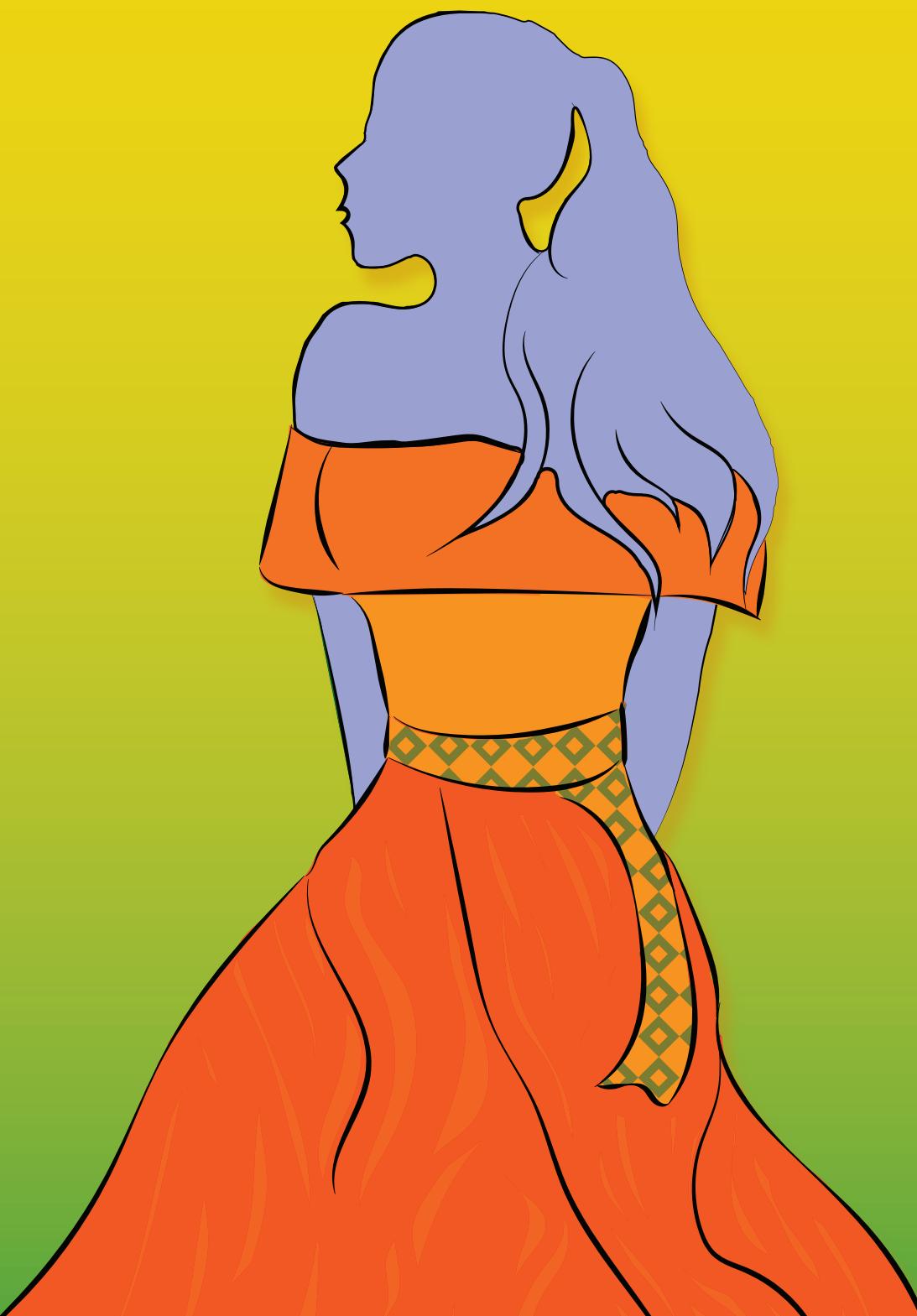


# PREPARATION

## NOW TO THE FUTURE







- ◆ **KRYSTAL HERNANDEZ**
- ◆ **TRAINING RESOURCES**
- ◆ **KANYA ELLINGTON**
- ◆ **MARILYN GOLDSMITH**
- ◆ **BERRY ODHIAMBO**
- ◆ **MARILYN GOLDSMITH**
- ◆ **MARCUS ASAY**

# Field Reps or Superheros?

**By: Krystal Hernandez**

Sometimes employees and employers work through days never noticing the number of hazardous situations at play.

