active but could benefit from additional training
- 3) are willing to share this knowledge with the Local membership and Executive when he/she returns.

Should there be any questions or concerns, please do not hesitate to contact me at the Atlantic Regional Office (902) 455-4180.

In solidarity,



M. Lynn McDougall
Education Representative

MLM/js
cope491

- c. C. Remus, Managing Director of Union Development; J. Bramwell, Atlantic Regional Director; N. McFadgen, President, CUPE Nova Scotia; W. Lucas, President, CUPE Newfoundland Atlantic Regional Staff; Member Facilitators, Atlantic Region



1375, boul. St. Laurent Blvd., Ottawa, ON K1G 0Z7
Tel./Tél. : (613) 237-1590 Fax/Télé. : (613) 237-5508 Toll free/Sans frais : (844) 237-1590
cupemail@cupe.ca/courriel@scfp.ca – cupe.ca/scfp.ca

March 2018

Sisters and Brothers:

Union education is a powerful tool that informs and provides the skills necessary for activists to deal with employers as equals.

I would encourage all locals in the Atlantic Region to send as many members as possible to the 2018 Weeklong School that will be held May 6 - 11, at the Inverary Resort, located at 368 Shore Road, in Baddeck, NS.

Public sector workers are under considerable pressure in the present context of budget cuts and austerity measures and they must be able

to count on a strong local union for support. Getting the tools to provide that support is key.

This year, the following workshops will be offered:

1. Mental Health in the workplace: a union perspective
2. Media: Being your local's spokesperson
3. Local Executive training
4. Bargaining

We are hopeful that the education offered will give your local the skills to succeed. Activists will have the opportunity to network and build relationships that will last a lifetime.

In solidarity,

MARK HANCOCK
National President

:tp/cope 491



MARK HANCOCK
National President/Président national

CHARLES FLEURY
National Secretary-Treasurer/Secrétaire-trésorier national

DENIS BOLDUC, FRED HAHN, JUDY HENLEY, DANIEL LÉGÈRE, MARLE ROBERTS
General Vice-Presidents/Vice-présidences générales





WELCOME TO THE ATLANTIC REGION'S 33rd ANNUAL WEEKLONG SCHOOL

The Weeklong School provides a community atmosphere where learning, relaxation and fun are combined. The objective is to give our CUPE leaders and members the opportunity to develop specialized skills and knowledge in programs which are interesting and challenging.

LOCATION

This year's weeklong school is being held again at the Inverary Resort. The resort sits on the shores of Cape Breton's glorious Bras d'Or Lakes right on the waterfront of Baddeck and the beginning of the Cabot Trail. Baddeck is located on the Trans-Canada Highway, 365 kms from Halifax and 85 kms from Sydney.

WHO CAN ATTEND?

The School is open to all CUPE members sponsored by their Local. Class size will be limited to approximately 20-24 participants. Participants will be registered on-line a first-come, first-served basis. Should there be an inadequate number of registrations for a workshop, it will be subject to cancellation. In the event of a course cancellation, participants will be given the opportunity to be placed in another workshop if they so choose. We reserve the right to limit the numbers of members any one local may send to any particular workshop and will discuss this directly with the local if this happens.

CUPE – SCENT FREE POLICY

In response to the health concerns of our members and staff, CUPE has implemented a Scent-free Policy at all of our workshops. Scented projects such as hair spray, perfume and deodorant can trigger reactions such as respiratory distress and headaches. Facilitators and participants are asked to refrain from using scented projects while attending our workshops and meetings. Thank you for your anticipated co-operation.

