

# Teamsters Local Union No.213

Affiliated with the International Brotherhood of Teamsters, Teamsters Canada and the Canadian Labour Congress.

490 East Broadway, Vancouver, B.C. V5T 1X3

Telephone: (604) 876-5213 Fax: (604) 873-0396

E-mail: [team213@teamsters213.org](mailto:team213@teamsters213.org)

## FAX TRANSMITTAL SHEET

DATE: April 10, 2014

FAX TO: Teamsters JC 36, 52, 90, 91 and Teamsters Canada

FAX NO:

ATTENTION: JC Presidents

FROM: Sheila Hogan for Anita Dawson

NUMBER OF PAGES TRANSMITTED (Including covering sheet): 6

MESSAGE: Re: Support of Local 213 Members Locked out at IKEA Richmond

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Cope378



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Telephone: (604) 876-5213 Fax: (604) 872-8604

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## MEMORANDUM

**TO: JOINT COUNCIL PRESIDENTS OF JC36, 52, 90 AND 91, TEAMSTERS CANADA**

**FROM: ANITA DAWSON, TEAMSTERS LOCAL UNION NO. 213**

**DATE: APRIL 10, 2014**

**RE: IN SUPPORT OF OUR LOCKED OUT MEMBERS AT IKEA**

We are looking for a good show of support and solidarity for our members at Richmond IKEA on **Friday April 25, 2014, at 12:00 noon Pacific Standard Time**. We are asking that everyone please send a tweet to IKEA's twitter account **@IKEACanada-#HouseRules**. We are attaching information on this and instructions on how to set up a twitter account. Please distribute the attached to your Locals and encourage all members to participate as a huge show of solidarity for these workers.

Thank You for your continued support.

AD/jh  
cope378

cc Walter Canta, Secretary-Treasurer Teamsters Local 213  
Ray Zigmont, President Teamsters Local 213

encl.

## **Teamsters Local 213 Locked Out members need your help!**

Richmond, BC Teamsters members have been locked out by IKEA since May 13, 2013 as a result of the Company trying to force deep concessions on the workers. The cuts includes changes to the wage structure that would see workers take upwards of 16 years to get to a maximum rate, reductions in benefits as well as changes in eligibility that could result in members with families losing their benefits. IKEA is a company that makes billions of dollars a year in profit, is privately owned by the Kamprad family who is one of the richest families in the world and now they want more!

### **How you can help!**

IKEA has created a twitter account based on a current ad titled **"#HouseRules"**. It has proved quite popular with the general public. The gist of the twitter account is to invite people to share their own **"#HouseRules"** on Twitter. Currently it has just under 70,000 "followers". Meaning these people have interacted with the Ikea's twitter account (hashtag) by responding and re-tweeting. The **"#"** sign is important to enhance the effect of what we are trying to achieve so please include it.

### **What are we going to do?**

**We are going to "takeover" IKEA's twitter account.**

**The concept is simple, bombard IKEA's twitter account so that it overloads and Twitter shuts it down. Twitter monitors these accounts closely as they do not want to crash the system.**

### **Why we can be successful?**

Because the Companies have no control of the "followers" and what they "tweet" hence the original premise of the Tweet gets "overtaken" and moves in a whole new direction.

Also, we have access to thousands of our members who we can ask to help. All it would take is one tweet each a day in response to the tweets IKEA puts out with a simple common message; such as **#HouseRules@IKEACanada-Unfair to Workers, #HouseRules@IKEACanada Doesn't put people before profit – #shame, #HouseRules@IKEACanada has locked out their Richmond Workers for over 300 days.** We can also provide links to our web-sites, blogs, videos in the response tweet.

