

Internationalism and Workers' Education - The PACE vs. Imerys Case -

Tracy F. H. Chang

[Email: tracyc@work.rutgers.edu](mailto:tracyc@work.rutgers.edu)

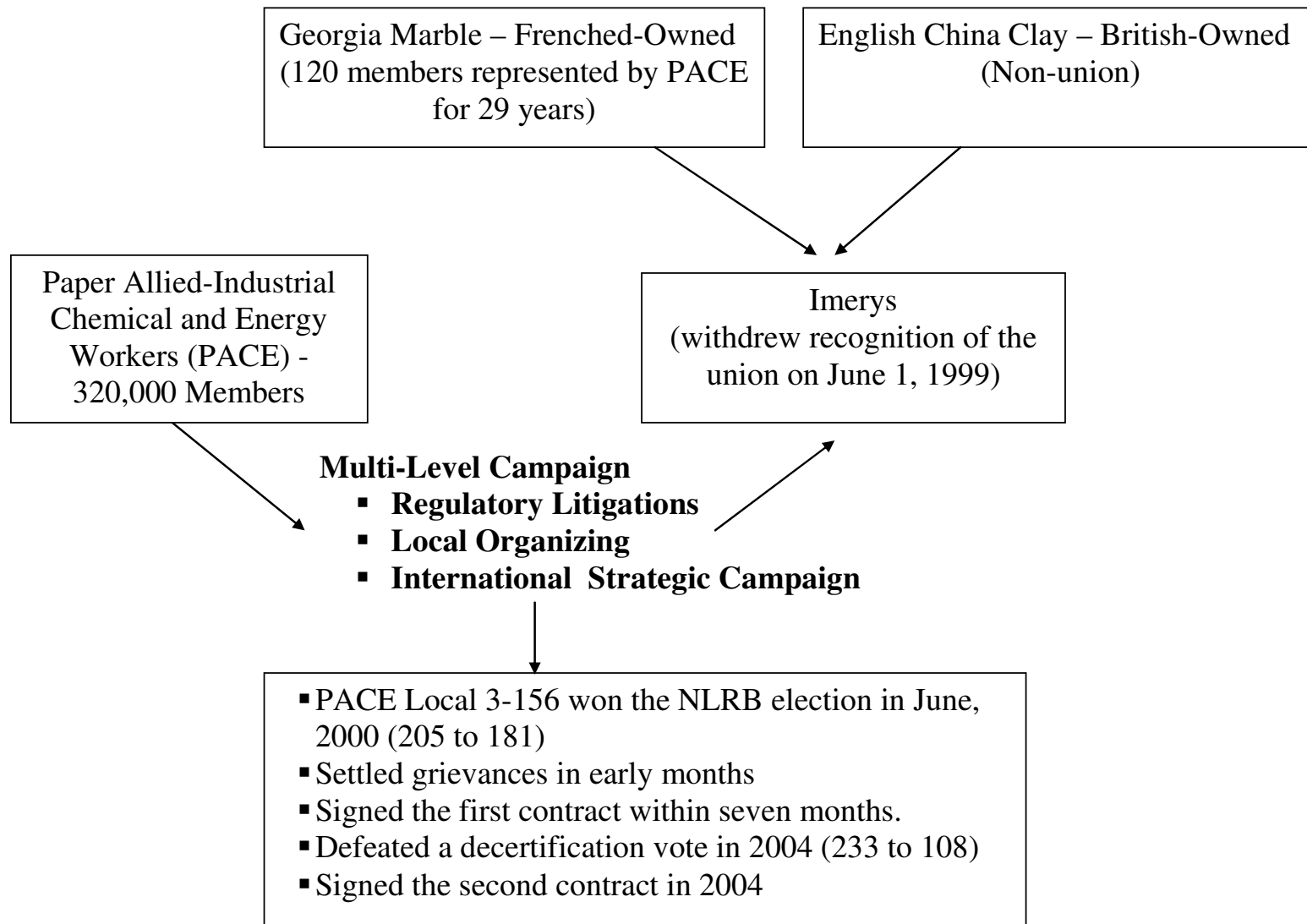


Sylacauga, Alabama

Community Profile of Sylacauga, Alabama

Location	40 miles south-east of Birmingham
Population	12,670
Income Per Capita	\$14,999
Median Household Income	\$29,602
Unemployment Rate in 2001	5.7%
Minority Employment	27%
Major Employers in the County	Avondale Mills, Inc (1,500 Employees) Bowater (1,350 Employees) Imerys (500 Employees)

