

# FORM LM-20 AGREEMENT AND ACTIVITIES REPORT



This report is mandatory under P.L. 86-257, 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.

495067

1. File Number: C- 00525

## Person Filing

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

Name

Title

Organization LRI Consulting Services Inc

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

Street 7850 South Elm Place, Suite E

City Broken Arrow

State Oklahoma

ZIP Code + 4 74011

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:

Dec / 31

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 Campbell Soup Company

Trade Name, if any

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

Street 1 Campbell Place

City Camden

State New Jersey

ZIP Code + 4 08103

7. Date entered into:

3 / 21 / 2012

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

Name Donald Shanin

Name

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

President  
(If other title, see  
instructions)

Title President

14. Signed

Treasurer  
(If other title, see  
instructions)

Title Treasurer

On 4/9/2012

Date

918-455-9995

Telephone Number

On 4/9/2012

Date

918-455-9995

Telephone Number

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:

various days beginning 3/29/12

11.c. Extent performed:

Fully Performed

11.d. Name and address through whom performed:

Name

Organization Scott Michel

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

Street 819 Herman Road

City Horsham

State Pennsylvania

ZIP Code + 4 19044

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:

Faculty Maintenance Personnel, Leadmen,  
Maintenance Techs, Furniture Maintenance and  
Utility Techs

12.b. Identify subject labor organizations:

Teamsters



LRI Consulting Services, Inc.

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

www.LRIonline.com

## Proposal

March 21, 2012

✓  
Donald Shanin  
VP - Corporate Compliance & Deputy General Counsel  
Campbell Soup Company  
1 Campbell Place  
Camden, NJ 08103

856-342-6016  
donald\_shanin@campbellsoup.com

RE: 4-RC-76405

### 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).

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Labor Relations Institute, Inc.

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



### 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 consulting is \$3,000 per consultant per day (plus travel expenses). The retainer amount is \$9000 per consultant per week. 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. In the event the petition is withdrawn, you agree to pay an additional \$2,500 bonus. \*

### Payment Terms

All fees are due upon the delivery of the consulting services and are non-refundable. You agree to pay all fees including the retainer within 30 days. We will credit invoices for days worked against this retainer. Any expenses excluding airfare, hotel and rental car fees incurred by the consultant will be billed to you and you agree to pay those invoices within 30 days. \* 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.





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:

\_\_\_\_\_ Campaign Consulting

**For LRI Consulting Services, Inc.**

✓ **For Campbell Soup Company**

Donald Shanin, VP - Corporate Compliance & Deputy General Counsel

Date: 3/21/12

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Broken Arrow, OK 74011

## Donald Shanin

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**From:** Donald Shanin  
**Sent:** Tuesday, March 20, 2012 8:51 AM  
**To:** 'Lisa Erwin'  
**Cc:** 'jteague@lrionline.com'; Marty Chazin  
**Subject:** RE: Proposal


Jim --

I have a number of revisions/questions about the proposal for your review:

1. As the proposed bargaining unit is quite small and we do not anticipate using Scott more than once per week for 3 or 4 weeks, we propose a retainer of \$9,000. We will, of course, pay the \$3,000 per day fee for all days that we end up utilizing Scott.
2. We propose a \$2,500 bonus for the withdrawal of the petition (unless it is withdrawn before the consultant has met with any of the bargaining unit employees).
3. No airfare, hotel accommodations or rental cars will be necessary as Scott is local. We will reimburse all reasonable expenses incurred, but no credit card will be provided.
4. LRI should invoice Campbell for all fees and charges, including the retainer, which will be paid within 30 days of receipt of the invoice.
5. The proposal makes no mention of LRI providing the materials that we discussed (videos, Teamsters and Local 676 election histories, ULP charges, strikes, etc.).
6. My accurate title is "VP - Corporate Compliance & Deputy General Counsel."
7. The accurate company name is "Campbell Soup Company."
8. My accurate e-mail address is [donald\\_shanin@campbellsoup.com](mailto:donald_shanin@campbellsoup.com)

Thanks, in advance.

Don



*Donald B. Shanin*  
*Campbell Soup Company*  
*VP - Corporate Compliance & Deputy General Counsel*  
*One Campbell Place*  
*Camden, New Jersey 08103-1799*  
*856.342.6016 (Phone)*  
*856.371.3632 (Mobile)*  
*856.342.3936 (Fax)*  
[donald\\_shanin@campbellsoup.com](mailto:donald_shanin@campbellsoup.com)

**From:** Lisa Erwin [<mailto:lisa.erwin@lrionline.com>]  
**Sent:** Monday, March 19, 2012 5:19 PM  
**To:** Donald Shanin  
**Cc:** Wilson Phil; Scott Michel  
**Subject:** Proposal

Mr. Shanin: