



“Stand Up”: Take Charge of Your Employee’s Card Check Awareness

AH&LA’s New Video for Industry Employees Explains Card Check, Union Organizing Campaigns, and Its Connection to the “Employee ‘Forced’ Choice Act”

Lodging industry employers now have an invaluable new tool to use when educating their employees about union organizing campaigns which use card check. “Stand Up,” AH&LA’s newest informational video for industry personnel, helps answer many questions your employees may have about union organizing campaigns that can suddenly appear in a hospitality workplace.

Union organizing card campaigns, also known as ‘card check,’ can appear in many forms. The organizers of the campaigns have been known to engage in deceptive or unfair tactics to gain an employee’s signature on a card. Industry employees, some of whom asked for their identities to be disguised because of fears of union retribution, discuss in the video through informal conversations some of the deceptive techniques used by paid union organizers which they have witnessed in their own workplaces. And once a card has been signed, it may act just like a ballot whether the employee likes it or not.

This AH&LA video also strengthens in each employee the importance of their own opinion in the process. If an employee does not feel that they want a union presence in the workplace, the video reinforces their right to say ‘no’ at any time during the organizing campaign or workplace election.

Where should I use the video?

The 11-minute, 21-second video can be shown to a AH&LA member property’s hourly employees at employee staff meetings, training sessions, or during breaks. It should be shown and then followed by a short, neutral discussion between supervisors and their employees about the video and what to expect if a union organizing drive using card check targets their lodging property.

Where can I find the video?

The new Employee video is available to AH&LA members through the association’s Website, www.ahla.com/cardcheck. It can be downloaded in a medium- or high-resolution Windows Media format to a computer for playback.

A Management video on card check produced last year is also available to industry managers via the same AH&LA Website.