



Success

You've built a successful business, will the Union take it all away?



Failure

## Union Prevention Assurance



Who better to combat devious union organizers than a determined organization headed by a former National Labor Relations Board Agent who once conducted elections.

At Russ Brown Associates we possess the unique skills and experience you need to prevail. We keep your business intact, competitive, and profitable.

### When Success is The Only Option

Russ Brown is an expert in the art of persuasion, group dynamics and motivation. His organization, Russ Brown Associates, has a near perfect success rate and will give you the greatest opportunity to prevail. By carefully calculating every aspect of management's communications during this crucial period, RBA can ensure that your employees receive the most accurate and compelling information to make an educated decision to reject unionization.

As of this moment, you are in total control of your company's destiny without interference from union representatives. Once a petition is filed with the National Labor Relations Board (NLRB), you will have less than six weeks to convince your employees to refuse the union's plea.

Right now, your employees could be reaching out to the union to remedy their concerns. Now, it's your chance to reach out to the best source for union prevention. RBA will help you communicate with your employees, reinstate their confidence in management and then outline a plan to move into the future without union involvement.

### The Threat of Unionization

The impact that unionization could have on your business is potentially catastrophic. Costs will increase. Profits will decrease. Stock prices will likely plummet. Legal fees will skyrocket. Conflict in the workplace is certain. The threat on your business is real, as is the potential for a strike.

*The bottom line: All of the success you've worked so hard to create can be lost to the union at any time.*

Unions aren't concerned about you. And they're really not concerned about your employees. Their objective is to attract as many people into the union for their own profitability. In fact, they spend hundreds of millions of union dollars to reach their target membership of one million new members each year. They will attempt to persuade your employees. Now, it's time to give your employees a chance to hear the other side.

### Unions fear Russ Brown Associates.

As a former NLRB agent Russ knows the union's tricks. That insight and years of experience equip him and his staff of expert persuaders to stop unions in their tracks and prevent them from refiling for elections again in the future.



### A unique approach... Leave nothing to chance.

Unlike our competitors, RBA employs strategies and tactics developed exclusively for your unique business situation. Our expert persuaders remain in direct communication with management during the entire process, doing exactly and only what is necessary to ensure your business prevails.

## Seven good reasons why you need Russ Brown Associates on your side.

### 1 'Direct Persuader' Advantage

Unlike 95% of labor consultants, RBA is registered with the Department of Labor to speak directly to company employees. Most other consultants are only permitted to train supervisors to speak to their employees. These supervisors are often the source of the resentment and disharmony that brought on the election in the first place. The 'Direct Persuader' tactics employed by RBA's staff are far more thorough, effective, and ultimately more successful.

### 2 NLRB Experience

Among consulting organizations only RBA has the distinction of experience working for the National Labor Relations Board. No competitor knows labor organizations and their tactics like RBA. With this insight into union technique, their extensive and diverse staff of expert persuaders bring credibility and effectiveness to your fight like no other labor consultants can.

### 3 Exclusive Performance Guarantee

We are so confident our expert persuaders will provide the agreed-upon outcome that we offer an exclusive performance guarantee. We offer hourly rates, and in those cases where the full price of the project needs to be known in advance, we offer flat rates.

### 4 Personal Attention

Every project is guaranteed direct involvement by Russ Brown himself. Unlike our competitors, you can expect an in-depth analysis of your company's unique situation, as well as a winning strategy to implement for future union avoidance. Do you really want to fight a devious and resourceful Union with the one-solution-fits-all videotape and third party trainer training that most all of our competitors offer?

### 5 Extensive Staff, Unique Solutions

Unique problems demand unique solutions. While other consultants pull out a generic manual to find solutions, RBA's staff conducts personal interviews with management and key personnel. They then write a custom solution for each and every project. As the situation evolves, revised strategies and field tactics are created and deployed.

### 6 Proven Success

RBA staff of experienced expert persuaders have a near perfect success rate. Compare this to any competitor and you'll find that no one else stacks up.

### 7 Multilingual Capabilities

In order to communicate effectively with employees, we have staff proficient in virtually every foreign language, including Asian, Latin American, Mid Eastern, and both Western and Eastern European languages.

## Who is Russ Brown?

Russ Brown plans and executes winning strategies for employers who are facing an imminent union-organizing attempt, or want to permanently protect themselves from any future attacks.

While conducting elections as an NLRB agent he supervised both management and labor organizations during election campaigns. His responsibilities included conducting NLRB elections, investigating Unfair Labor Practice charges and enforcing the rules when either side stepped over the line.