Being a member of Omega Community Labor Association is beneficial to employees, and their employer.

The union ensures that field representatives are trained to help employees and their employer lessen the risk of hazardous accidents at work.

By letting employees and employers know the severity of hazards, field representatives like Emma Saavedra, Francisco Ley, and Daniel Andrade create relationships of trust and loyalty with members.

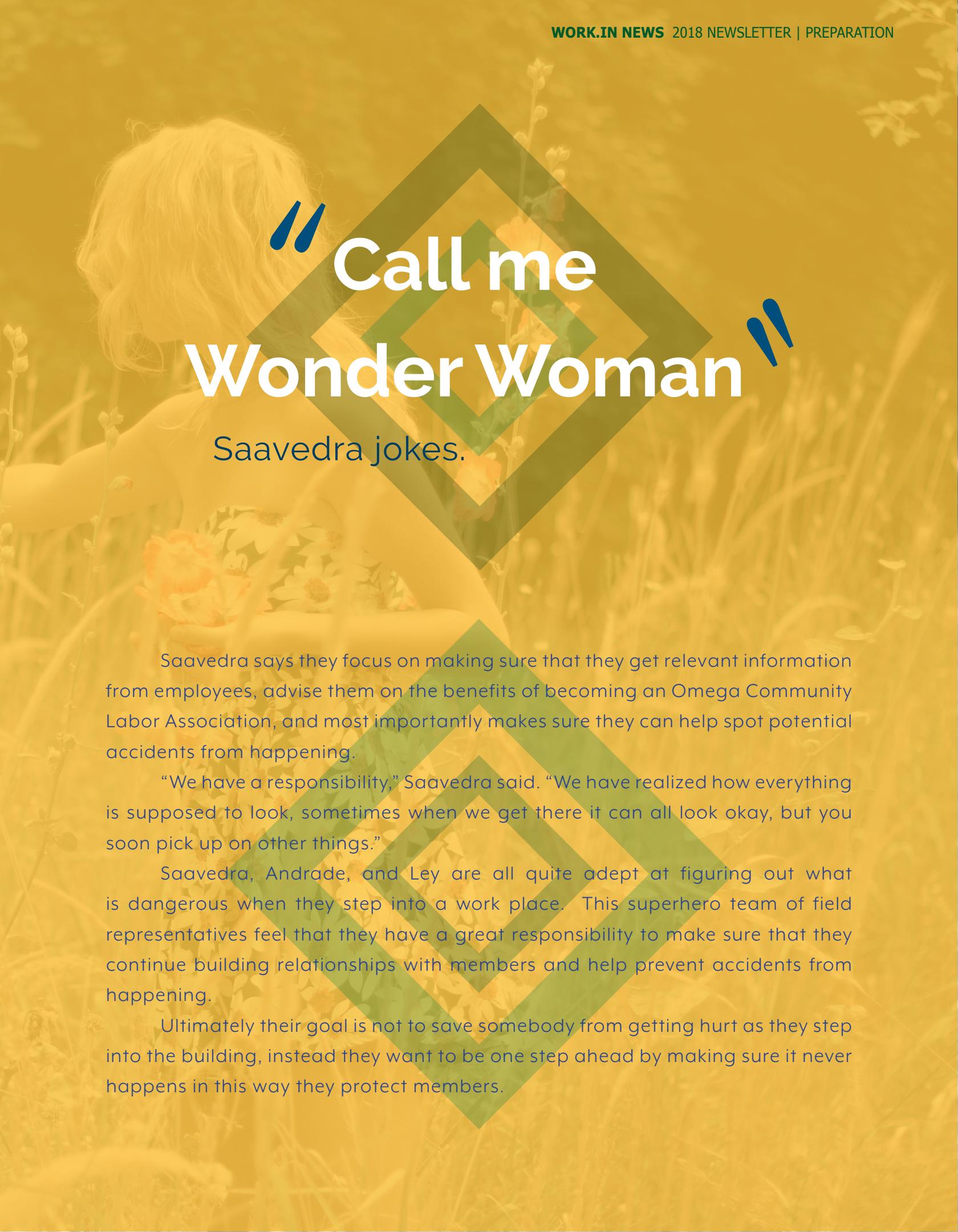
“There will always be accidents,” Andrade said. “That’s why we take

