



9. Check the appropriate box to indicate whether an object of the activities undertaken, is directly or indirectly:

a.  To persuade employees to exercise or not to exercise, or persuade employees as to the manner of exercising, the right to organize and bargain collectively through representatives of their own choosing.

b.  To supply an employer with information concerning the activities of employees or a labor organization in connection with a labor dispute involving such employer, except information for use solely in conjunction with an administrative or arbitral proceeding or a criminal or civil judicial proceeding.

10. Terms and conditions (Explain in detail; see instructions. Written agreements must be attached.):

See attached.

**Specific Activities to be Performed**

11. For each activity, separately list in detail the information required (See instructions):

a. Nature of activity:

Engaged to communicate to employees regarding exercising their rights to organize and bargain collectively.

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| <p>11.b. Period during which performed:</p> <p style="padding-left: 20px;">various days beginning 9/6/12</p>  | <p>11.c. Extent performed:</p> <p style="padding-left: 20px;">Fully Performed</p>   |
| <p>11.d. Name and address through whom performed:</p> <p>Name</p> <p>Organization RoadWarrior Productions LLC</p> <p>P.O. Box, Bldg., Room No., if any</p> <p>Street 108 South Indian Circle</p> <p>City Coca</p> <p>State Florida ZIP Code + 4 32922</p> | <p>Additional Name and address through whom performed, if any:</p> <p>Name</p> <p>Organization</p> <p>P.O. Box, Bldg., Room No., if any</p> <p>Street</p> <p>City</p> <p>State ZIP Code + 4</p> |

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|--|---|
| <p>12.a. Identify subject groups of employees:</p> <p>Resident Assistants and Housekeepers</p> | <p>12.b. Identify subject labor organizations:</p> <p>SEIU Healthcare Minnesota</p> |
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**Proposal**

September 4, 2012

Sharon Kiefsaas  
Executive Director of Operations  
Presbyterian Homes - Central Towers  
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St. Paul, MN 55101

651-631-6145  
skiefsaas@preshomes.org

RE: 18-RC-88431

**Situation Assessment**

You have asked for a proposal to provide materials and consulting services to help you win your upcoming NLRB election. You have a few short weeks to educate your employees on the disadvantages of unions and convince them to put their trust in a direct relationship with you as opposed to an outside third party like the union. You want to make sure that your consulting is persuasive, legally sound and provides the best opportunity to build trust with your employees.

**Proposed Intervention(s)**

- **Partially Guaranteed Consulting:** For this option we will provide expert campaign consulting with an on-site facilitator to communicate your message directly to employees in employee meetings and one-on-one. Our consultant will work with managers and supervisors at your location to increase your own internal capacity for handling employee relations issues after the campaign is over. Based on our joint assessment of the need, we will assign appropriate consulting resources to your campaign for a pre-approved schedule of meetings for the duration of your campaign. This option does not include representation before the NLRB, which would require an additional engagement if desired by the client.

**Objectives**

- Win the NLRB election by as wide a margin as possible or achieve a withdrawal of the petition, without meritorious election objections or unfair labor practice charges.
- Increase trust and credibility of the current leadership team by improving communication and developing their ability to create a positive employee relations environment.
- Maintaining a direct-relationship at your facility (unionized facilities are less productive and profitable than direct relationship ones - the estimated "dead weight cost" of unionization around 25% more than the cost of operating non-union).

**Value to Organization**

- You avoid a steep-and slippery-learning curve and are free to do the most important trust-building work. You can talk to employees without engaging in "mud-slinging" - you are free to spend your time on a positive message about the company.
- Your communication strategy is legally proven and sound. Our communication tools have never been found to be objectionable by the NLRB in thousands of elections.
- You receive a proven program, with over 10,000 successful client engagements.





**Terms and Conditions**

The fee for the Partially Guaranteed Option is a project price of \$80000 (plus expenses) which assumes approximately 25 days of consulting. Should additional days of consulting be requested by the client it is understood those additional days will be billed at our customary rate of \$3,000 per day and added to the project price. This fee includes a nonrefundable \$5,000 communication tools fee for videos, data and other support materials. \$40,000 of the fee guarantees an election win. This agreement covers consulting up to and including the initial election date (October 12, 2012) directed or stipulated to by the company and the union. For purposes of this agreement, an 'election win' is defined as a withdrawal of the petition or a win at the ballot box, and an election loss is defined as a certification by the NLRB that the union was selected as representative of your employees. Should the election date be extended beyond this date for any reason whatsoever, the parties agree to enter into another agreement for additional consulting or to pay for additional consulting days at our customary rate of \$3,000 per consultant per day. Should the client fail to schedule additional consulting days on a mutually agreeable schedule the parties understand and agree that the initial retainer fee shall become nonrefundable and due to LRI. Travel expenses and any additional consulting days beyond the election date in this agreement will be billed separately and are not subject to the guarantee. For purposes of this proposal a consulting day means each calendar day worked by each consultant. If more than one consultant is working on your case the parties understand and agree that multiple consulting days may be worked on each calendar day of the campaign.

**Payment Terms**

For the Partially Guaranteed Option we require a 50% retainer due upon acceptance of the proposal. We will apply that retainer to the project price. Based on the vote count and in the event of a "win," you agree to pay the balance of the project price within 7 days of the NLRB election. Should your company lose the NLRB election, your company will not owe the balance of the project price, however will still owe for travel expenses. Any expenses incurred by consultant will be billed to you and are due upon receipt and you agree to settle those statements within 7 days and to provide a credit card for us to settle outstanding invoices not paid by that time. You agree and acknowledge that failure to pay fees or expenses associated with this project under these terms will result in reassignment of consultant(s), a penalty of the maximum allowable interest rate per month plus any costs we incur to collect an outstanding balance, until all outstanding invoices are paid in full.

It is further understood that all materials included in or with the above referenced items or programs are fully covered and protected by federal copyright laws. Federal law provides civil and criminal penalties for the unauthorized reproduction, distribution or exhibition of protected products. Criminal copyright infringement is investigated by the FBI and may constitute a felony penalty of up to five years in prison and/or a \$250,000 fine.

You further acknowledge that no representation by LRI or its representatives were relied on by you or any member of your company in entering this agreement, and that this document represents the full understanding of the parties. You also acknowledge and agree that we have informed you of the obligation to report any direct persuader activity performed on your behalf to the United States Department of Labor by both our firm and your firm and that failure to timely file these reports can subject your company criminal penalties. Your payment, in the absence of your signature below, indicates your acceptance of this project and the terms and conditions as stated herein. The parties agree that Oklahoma law governs any dispute between them and to resolve any disputes by arbitration in Tulsa, Oklahoma under the American Arbitration Association rules.



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LRI Consulting Services, Inc.

phone 800-888-9115  
fax 918-455-9998

www.LRIonline.com

Acceptance:

We accept the proposal above and the intervention(s) selected:

Partially Guaranteed Consulting

For LRI Consulting Services, Inc.

Phillip Wilson  
President & General Counsel  
For Presbyterian Homes - Central Towers

Sharon Kiefsaas, Executive Director of Operations  
Date: 10/1/12

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Labor Relations Institute, Inc.

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