Since leaving the agency, Russ assembled the very best labor consultants in the U.S. and founded Russ Brown Associates. Russ and his staff of hundreds of labor experts have spent over twenty years helping companies like yours repel union organizing attempts. He knows exactly how to strategize a winning campaign aggressive enough to prevail without risk of Unfair Labor Practice



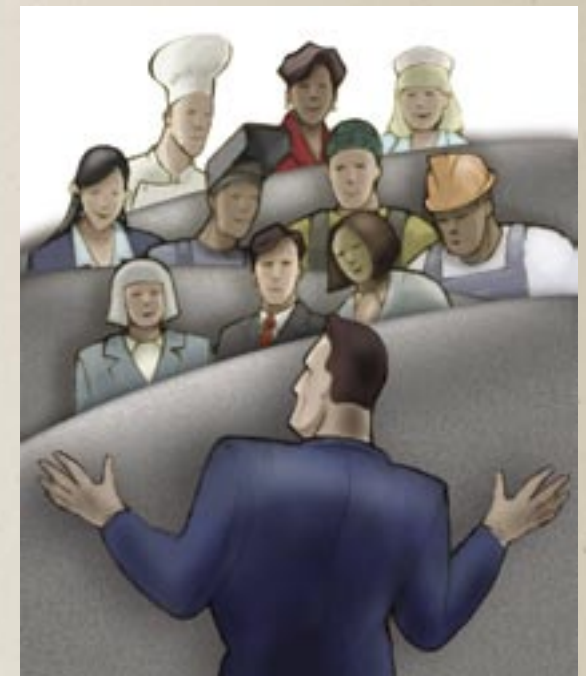
Russ Brown  
President, CEO  
Russ Brown Associates

charges. Just as important, he has seen every strategy ever used by labor unions and uses this unique insight into their process to counter devious union tactics.



### Will the Union prevail, or will you?

Call and discover how RBA can help prevent union filings, or fight and win impending elections. (877) 281-4428



**Consider this...** A single Unfair Labor Practice incident by your managers will likely cost you more in the long run than our consulting fees to prevent a Union.

## Success is Imminent

Once RBA staff has effectively persuaded your employees to reject unionization, tremendous relief will set in. In no time, you'll see employee satisfaction begin to rise, productivity increase, worker loyalty reach new heights, communication between your managers and employees thrive, profits soar, and the work environment flourish.

## Post-Election Strategy

Employ RBA manpower and strategies after your election and prevent the Union from re-filing in 12 months by solving problems in your workplace and maintain positive momentum going into the future.

We have experts in the fields of management training, industrial psychology and stress management who can facilitate new methods of communications and establish proactive operational procedures to help you avoid future labor relation problems.

## Extensive Professional Staffing

- Management Training
- Stress Management Training
- HR Systems Specialists
- Industrial Psychologists
- Recruiters/ Trainers
- Negotiators/Arbitrators
- OSHA/Safety Experts
- Security Protection and Investigation
- Workers Compensation Experts



Our experts serve the nation from offices in eight major cities.

## CEO's and CFO's are talking...

"Our attorneys advised us to bring in RBA to meet with our employees. The vast majority of our work force was determined to bring in the union. One week before the election the union withdrew thanks to RBA. They have our highest recommendation."

**CEO, Major Automotive Company**

"We were union free, but it looked like that would end. 80% of our workforce had signed union cards. Russ Brown Associates came in, turned our employees around before the election. We won with a four to one margin and expect to be union free from now on."

**CFO, Major Healthcare Organization**

"Faced with a pending union election we discovered our managers and supervisors were not trained to persuade our employees to reject a union. We found the best labor consultants in the business, Russ Brown Associates. After giving our employees a complete seminar, we won the election and have made the changes RBA suggested to make certain the union never tries again."

**Toshi Obata, President  
Nichirin-Flex USA, Inc.**

## Time is not on your side.

As each day passes, your chances of prevailing decrease. If your company has been scheduled for an election, 70% of your employees most likely have signed cards appointing the union as their representative. Every day, this number increases, making the union's position even stronger. *Do not wait until it is too late to strategize and employ a winning course of action.* RBA can respond in a matter of hours and start reversing employee opinions of the union so you can prevail.



Serving Fortune 500 companies as well as small businesses for over 20 years. RBA's quick response team of trained persuaders can be on your job tomorrow.



RBA is proficient in multilingual projects.

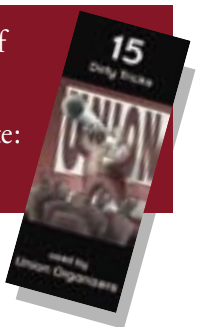
## Fifteen dirty tricks used by Union Organizers...

### RBA's Rule #1... Know the opposition.

Here are just a few of the underhanded tactics you can expect from union organizers.

- 1) **Union reps promise employees** that specific managers and supervisors will be fired if the union wins the election.
- 2) **Union reps file false charges** with the NLRB at your expense and attempt to get the union in without an election.
- 3) **Union reps deceive management** into looking at union authorization cards. This will get the union legally recognized as the bargaining agent without a fair election.
- 4) **Union reps send union organizers** to hire on as employees and work internally to create disharmony in the workplace.
- 5) **Union reps telling employees** they cannot lose wages and benefits in negotiations.

Download your complete copy of "Fifteen Dirty Tricks Used By Union Organizers," at our website: [www.unionprevention.com](http://www.unionprevention.com)



## Call RBA Today!

Find out how our staff of experts can help you prevent union filings, or fight and win an impending election.  
(877) 281-4428

You are about to make a decision that will impact your company for many years to come.

Choose carefully. Choose success. Choose now. Call RBA.

A Davis Brown Corporation



(877) 281-4428

[www.unionprevention.com](http://www.unionprevention.com)

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