classes, and learn how to talk to people, and let them know how they can be safer at the workplace.”

Andrade and his team members took a 30-hour industry course to be certified as an Occupational Safety and Health Administrator (OSHA).

As part of their job, they recruit new members into Omega Community Labor Association. In addition to ensuring that members are aware of their ability to lessen dangers at the work place, members are offered a benefit that helps cover them in case of an accident.

Saavedra says she likes her job and feels a bit like a super hero when she helps prevent accidents from happening in the work place.



# “Call me Wonder Woman”

Saavedra jokes.

Saavedra says they focus on making sure that they get relevant information from employees, advise them on the benefits of becoming an Omega Community Labor Association, and most importantly makes sure they can help spot potential accidents from happening.

“We have a responsibility,” Saavedra said. “We have realized how everything is supposed to look, sometimes when we get there it can all look okay, but you soon pick up on other things.”

Saavedra, Andrade, and Ley are all quite adept at figuring out what is dangerous when they step into a work place. This superhero team of field representatives feel that they have a great responsibility to make sure that they continue building relationships with members and help prevent accidents from happening.

Ultimately their goal is not to save somebody from getting hurt as they step into the building, instead they want to be one step ahead by making sure it never happens in this way they protect members.

# TITLE

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# Dr. Nerenberg:

## Pathfinder on the road to enlightenment

By: Marilyn Goldsmith

Dr. Nerenberg is a psychologist whose philosophy and experience have taught him that the road to peace can be achieved by answering two questions.

His approach begins with the first of two questions: "Define for me the best true story about your problem."

The answer to this question is an opportunity to shift one's focus from blame, anger, or guilt since where the focus goes, so goes the power. Emotions and beliefs are empowered by us through our free will. If we are filled with anger or guilt, we do so by choice, but it is a harmful choice, both physically, emotionally, and mentally. By defining the best true story about one's problem, a client shifts his focus by choice.

During the initial visit, the doctor creates a 'safe-harbor' by explaining, "I am not here to deny your loss or your suffering." A mutual trust having been established, Dr. Nerenberg directs the client to acknowledge his/her own path of truth. In place of blame, guilt, or fear, he asks them to embrace this philosophy: "I am in charge of me, my thoughts, my reactions, my acceptance of who I am, who I wish to become, and whether I am fulfilling a sense of honor and integrity with my behavior."