COSTS

Includes room, meals and registration from Sunday afternoon to Friday at noon. Depending on occupancy the cost is \$ 900.00 or \$1,200.00 per person. The registration fees must be prepaid. A cheque should accompany the registration form. **Please post-date your registration cheques for**

May 12, 2018. Registration cheques are not processed until the weeklong school has concluded. Please make cheque payable to the **Canadian Union of Public Employees** and forward to the Registrar at the Atlantic Regional Office before the **deadline of April 27, 2018 to:**

**Lynn McDougall
Union Development Representative
CUPE Atlantic Regional Office
271 Brownlow Avenue
Dartmouth, NS B3B 1W6**

REFUND POLICY

FULL REFUND - UP TO April 27, 2018

AFTER APRIL 27, 2018 – NO REFUND

ACCOMMODATIONS

Rooms will be assigned on a first come basis. Please note the Inverary Resort is a non-smoking facility.

ARRIVAL TIME

Registration and Check-in will take place on Sunday, May 6, 2018 between 3:00 pm and 5:00 pm. Dinner will be served from 5:00 pm – 6:30 pm followed by an informal introduction of all the participants and facilitators.

CODE OF CONDUCT

All participants attending the 2018 CUPE Atlantic Region's Weeklong School are advised, that in accordance with CUPE's Code of Conduct, a high standard of trade union behavior is expected. **RESPECT** is the key word. All forms of harassment are unacceptable. The Union Development Representative has the right to send participants home without refund for inappropriate behavior. Should this occur, their Locals will be informed.

WHAT TO BRING

- A musical instrument, if you have one!
- Camera
- Comfortable and casual clothes
- Please check your course selection for any other requirements.



AGENDA

SUNDAY, MAY 6, 2018

3:00 – 5:00 pm	Registration
5:00 – 6:30 pm	Dinner
7:00 pm	Meet & Greet

MONDAY, MAY 7 – THURSDAY, MAY 10, 2018

7:00 – 8:30 am	Breakfast
9:00 am	Workshops
10:30 am – 10:45 am	Lifestyle break
10:45 am	Workshop resumes
12:00 pm	Lunch
1:00 pm	Workshops continues
2:30 pm – 2:45 pm	Lifestyle break
2:45 pm	Workshops continues
5:30 – 7:00 pm	Dinner*

***THURSDAY, MAY 10, 2018**

7:00 pm	Barbeque & skits!!!
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FRIDAY, MAY 11, 2018

7:00 – 8:30 am	Breakfast
9:00 am – 10:30 pm	Workshops
10:30 am – 10:45 am	Lifestyle break
10:45 am	Workshops resumes
12:00 pm	Boxed lunch

THE FOUR CHOICES BEING OFFERED ARE . . .

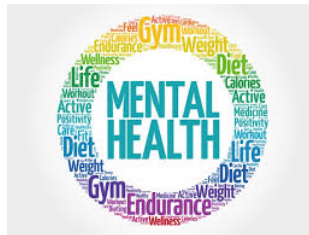
#1 - MENTAL HEALTH in the WORKPLACE: A UNION PERSPECTIVE

Officially, mental illness affects 1 in 5 people in Canada. But we know that it touches every one of us in different ways throughout our lives. What does this mean for us as workers and Union activists? How can we support members dealing with mental illness, and how can we hold employers to account, ensuring that our workplaces promote mental wellness? As union activists we have a particular interest in promoting positive workplace culture that supports people living with mental illness and promotes wellness for all of us.

This workshop is designed for participants to:

- Gain a better understanding of mental health issues
- Learn about stigma and how to challenge stereotypes about mental health
- Explore the employer role: providing safe and supportive workplaces; and, reducing the risk of mental injury
- Explore the Union's role: educating the membership; and, accommodating workers with mental illness
- Learn about supports and resources for people living with mental health issues
- Build skills to support and educate one another to make our unions and our workplaces mentally healthy

REQUIREMENT: Please bring any contact information for crisis and counselling services in your area



#2 - MEDIA

Are you a spokesperson for your local? Do you want to attract media attention, and increase public awareness to support local bargaining or an event? Please join us for our weeklong media training and message development workshop!