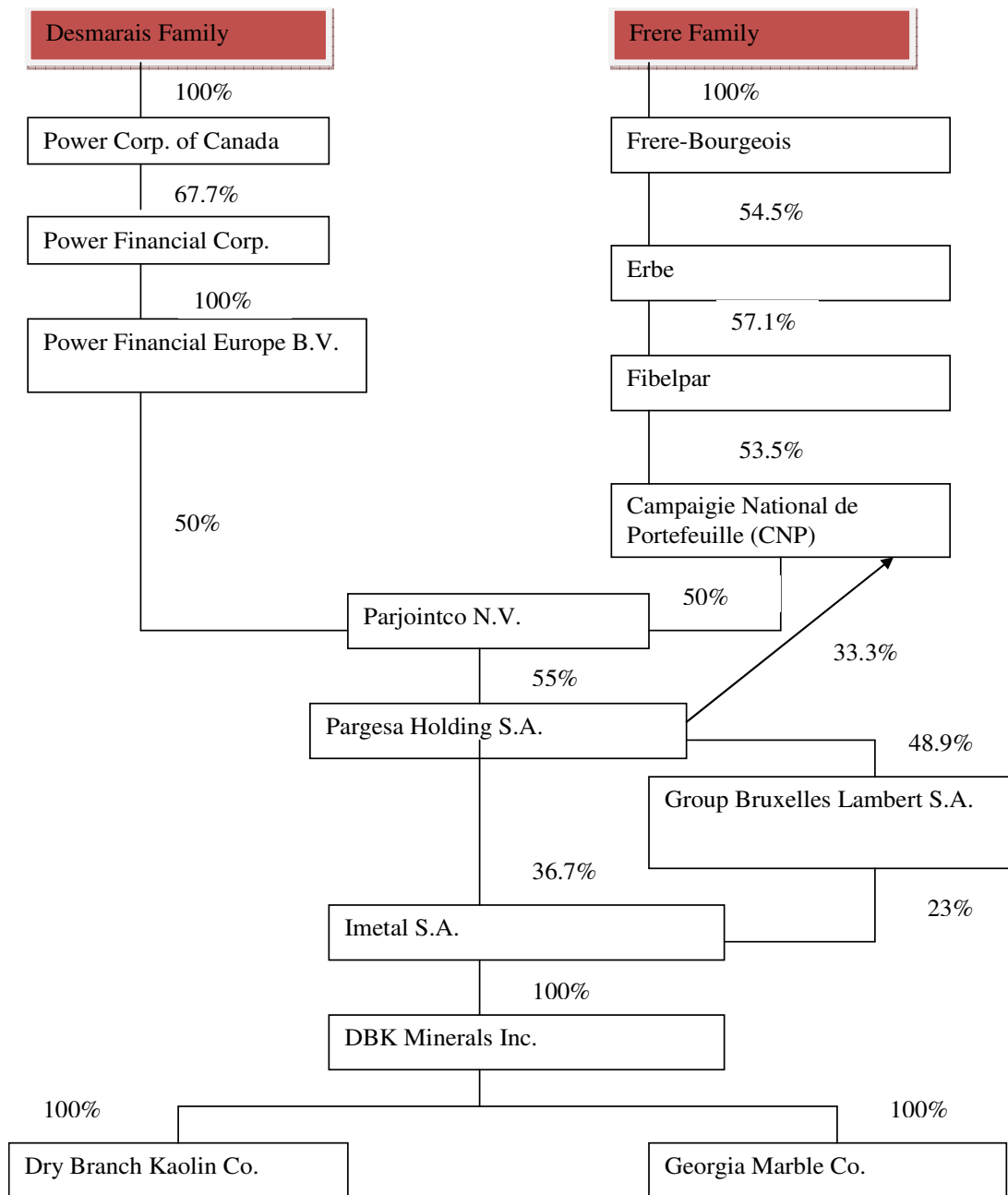
Source: Statistical Atlas of Alabama

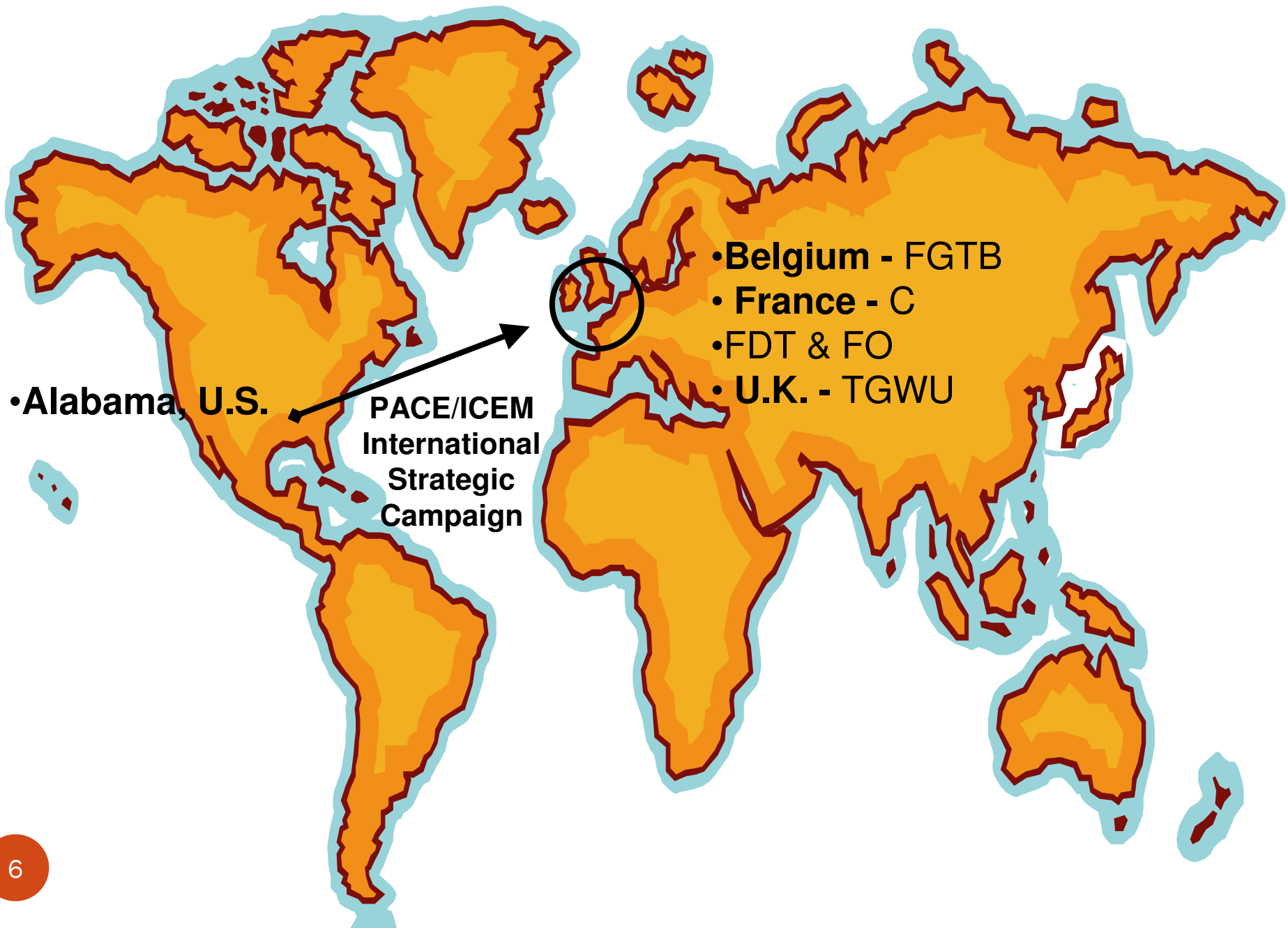


Background and Overview of the PACE vs. Imerys Campaign

Imerys's Anti-Union Activities in Alabama

- Mandatory Meetings – Scare Tactics
 - Individual Meetings with Supervisor(s)
 - Anti-Union Films
- Employ Professional Union-Busting Consultants and Services
 - Attorney
 - Anti-Union Manual
 - Training of Supervisors
- Public Intimidations
 - Recruit High-Paid Workers to Carry Out Anti-Union Messages
 - “Goon Squad”
- Lay off Union Workers and Shift Productions to Non-Union Facilities