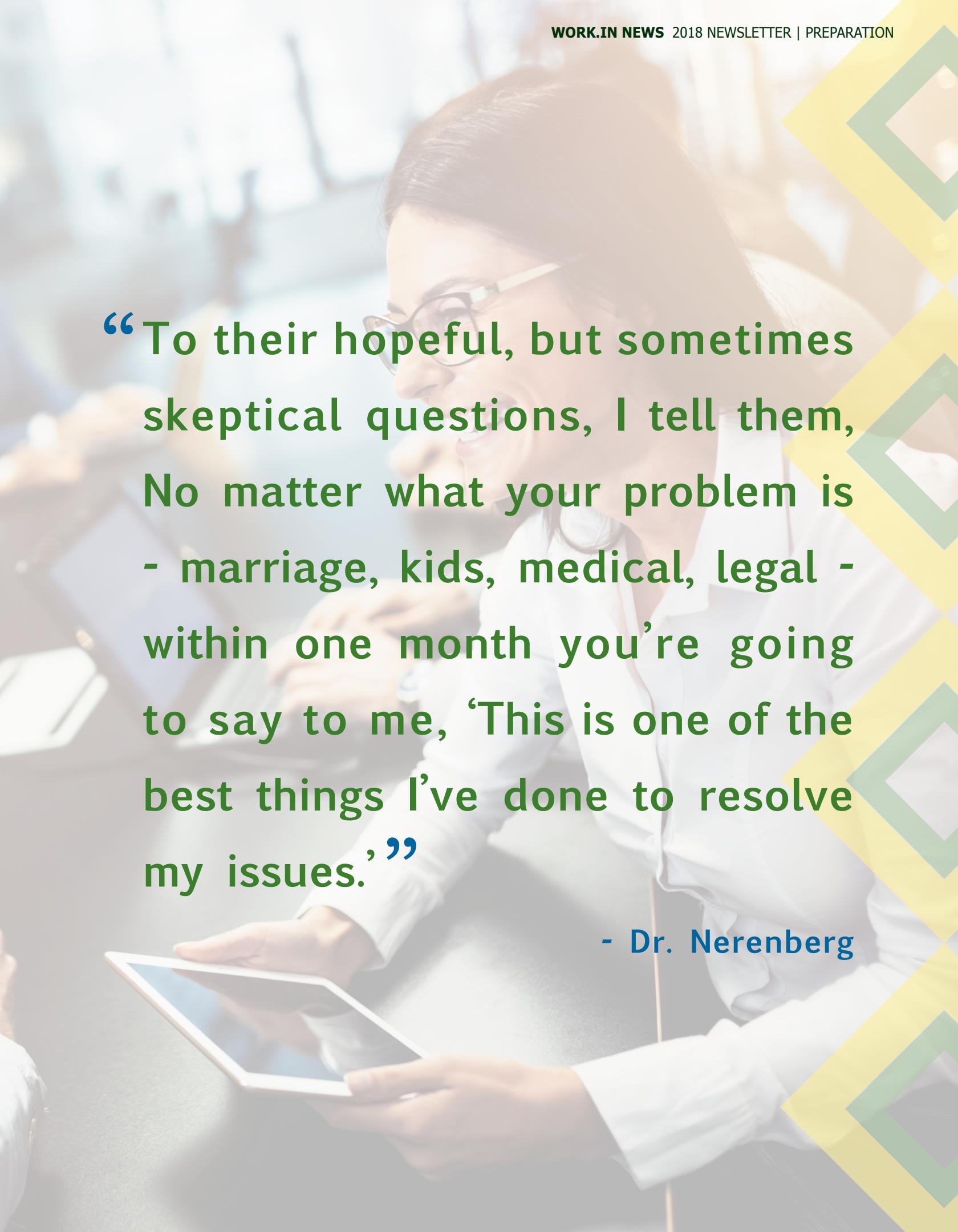
The doctor then asks them the second of the two questions: "What is the most honorable thing to do in this situation?"

The doctor explains, "I am here to teach you the honor therapy...or what I call the legacy therapy system. It is based on the fundamental principal that is enshrined in your deepest struggle. It is the seed of your nobility, your destiny, and your legacy."

**This principle is fed by two tributaries of belief:**

- 1.) All things work for my good when I seek the good.
- 2.) Hardship makes me strong, and for the strength, I am grateful.