Participants will learn how the media outreach can benefit your local in getting messages out. Each participant will receive “on-air” practice with feedback, as well as training and tips for writing messages and developing a media relations plan.

During the workshop, you will learn:

- Basic principles of good communications and a media relations plan
- Recognize the elements of great media messages
- Create memorable stories, messages and sound bites
- Understand the best practices of working with the media
- Identify your target audience
- Interview for print, radio, and television with confidence
- Tips about remaining “on message” and how to answer the tough questions
- Writing effective letters to the editor to submit to newspapers
- Supporting your communications activities with social media

Who Should Attend?

This workshop is ideally suited for spokespersons for local unions, divisions or sector committees.

Prerequisites:

Participants must already be familiar with using their laptop and smartphone. They must also be active on personal Facebook and/or Twitter.

Please note: This workshop will **not** include an introduction to social media for beginners.

REQUIREMENT: Please bring all your devices including a laptop, tablet and/or smartphone.



#3 – LOCAL EXECUTIVE TRAINING

The Local Executive Training (LET) series was developed to aid local executives toward functioning at their very best. This weeklong will include the following LET workshops: Leadership Basics, Leading as a Team, Conflict-Ready Executives, Financial Essentials and, Strategic Planning.

We will:

- Examine the roles and responsibilities of the elected officers and how they intersect/interact
- Explore how we work in teams, and how to balance our leadership styles to engage each other, the membership and work effectively across diversity
- Ask ourselves Who am I as a leader? Who are we as a local union? Who do we want to be?
- Explore how you can use the power of your elected position to build power in the union, create space for more members to get involved
- Explore the value of conflict for effective groups; how our beliefs about conflict shape how we respond; the kinds of conflict Local Executive struggle with most; and, productive ways to resolve conflict
- Understand the essentials of Local Union finances, including the role of finances in strategic planning
- Explore strategic planning tools as methods for problem solving: from managing the relationship with the employer to communicating with members to expanding the Executive's ability to build capacity and activism...it all starts with a plan! Explore how to set achievable and measurable goals for your Local Executive and your Local Union.



#4 - BARGAINING

We will examine and experience bargaining from beginning to end.

We will:

- Review the bargaining process and the obligations of the Local Union Bargaining Team
- Prepare the team and the membership for a round of bargaining
- Go to the table and hopefully get a deal!
- Conduct a Bargaining Post Mortem.
- Examine how strategic planning, including communication strategies, can assist a Bargaining Team with managing their own, and the memberships' expectations.





MIKE McNEIL

CUPE ATLANTIC WEEKLONG SCHOOL SCHOLARSHIP

The Mike McNeil Atlantic Weeklong School Scholarship is awarded by CUPE Nova Scotia. The Scholarship will cover the cost of the registration fee for a single room for the purpose of attending the CUPE Atlantic Weeklong School.

Individuals planning enrollment in the 2018 Atlantic Weeklong School may make application for this scholarship.

Eligibility:

Union members in good standing with a local union affiliated to CUPE Nova Scotia. Preference will be given to a local who has not previously received a scholarship for the weeklong school.

Decisions:

The decisions of the CUPE Nova Scotia Awards Committee will be final. CUPE Nova Scotia assumes no responsibility for applications or supporting documents lost, misdirected, or otherwise not received by the deadline. It is the applicant's sole responsibility to ensure that the application is made correctly, legibly and in a timely manner. **Late submissions will not be considered.**

Confidentiality:

Member data is highly confidential and must be treated as such. CUPE Nova Scotia will always keep confidential the affairs of the membership. The names of the successful applicant may be published in official publications and/or the web site of CUPE Nova Scotia.