### **How do you sign up?**

- 1) **Go to Twitter.com**
- 2) **Create an account – very simple process. You need an email address, create a username and password.**
- 3) **Search and then "Follow" @IKEACanada-#HouseRules.**
- 4) **Tweet daily to the site whenever IKEA sends out a tweet.**

### **When? Start Now!**

**Everyone needs to send at least 1 tweet at NOON on Friday, April 25  
as a huge show of solidarity for these workers!**

**Thank you in advance from Teamsters 213 Richmond IKEA Members.**

## **Teamsters Local 213 membres verrouillés besoin de votre aide !**

Richmond, BC membres des Teamsters ont été verrouillés par IKEA depuis le 13 mai 2013, à la suite de la Société d'essayer de forcer des concessions profondes sur les travailleurs. Les coupures comprend des modifications à la structure des salaires qui verraient les travailleurs prennent plus de 16 ans pour arriver à un taux maximum, la réduction des prestations ainsi que les changements à l'admissibilité qui pourraient entraîner des membres des familles de perdre leurs prestations. IKEA est une entreprise qui fait des milliards de dollars par an en résultat, est la propriété privée de la famille Kamrad, qui est l'une des familles les plus riches dans le monde et maintenant ils veulent plus !

Comment vous pouvez aider!

IKEA a créé un compte twitter basée sur une annonce en cours intitulé "#RèglesMaison". Il s'est avéré très populaire auprès du grand public. L'essentiel du compte twitter est d'inviter les gens à partager leurs propres "#RèglesMaison" sur Twitter. Actuellement, elle compte un peu moins de 70 000 followers. Signification ces personnes ont interagi avec le compte twitter de l' Ikea ( hashtag ) en répondant et re - tweeter . Le signe «#» est important de renforcer l'effet de ce que nous essayons de réaliser donc s'il vous plaît inclure.

**Qu'allons-nous faire?**

**Nous allons sur le compte twitter de IKEA " prise de contrôle ".**

**Le concept est simple, bombardent le compte twitter de IKEA pour qu'il surcharge et Twitter l'arrête. Twitter surveille ces comptes de près car ils ne veulent pas bloquer le système.**

**Pourquoi nous ne pouvons avoir du succès?**

Parce que les entreprises n'ont aucun contrôle sur les «suiveurs» et ce qu'ils «tweet» d'où la prémisse originale du Tweet obtient " rattrapé " et se déplace dans une toute nouvelle direction. De plus, nous avons accès à des milliers de nos membres qui nous pouvons poser pour vous aider. Tout ce qu'il faudrait, c'est un tweet chaque jour en réponse aux tweets IKEA met avec un message simple commune ; comme

**#RèglesMaison@IKEACanada déloyale aux travailleurs,**

**#RèglesMaison@IKEACanada ne met pas les gens avant le profit - # honte,**

**#RèglesMaison@IKEACanada a verrouillé leurs travailleurs Richmond depuis plus de 300 jours.**

**Nous pouvons également fournir des liens vers nos sites web, des blogs, des vidéos dans le tweet de réponse .**

**Comment vous inscrivez -vous en place ?**

**1) Allez à Twitter.com**

**2 ) Créer un compte - processus très simple . Vous avez besoin d'une adresse e-mail, créer un nom d'utilisateur et mot de passe .**

**3) Rechercher et puis " Suivre " @ IKEACanada - #RèglesMaison.**

**4 ) Tweet jour sur le site lorsque IKEA envoie un tweet.**

**Quand? Commencez dès maintenant!**

**Tout le monde a besoin d'envoyer au moins 1 bip à midi, le vendredi 25 Avril comme un énorme élan de solidarité pour ces travailleurs !**

**Merci à l'avance de Teamsters 213 Richmond IKEA membres.**





**IKEA Canada** @IKEACanada 7h  
Is this true in your home? #HouseRules from @y0ey  
pic twitter.com/HxT6HJyA44

View photo Reply Retweet Favorite ... More



**Sunny Chang** @sunnykcc 10h  
"Keep the cat litter in the box or the garbage." That's ours. Cute #HouseRules spot by @IKEACanada & @LeoBurnettTor youtu.be/nshioTJQFT0

View media Reply Retweet Favorite ... More

Followed by Ajay Masala Pun and 21 others



**Katie Riecken** @katethefj 11h  
Hey @IKEACanada , my #HouseRules include no crossing picket lines.

Expand Reply Retweet Favorite ... More



**Strategy** @StrategyOnline 14h  
.@IKEACanada and @LeoBurnettTor launch a #houserules campaign.  
bruni.co/1myScPE

Expand Reply Retweet Favorite ... More



**New Idea magazine** @Newideamagazine Mar 31  
Watch this exciting preview of the all new House Rules. Can't wait!  
au tv yahoo.com/plus7/house-ru... #houserules @Channel7  
@HouseRules\_On7