The doctor explains, "It took me over forty years to discover these basic commandments or truths to which, as disciples of honor, my clients pledge to live all the days of their lives. I call them Commandments of Honor." Through repetition, they become an integral part of a client's soul. He believes these commandments create good karma, that is, good consequences. He states that in the application of these commandments, his clients have achieved extremely rapid results. (Continued on Page 10)

A woman with dark hair and glasses, wearing a white lab coat, is looking down at a white tablet device she is holding in her hands. She appears to be focused on the screen. The background is slightly blurred, showing what might be a medical or office setting.

**“To their hopeful, but sometimes skeptical questions, I tell them, No matter what your problem is - marriage, kids, medical, legal - within one month you’re going to say to me, ‘This is one of the best things I’ve done to resolve my issues.’”**

**- Dr. Nerenberg**

# THE COMMANDMENTS OF HONOR

- 1.) I WISH YOU WELL
- 2.) I AM GRATEFUL FOR THE POWER  
I HAVE GAINED FROM HARDSHIP.
- 3.) I TAKE FULL RESPONSIBILITY  
FOR CO-CREATING MY REALITY AND  
MY PROBLEMS.
- 4.) I SEEK ONLY TO SERVE MY  
HIGHEST VALUES AND CHOOSE  
HONOR ABOVE ALL ELSE.



He closes the repetition of these commandments with, “Your wish is my only wish.” This last is directed to the Spirit or Creator, as each individual may define a belief in a power beyond oneself.

An additional commandment is the promise to teach these commandments to those we love. Once this path of honor has been sincerely chosen, maintenance is achieved though daily awareness and repetition of this dedication, morning, noon, and evening. This is a serious re-focusing of one’s thoughts from daily strife to inner peace. It is daily renewal of a personal vow to continually reach for the throughout the day.

To keep these commandments effective, clients need to internalize them through repetition. The doctor advises that the lack of repetition might cause the therapeutic effects to be lost. This is so important, the doctor has made their repetition part of the pledge all clients make as they become disciples of honor.

Of course, solutions to troubling problems are solved, the doctor believes, not simply through repetition of these commandments, but upon a fundamental redirection of thinking and a willingness to initially ask oneself, “What is the best true story I can tell myself about this problem?” and “What is the most honorable thing for me to do in this situation?” These are the major questions

that began the re-thinking process, the letting go of blame, anger, and fear. And these are the questions one should ask oneself when facing any problems throughout the day.

The trueness of a response to these questions creates a clear, straight path towards a healing solution; we stop empowering negative emotions by withdrawing our attention from them. Dr. Nerenberg’s therapy is based on our freedom of choice. We choose where to direct our thoughts; we choose how to react to buttons being pushed. what one person sees as an insult needing retaliation, another chooses to shrug it off. Choice. When we make a choice based on our sense of honor and integrity, the choice will always be right, without harm to us or to another.

A strong sense of inner calm, the result of forty-five years of clinical experience, serves Dr. Nerenburg as he guides clients from inner turmoil to awareness that they are in charge of their own emotions, their own thoughts, and their own reactions. Since our thoughts give birth to our actions, our choice of thoughts are crucial. To that end, the doctor counsels, when we choose a path of truth, honor, and integrity, we choose a path to inner peace.

# EQUITY VERSUS EQUALITY:

## A LOOK INTO THE FUTURE AT WOWFED

By: KANYA ELLINGTON

Gender equity and gender equality are terms that are often used interchangeably. There are subtle, but very significant differences between the two. Gender equality says that if women are given the same access to resources as men that they will have equal results. The problem is that men and women are fundamentally different. For instance, **sexual harassment is reported by 81% of working women and only 14% of working men.** Clearly, women and men are having different challenging experiences at work. Gender equity recognizes these differences and advocates that resources be allocated in such a way that allows both men and women to achieve success in the workplace and be equally represented in all levels.