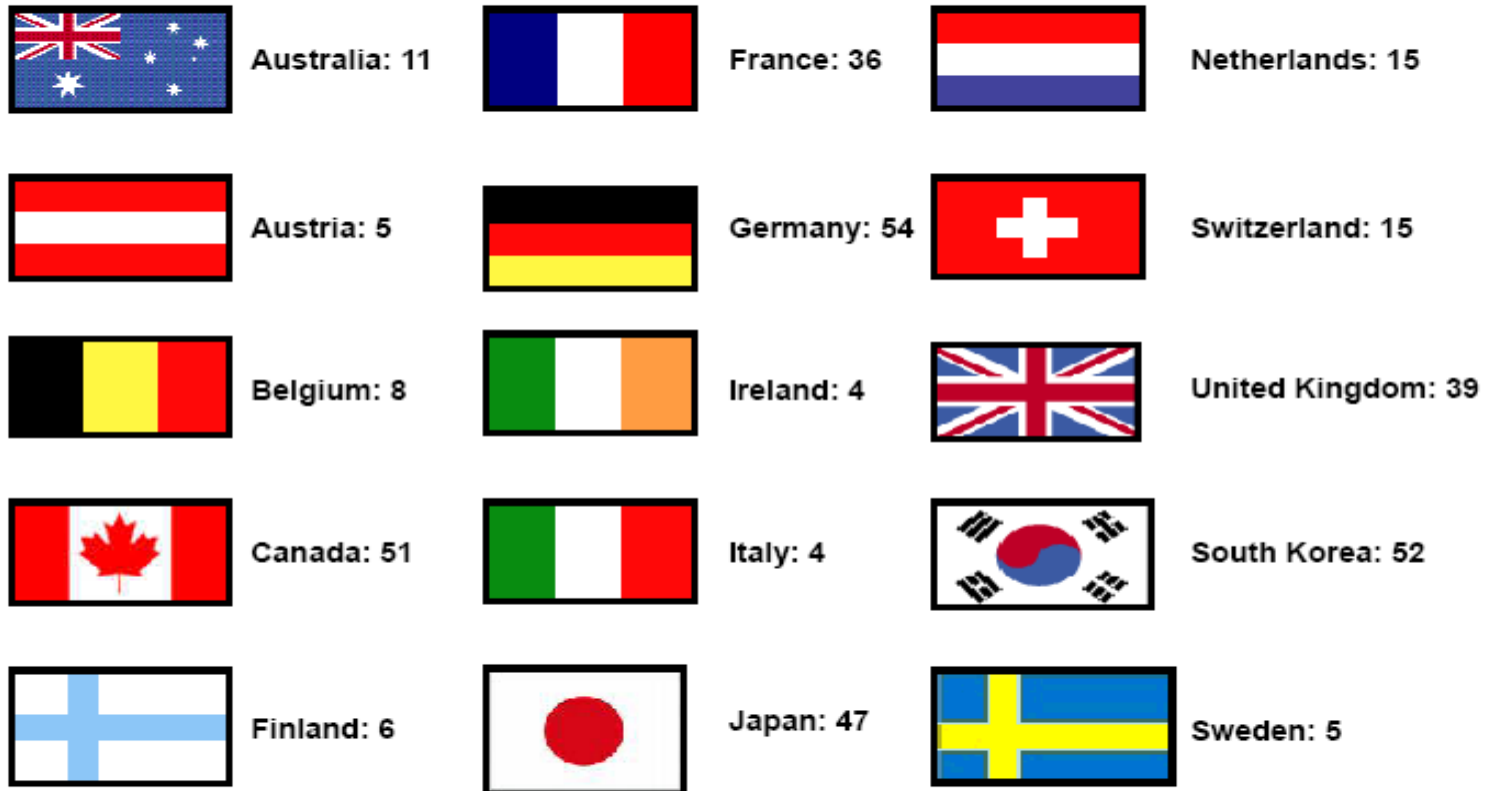


Mechanisms of Internationalism and Workers' Education

- Face-to-Face Exchange
 - Local union leader travelled to Europe
 - ICEM General Secretary led rally and march in Alabama, U.S.
- Communication Technology
 - Web site
 - Emails
 - Video
- Collective Action
 - Shareholders' Meeting in Paris, France
 - In-Plant Solidarity Actions in the U.K.
 - Local Organizing in the U.S.
- Workshops and Seminars

Does Alabama Matter?

Selected Foreign Manufacturing Investment in Alabama



Source: Alabama Development Office,
Alabama International Trade Center,
Economic Development Partnership of Alabama
May 2009