

# FORM LM-20 AGREEMENT AND ACTIVITIES REPORT

Form approved  
Office of Management  
and Budget  
No. 1245-0003  
Expires 08-31-2016



This report is mandatory under P.L. 88-257, as amended. Failure to comply may result in criminal prosecution, fines, or civil penalties as provided by 29 U.S.C. 439 or 440. Required of persons, including Labor Relations Consultants and Other Individuals and Organizations, Under Section 203(b) of the Labor-Management Reporting and Disclosure Act of 1959, as amended. (LMRDA)

READ THE INSTRUCTIONS CAREFULLY BEFORE PREPARING THIS REPORT.

537737

1. File Number: C-65688

## Person Filing

2. Name and mailing address (include ZIP Code):

Name BRADFORD S GONZALEZ  
Title CONSULTANT  
Organization \_\_\_\_\_  
P.O. Box, Bldg., Room No., if any \_\_\_\_\_  
Street 1749 VAN ALLEN Circle  
City DETROIT  
State FL ZIP Code + 4 32738

3. Any other address where records necessary to verify this report are kept:

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
P.O. Box, Bldg., Room No., if any \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ ZIP Code + 4 \_\_\_\_\_

4. Date fiscal year ends:

12/31 / 12

5. Type of person:

a. ☒ Individual b. ☐ Partnership c. ☐ Corporation d. ☐ Other (Specify): \_\_\_\_\_

## Nature of Agreement or Arrangement

6. Full name and address of employer with whom made (include ZIP Code):

Name \_\_\_\_\_  
Organization THE MAY INSTITUTE  
Trade Name, if any \_\_\_\_\_  
P.O. Box, Bldg., Room No., if any \_\_\_\_\_  
Street 41 PACELLA PARK DRIVE  
City RANDOLPH  
State MASS ZIP Code + 4 02368

7. Date entered into:

12 / 19 / 12

8. Name of person(s) through whom made:

Name Ralph SPERRY  
Name DAVID HARRIS  
Name \_\_\_\_\_  
Name \_\_\_\_\_  
Name \_\_\_\_\_

## Signatures

Each of the undersigned declares, under penalty of perjury and other applicable penalties of law, that all of the information submitted in this report (including the information contained in any accompanying documents) has been examined by the signatory and is, to the best of the undersigned's knowledge and belief, true, correct, and complete. (See Section VII on penalties in the instructions.)

13. Signed Bradford S. Gonzalez President  
Title President (If other title, see instructions)

14. Signed \_\_\_\_\_ Treasurer  
Title Treasurer (If other title, see instructions)

On 11/21/13 386-801-5933  
Date Telephone Number

On \_\_\_\_\_  
Date Telephone Number

Filer:

File Number C-

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.

11.b. Period during which performed:

11/29/12

11.c. Extent performed:

1 WEEK

11.d. Name and address through whom performed:

Name

Organization UNI CONSULTING SERVICES INC

P.O. Box, Bldg., Room No., if any

Street 7850 South Elm Place

City BROKEN ARROW Suite E

State OK ZIP Code + 4 74011

Additional Name and address through whom performed, if any:

Name

Organization

P.O. Box, Bldg., Room No., if any

Street

City

State  ZIP Code + 4

12.a. Identify subject groups of employees:

NON-PROFESSIONAL  
EMPLOYEES

12.b. Identify subject labor organizations:

SEIU



## Proposal

December 19, 2012

Dr. Ralph Sperry, Chief Operating Officer  
The May Institute  
41 Pacella Park Drive  
Randolph, MA 02368

781-440-0400 Ext. 324  
RSperry@mayinstitute.org

RE: Petition 1-RC-94644

## 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)

**Campaign 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. 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.

Page 1 of 3 (Initial )

featured in



Forbes



Labor Relations Institute, Inc.

7850 S. Elm Place - Suite E  
Broken Arrow, OK 74011