In the interest of furthering our goal of gender equity, WOWFed will address sexual harassment in its Collective Bargaining Agreements by including legal language that frees accusers from being bound by non-disclosure agreements and mediation requirements. We intend to send a clear message that WOWFed's collective bargaining agreements will not provide 'a safe haven' for perpetrators of sexual harassment or abuse. Sexual harassment is an issue that affects the ability of all workers to work in a safe environment. When our members are subjected to sexual harassment, or outright abuse, it creates a culture of fear and insecurity on one side and a culture of aggression and entitlement on the other. We will respond by vigorously supporting our members. If members have been sexually harassed or abused at their work, they should contact Yvonne Garcia at **559-573-8214 ext. 110.** to initiate the grievance process.

WOWFed is in the process of developing a Gender Equity Certification Program. The purpose of this program is to help employers to recruit, hire, and retain female talent and by extension, all talent. We begin by looking at the human resources payroll data to determine if a gender pay gap exists at their organization. Then we also will survey the employees and the management about



their experiences and perceptions about gender in the organization. Based on this information, we will make individual recommendations to the employer about the ways that they can improve their gender pay gap, hiring, promotion, and procedural practices to improve the gender equity at their workplace. This information will also form the basis of benchmarks that will be reevaluated over time at intervals to ensure that improvements are being made resulting in a narrowing gender pay gap and improved employee experience and perception. The program will also help federal government contractors to comply with federally mandated diversity requirements.

By embracing the unique and wonderful talents of both women and men, we create a workplace and world that is more joyous and hopeful for everyone. We are emboldened by a study conducted in 2005 by interaction.org that, "...revealed a multitude of economic and social benefits for household and communities, including greater agricultural yield, improved sanitation, improved health and nutrition, and expanded primary school enrollment..." when gender equity main-streaming and women's empowerment were sought and embraced through gender audits of community service organizations. At WOWFed we recognize that the source of real power comes from working together—both women and men having an equal stake. Only by working together can we overcome the forces of separation, hunger, and poverty.

# BY DESIGN:

By: Marilyn Goldsmith

## AFRICAN FASHION SEEKS SUCCESS IN INTERNATIONAL MARKETS

### THE UNITED AFRICAN FASHION GUILD OPENS SUCCESS FOR THE FASHION INDUSTRY WORKERS

The newly created United African Fashion Guild guides and mentors African clothing designers and those in the apparel community so that their products will meet the complex standards of global merchandising.

The guild is under the skillful guidance of banking trained, Kenya born, Berry Odiambo. His business degrees were earned in both Africa and the United Kingdom, but his experience in international banking comes from his years with the World Bank headquartered in the United States. It was at the World Bank that Berry fostered one on one banking relationships with small entrepreneurs and lenders throughout the business world.

Berry's experience has taught him that sound financial planning and training are essential to reap success in an increasingly complex business world. To achieve this, the Guild has created training that will enhance the success of small businesses, particularly as they approach financial institutions. The Guild already has fifty members and under Berry's skilled guidance they are learning that success in the apparel business only begins with creative design. Berry has created a platform he calls "Three Pillars of Economical Strategy."

#### ASSESSMENT OF BUSINESS SKILLS TO CREATE MENTORING PROGRAM

- Record keeping, sales and expense monitoring, inventory tracking

#### PILLAR 1

#### Assessment of Business Skills:

Berry's program begins with a needs assessment and then provides the training and mentoring as indicated. Berry takes a close look at the streams of possible revenues and what issues might be holding back success. Sometimes it is additional skills and training, sometimes a company can increase markets by recognizing a corporate value chain management. Guild members learn to identify the priority sectors in a particular industry with high earning potential.

#### ACCESS TO FINANCE

- Teaming the entrepreneur with the appropriate lending institution
- Preparing the application and the interview

#### PILLAR 2

#### Access to Finance:

Berry's contracts provide the linkages to identify who are the main business financial institutions willing to work with a particular industry. This is important because certain banks and lending institutions have different lending targets. Berry's knowledge acquired at the World Bank helps him to team a particular company with the right lending institution. He knows those micro-lenders who are interested in providing business loans that might have been unknown.