Expand Reply Retweet Favorite ... More

Followed by Caelie and 6 others





**Stephen Rees** @stephen\_rees Mar 31  
Just saw a TV ad for @IKEACanada promoting #HouseRules . We have one.  
Don't shop at union busters.


from Greater Vancouver, British Colum. Reply Retweet Favorite ... More





**Politics, Re-Spun @PoliticsReSpun · 3h**  
 Occupy IKEA's #HouseRules | Politics, Re-Spun ow ly/vgVcn #1u #canlab  
 #bcpoli #RichmondBC #BoycottIKEA #WaveOfAction @Teamsters  
 Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)


 **Hasbro Game Night @HasbroGameNight · 5h**  
 You spoke. We listened. Here are the house rules that will now become a part of  
 the MONOPOLY game! #HouseRules facebook.com/photo.php?v=10..  
 Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)


 **Jarrah Hodge @jarrahpenguin · 21h**  
 My #HouseRules mean not buying from any @IKEACanada until they treat their  
 workers fairly ikeahurtfamilies.wordpress.com  
 Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)


 **David Black @davidcops378 · Apr 3**  
 My daughter's #HouseRules include not shopping at @IKEACanada until they  
 end the unfair lockout. pic.twitter.com/1IQV51vZw0  
[📷 View photo](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **Cuffs The Legend @CuffsTheLegend · Apr 3**  
 I'm the only person in my household that's allowed to like everything Sky Digg  
 has to offer! #HouseRules  
 Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **Mumsnet @MumsnetTowers · Apr 2**  
 Seen the hilarious #houserules MNews forgot to make? Try not to wake the LO  
 with your laughter: bny.mn/OdaVih #nightfeednewsfeed  
[📄 View summary](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **Hasbro Game Night @HasbroGameNight · Apr 2**  
 Tomorrow is the last day to debate the most popular House Rules at  
 Facebook.com/MONOPOLY. Make sure your voice is heard! #HouseRules  
 Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **Erin Andrews @ErinAndrews · Apr 1**  
 I always play Monopoly w/the #FreeParking rule. I'd lose money a lot quicker w/o  
 it! #HouseRules #spon on fb.me/1iv2Fe7  
 Expand [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [... More](#)

 **New Idea magazine @NewIdeamagazine · Mar 31**  
 Watch this exciting preview of the all new House Rules. Can't wait!  
 au tv yahoo.com/plus7/house-ru. #houserules @Channel7

## Fax Broadcast Report

Date/Time : APR-11-2014 07:33AM FRI  
 Fax Number : 604-873-0396  
 Fax Name : Teamsters Local 213  
 Model Name : Phaser 3635MFP

Total Pages Scanned: 6		Start Time	Duration	Page	Mode	Job Type	Result
No.	Remote Station						
001	15144934903	04-11 07:29AM	01'09	006/006	EC	HS	CP
002	14032559616	04-11 07:31AM	01'20	006/006	EC	HS	CP

**Abbreviations:**

HS: Host Send  
 HR: Host Receive  
 MS: Mailbox Save  
 MP: Mailbox Print

PL: Polled Local  
 PR: Polled Remote  
 WS: Waiting To Send  
 EC: Error Correct

CP: Completed  
 FA: Fail  
 RP: Report

TS: Terminated by System  
 TU: Terminated by User  
 G3: Group3

## Fax Broadcast Report

Date/Time : APR-10-2014 03:25PM THU  
 Fax Number : 604-873-0396  
 Fax Name : Teamsters Local 213  
 Model Name : Phaser 3635MFP

Total Pages Scanned: 6

No.	Remote Station	Start Time	Duration	Page	Mode	Job Type	Result
001	14506812244	04-10 03:21PM	01'08	006/006	EC	HS	CP
002	6045231897	04-10 03:23PM	02'18	006/006	EC	HS	CP

## Abbreviations:

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