Applications **MUST** be received no later than **APRIL 15th, 2018** and be sent to:

CUPE Nova Scotia Awards Committee 271
Brownlow Avenue
Dartmouth, NS B3B 1W6
Fax: 902-455-5915

All inquiries regarding the scholarship should be directed to:

Dianne Frittenburg
CUPE Nova Scotia Award Committee Chair
Email: dfritt@icloud.com
Phone: 902-521-7782



Mike McNeil
CUPE Atlantic Weeklong School Scholarship
APPLICATION FORM

1. Name of Submitting Local:

2. Name of Member Registered to attend the Weeklong School:

Last Name	First Name	Middle Initial
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3. Address:

Street and Number	City/Town	Province	Postal Code
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4. Telephone Number:

Home	Work	Other
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5. Has your local attended the Atlantic Region Weeklong School in the past?

YES NO

6. Have you or your local received the Atlantic Region Weeklong School scholarship in the past?

YES NO

7. Why would you like to participate in the Atlantic Region Weeklong School?

8. What is the financial position of the local? Please note you may be required to submit supporting financial documents.

I certify that the foregoing statements and information is complete to the best of my knowledge and hereby give authorization to CUPE Nova Scotia to verify any information given on this application.

Signature of Applicant: _____

Date: _____



CUPE NEWFOUNDLAND & LABRADOR SCHOLARSHIPS

CUPE Newfoundland & Labrador is offering two (2) **\$900.00 scholarships** to Local Unions who wish to send a participant to the 33rd Atlantic Region's Annual Weeklong School. These scholarships are offered to Locals with a small membership who would not normally send a participant due to costs involved in sending a Brother or Sister to a weeklong school. **To be eligible, Locals must be affiliated with CUPE Newfoundland & Labrador and cannot be past recipients.**

Letters of application for the CUPE Newfoundland & Labrador Scholarships should be submitted through your Local Union Executive, no later than April 13, 2018 and faxed to the Regional office (902) 455-5915 (Attn: Lynn McDougall) or mailed to:

Lynn McDougall
Union Development Representative
CUPE Atlantic Regional Office
271 Brownlow Avenue
Dartmouth, NS B3B 1W6

PLEASE NOTE that any balance of the registration fee, plus lost wages and/or travel costs will be the responsibility of the individual or their Local Union.

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Applicants of the above-noted scholarship will be notified
two (2) weeks prior to the 33rd Annual Weeklong School.

**THE 33rd ATLANTIC REGIONAL'S ANNUAL WEEKLONG SCHOOL
 INVERARY RESORT, BADDECK, NOVA SCOTIA
 May 6 - 11, 2018**

**TO ACCOMPANY CHEQUE AFTER COMPLETING ONLINE REGISTRATION at CUPE.CA
 [Please print]**

LOCAL # _____ NAME: _____

ADDRESS: _____

TELEPHONE: _____ CELL PHONE: _____

E-MAIL: _____

WORKSHOP YOU SELECTED

Workshop enrollment is limited to 20-24 delegates per workshop and registration will be on a first come, first-served basis.

- | | |
|------------------------------------|--------------------------|
| #1 – Mental Health | <input type="checkbox"/> |
| #2 – Media | <input type="checkbox"/> |
| #3 – LET Executive Training | <input type="checkbox"/> |
| #4 – Bargaining | <input type="checkbox"/> |

ACCOMMODATIONS

- Single occupancy - **\$1,200.00**
- Double Occupancy - **\$900.00** Please choose: 1 Queen *or* 2 Double beds

Sharing a Room with: _____ Please assign a roommate

And for the Thursday night BBQ on May 10th, choose one (1) of the following:

- Lobster Steak

Registration fee of **\$900.00 or \$1,200.00** must accompany this registration form and the cheque (*posted-dated to May 12, 2018*) payable to: **CANADIAN UNION OF PUBLIC EMPLOYEES or CUPE.**

Mail the completed registration form and post-dated cheque by **April 27, 2018** to:

**Lynn McDougall
 Union Development Representative
 CUPE Atlantic Regional Office
 271 Brownlow Avenue
 Dartmouth, NS B3B 1W6**

js/cope491