**ACCESS TO MARKETS**

- Analysis of appropriate sales targets and pricing analysis
- Awareness of International and individual market standards

**PILLAR 3****Access to Market:**

Berry extends an entrepreneur's vision beyond the local view to international markets. He has honed his mentoring skills on successful past projects and is now applying these skills to the design industry. While the area of mentoring illustrated below is in different field of endeavor, the principles remain the same: mentor the entrepreneur in what changes must be made to comply with international guidelines. This Berry did and the result is proof that the path to success lies in education.

**Case Study:**

In Rwanda the great soil and climate produced an abundance of horticulture product, but the farms were set up to sell only locally. Using Berry's three pillars of financial strategy, he researched the laws of exporting to each country and mentored the growers. He then worked with the World Bank to develop an exporting avenue in Europe and the Middle East. Success with horticulture through international marketing has attracted investors from other countries, creating a domino effect: in Rwanda non-horticulture businesses are profiting from the interest of new investors. Berry is simply applying this same successful strategy to the members of the United African Fashion Guild.

The mission of the Guild is to nurture African Fashions and design while promoting talent and skills development, entrepreneurship, and market viability in the industry. Berry's enthusiasm for the Guild's future includes a lengthy and diverse wish list, here are just a few:

- Provide sewing machines and fabric to schools to nurture African design talent
- Develop an online market portal for African Fashion and Design
- Provide funds and seed capital for entrepreneurs
- Conduct international exchange programs with fashion and design organizations

An impressive wish list, but as Berry says, "There's power in knowledge and power in networking. with knowledge you will be able to see and seize an opportunity at the right moment—not only for your benefit, but to aid society as well. it's important that you share the knowledge you acquire to aid people of all areas of life and in their daily affairs." The United African Fashion Guild perfectly illustrates Berry's personal philosophy:

**HELP OTHERS TO HELP THEMSELVES.**

# AFRICAN FASHION SEEKS SUCCESS IN INTERNATIONAL MARKETS

## The United African Fashion Guild Opens the Door for Success for the Small Entrepreneur

The newly created United African Fashion Guild is part of the international expansion program that aims to promote global entrepreneurship by providing technical assistance to key industrial sectors with high potential for growth. This is done in a sustainable way using a comprehensive value chain management system that offers a three-pillar/component platform which consists of business skills training and mentoring, access to finance and linkages to markets. The guild guides and mentors African clothing designers and those in the apparel industry so that their products will meet the complex standards of global merchandising.

The guild's main objective is to enhance entrepreneurship growth and competitiveness in Africa fashion and design and more importantly job creation that would go along way in social and economic empowerment of the community. Fashion is a strong industry of over \$1.2 trillion and according to Statista, a research firm, United States of America and recorded \$328 billion in revenues in 2017 alone whereas the African fashion industry is worth \$30 billion annually with a potential to grow by double digits annually.

According to the Program Manager for the guild Mr. Berry Odhiambo, entrepreneurship skills training and sound financial planning and management as well as access to markets are essential to reap success in an increasingly complex business world. He says that "successful entrepreneurship would not only create increased sales revenues for businesses but also create thousands of jobs directly and indirectly. In Africa, small and medium enterprises (SMEs) creates more than 80% of employment in the continent. To achieve this, the Guild has created a support system that offers business training, coaching and linkages to promote competitiveness and growth of small entrepreneurs in the textile industry value chain across Africa.

The guild has already attracted a good number of fashion designers from various African countries and are fully engaged in the program. The first Africa regional office was opened in Rwanda and is fully operational in Rwanda. Already the first-tier beneficiaries have signed supply agreements to introduce their designs to the international market space.

