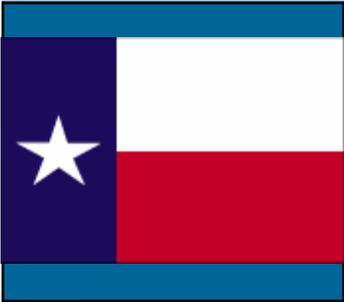


November 2006

TEXAS CIRCULATION
MANAGEMENT ASSOCIATION

TCMA Lone Star Review



2007 Conference Coming Up

Whew! Where did 2006 go! It just seems like yesterday that this year began and now Christmas is just weeks away and 2007 is not far behind!

This was the first year that TCMA moved the annual conference from the fall to the spring. October did not seem right without the annual conference and time to mingle with old friends and new ones.

The Carrier of the Year competition is in full swing. **Randy Schawe**, First Vice President, is working with the applications he has received. The finalists will be notified in late December so their newspaper can prepare videos or DVDs for the board's review in February.

President Dolan Stidom is busy working on the program for next May's conference in Austin, TX. He has selected **Ron White** as the keynote speaker. Before you say, who is Ron White, let me tell you he will help you personally and professionally. Ron is a master in memory skills. Using humor, excitement and passion, Ron will show us how to Improve our Memory and Double Our Sales. His seminar will be fun, professional and educational. You will be laughing and you'll have a good time. And you will walk away for some tangible skills that will increase your productivity and your performance at work. Take a look at Ron's web site at www.memoryinamonth.com for more information.



Ron White

There will be some "regulars" to bring us up to date on ABC, legal and general industry information at the conference. Dolan promises a surprise speaker or two and there will be time for plenty of networking that is always a plus at a TCMA Conference.

I hope you will begin making plans to be in Austin, Texas, next May 2007 for the Annual Conference. On page three is additional information for making your reservations. Registration forms for the conference will be in the next issue of the *Lone Star Review*.

On behalf of the entire TCMA Board of Directors, we wish you and your family a very Merry Christmas and a joyous Happy Holidays during this festive season.

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THE ZINSER LAW FIRM

TCMA Legal Counsel

In this article, I will share labor success stories of two daily newspapers. The dailies made it crystal clear to the unions involved that management would publish and distribute without them in the event that they went on strike. Absent the ability to prosecute a successful strike, a union is weak at the bargaining table and management is strong.

Richmond Times-Dispatch

In the fall of 2004, *Richmond Times-Dispatch* began collective bargaining with the International Association of Machinists for a first-time contract. That union had organized the engineering and facilities employees, winning the election by only one vote. The parties began to meet on a regular basis to negotiate this first-time contract. Feedback from employees was that a strike was never under consideration. The employees were well aware of management's state of readiness.

The IAM made very unrealistic bargaining demands. It attempted to negotiate provisions that it had achieved in mature contracts with other industries. From management's point of view, however, the union was unreasonable in that it was unwilling to agree to company proposals providing for merit pay

and management rights. Union proposals of daily overtime, payroll deduction of union dues, and 100% payment of health insurance premiums were successfully resisted by management. This was a classic example of a union wanting a first-time contract on pro-union terms. *Richmond Times-Dispatch*, from a position of strength, in good faith opposed these proposals.

The employees became impatient with the union and decided that they no longer wanted to be represented. *Richmond Times-Dispatch* withdrew recognition from the IAM earlier this year because it obtained actual, certain knowledge that the union had lost majority support. The overwhelming majority of employees signed documents stating that they no longer wanted to be represented by the union and shared those signatures with management.

Unions routinely whine about how difficult it is to achieve a contract upon organizing a new group of employees. There are many articles written about this, and unions attempt to use these arguments to amend the National Labor Relations Act to make it easier to get first-time contracts. However, most of these "whinings" are propaganda and do not reveal the truth of the matter. Absent the

ability to execute a successful strike, the IAM was never going to be able to force upon *Richmond Times-Dispatch* its unreasonable contract demands.

Conclusion

When unions successfully organize the employee of any department, the union wins only the right to bargain. The union does not win anything tangible. It is only the beginning. Unions that cannot shut down operations with a strike have no power to force upon you unreasonable demands. Management must plan well, bargain hard, and preserve its inherent rights to run the business.

Editor's note: The Zinser Law Firm represented *Richmond Times-Times*.

**Hot Idea?
It Could Earn You A
\$100 Visa Card**

If you submit a Hot Idea with your 2007 Conference Registration, you could win a \$100.00 Visa Gift Card. Watch for your February 2007 Lone Star Review for more details!

Start putting the finishing touches on your most successful sales idea, now!

TCMA Board Briefs

During the October 2006, TCMA Board Meeting, the Board of Directors decided to operate without a President-Elect for the balance of the Conference year. **Dolan Stidom, President**, volunteered to prepare the 2007 Buyer's Guide working with **James Smith, Secretary/Treasurer**. **Wendy Stane** resigned her position on the Board of Directors when she transferred to another division at the Fort Worth Star-Telegram.

During the May 2007 Conference, there will be elections for a First and Second Vice President and a Membership Director. **Randy Schawe** will succeed **Dolan** as President and **Herman Williams** will become President-Elect.

If you are interested in serving your Association, contact one of your Board members for more information.

2007 Conference

The 2007 TCMA Conference will be held on May 7-9, 2007, at the Omni Southpark Hotel in Austin, Texas.

The Omni Southpark is a favorite TCMA hotel. We held our spring seminars at this hotel from 2002 through 2005.



The Austin American-Statesman will be our host for the 2007 conference.

The highway construction that has plagued this hotel is now complete! There is easy access to and from the hotel now that the I-35 and Highway 71 construction is complete.

Reservations are now being accepted for the conference. Hotel rates begin at \$109/night. Call the Omni toll free number (888) 444 OMNI or the hotel directly at 512 448 2222.

Our Newest Members!

David Rowe

Abilene-Reporter News

Membership Renewal Notices Mailed

The 2007 Membership Renewal notices were mailed in November. If you have not responded yet, another copy is enclosed with this newsletter. *Membership Renewals payments are due January 15, 2007.*

Free Conference Booth Space

Included with this edition of the *Lone Star Review* is information for Associate Members regarding the 2007 Buyer's Guide.

Associate Members (vendors) can receive free booth space at the 2007 Conference next May in Austin.

Simply select the type of ad you would like on the enclosed invoice and either **renew or place an ad in the *Lone Star Review* for 2007 and you will receive free booth space at the 2007 Conference. This is a \$50.00 value!**

You must submit your newsletter ad payment with your buyer's guide order and payment. For new ads, clip a business card with your invoice and payment and mail before **January 15, 2007**.

You may also submit your 2007 Membership renewal on the same invoice. Included on the invoice is a space to renew or begin a new web link from TCMA's site to your site.

The ad deadline is **March 1, 2007, however**, if you would like to take advantage of the free booth space, the deadline is **January 15, 2007**.

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Business card-size ads are custom created using your business card and logo. If you would like to begin seeing your ad on this page, contact **J W Smith, Editor of the Lone Star Review**. The newsletter is published in February, May, August and November each year. Ads are \$25.00 per issue payable in advance for the entire year.

See inside for how you can advertise and receive a free Booth Space at the 2007 Conference.