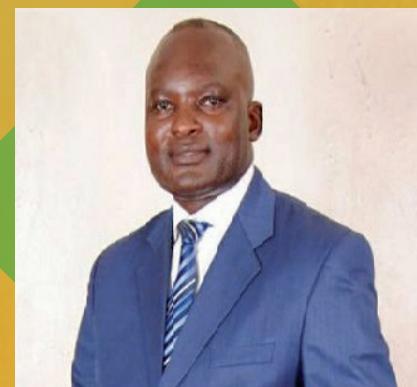
The training and support component includes business planning and basic financial management and fashion design and dress making. This works in collaboration with existing organizations and schools for fashion and design. The guild also provides learning materials and accessories including sewing machines. This is done through on-site and virtual business incubation services that the guild shall implement across Africa. The program also promotes access to and usage of technology for quality enhancement to meet the complex international market requirements. Further training and capacity building includes international exchange programs with fashion and design entrepreneurs, firms and organizations.

The program's component for access to business finance has two folds. This includes a revolving fund kitty operated by the guild that offers entrepreneurs with operating funds and startups for top designs that receive approvals from the market. The second approach is to link entrepreneurs to financial institutions that have interest in textile and manufacturing. This is made possible after our beneficiaries have gone through the training program as financial institutions are keen on working with businesses that demonstrates less and mitigatable risks.

The access to market component includes linkages to already established and new markets in USA and globally. This works to promote entry to the global market space and also advocates fairness and transparency in business practices and fair pricing mechanism and help entrepreneurs establish strong market brands. The guild works with established apparel and fashion stores, professional models and modeling agencies, both print and electronic media for marketing and access to market.

An impressive program indeed, but as Berry says:

**“There’s power in knowledge and power in networking. With knowledge you will be able to see and seize an opportunity at the right moment—not only for your benefit, but to aid society as well. It’s important that you share the knowledge you acquire to aid people of all areas of life and in their daily affairs.”**



**Berry Odhiambo**

# THE BIG WHY OF A UNION

“Our labor unions are not narrow, self-seeking groups. They have raised wages, shortened hours, and provided supplemental benefits. Through collective bargaining and grievance procedures, they have brought justice and democracy to the workplace. But their work goes beyond their own jobs, and even beyond our borders.”

- John F. Kennedy

We sometimes get so busy in the activity of things that we forget the real reason for doing them in the first place. One hears the term union activity and envisions a lot of organizing of workers and the hustle and bustle of it becomes all consuming. But to take the time to understand the real reasons and the strategic thinking behind the concept of a union is imperative for these economic times. For now, being involved in this labor industry going on 25 years, I am penning the Why of What I do and what my team members do as well.

Recently I asked my staff and members of our unions the “why” of what a union means to them. One IT member expressed it in these words:

**The union serves as an alliance between employers, employee-groups and regulating authorities. ...we serve the best interest of each party with due diligence to the law.... the American Labor Alliance follows a model of democracy in action, which is something I'm quite proud to participate in.**

- K. Ellington

Our recently hired Grievance Manager, said it this way:

**I think it is great that a union educates its members about their rights and help them speak up without fear of retaliation.**

- Y. Garcia

The manager for the retirement program for four unions, said it this way:

**We are a good union because we bend over backwards for our members.**

- S. Rivera

A membership department staff associate put it this way:

**A union strengthens small businesses that cannot afford the high rates of insurers. This in turn strengthens the country's economy and helps these small businesses to stay in the market and generate jobs.**

- M. Jacome

**Another member put it this way,**

**"We are a good Union because we do not charge monthly fees to be a member."**

- S. Silva

In summation, we consider ourselves a good, relevant union. And I would like to state that I believe we are a UNICORN UNION. We are innovative and we consider all stakeholders like employees, members, employers, associations, as well as government and regulatory agencies partners in providing the best in labor practices.

**Marcus Asay, Chair**

World Workforce International

World Workforce International, an international union, and its affiliated unions, provides low cost benefits to its members including the betterment of wages, working conditions, and protecting the rights of workers with grievances toward management. Benefits include: Retirement, Paid Sick Leave, Mental Health, Dental and Health Care and Workers Compensation. To date, World Workforce International with its federated union affiliations has paid out more than \$4.1 million in member benefits.



**WORLD WORKFORCE  
INTERNATIONAL**

