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July 9, 1985

To: Members of the Executive Council,  
Ranking Officers, Representatives and  
Local Unions of Affiliated Organizations,  
Federations of Labour and Labour Councils,  
Directly Chartered Local Unions

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UNIVERSITY EMPLOYEES'  
UNION (C.U.P.E.)

Greetings:

I am writing to solicit your assistance in our campaign to secure a first collective agreement for the members of the Union of Bank Employees who currently are on strike at the Canadian Imperial Bank of Commerce VISA Centre in Toronto.

As you are no doubt aware the 250 workers in this unit have been compelled to take strike action after months of frustration at the bargaining table. Because of the size of the unit, we now have for the first time, a genuine opportunity to negotiate a good solid collective agreement which will enable us to withstand the decertification petitions which have broken other bargaining units in the banking industry.

As evidence of the importance that we assign to this conflict, we have undertaken to provide sufficient strike pay to ensure the strikers do not face undue hardship. In addition we have requested and obtained the organizational services from the UAW to assist the VISA Centre workers in their earnest campaign for a first collective agreement.

We have also devised a strategy to frustrate the bank's operations at the VISA Centre and I am asking for you and members of your union to assist us in making this strategy work.

The bank's VISA credit card system relies heavily on telephone communications. Merchants, hotels and others who are VISA subscribers are required to telephone the VISA Centre for authorization on

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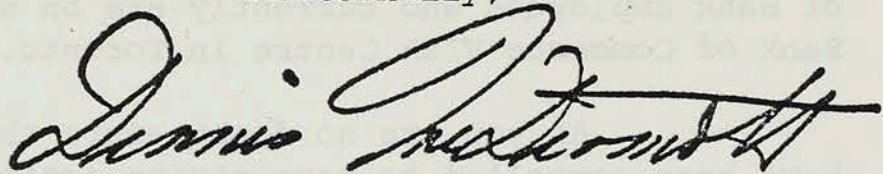
any charges over a certain amount. Our game plan is to tie up these telephone lines. Traditional picket lines have tried to stop scabs and goods from getting through. This time we are trying to stop information from getting through.

Attached to this letter is a listing of VISA Centre authorization telephone numbers. I am asking that you organize your members, their families, friends, retirees, union office staff and others who are supportive to telephone these numbers periodically during the day. People who possess a VISA card can ask any number of questions about their cards. People who don't have cards can simply complain about the Commerce's labour relations policy and urge them to return to the bargaining table with a fair offer.

We have confidence this strategy will bring pressure to bear on the bank, but with its \$75 billion in assets and 1984 profits of \$399 million, it is going to take a lot of work on our part.

I want to thank you for your anticipated support and request that you please let me know how the telephone campaign is working out in your area.

Fraternally,



Dennis McDermott,  
President.

DMcD:ii

Attach.

cc: CLC Headquarters Staff and Field Staff



Below are phone numbers for the VISA Centre's authorization department. Supporters should call on the quarter hour and tell the person who answers that the Commerce should come back to the bargaining table with a fair offer for VISA Centre workers. Or, if you have a VISA card, make numerous inquiries about your account. Calling on the quarter hour will help create "surge" periods in the Commerce's phone system. Please try to call several times a day if possible.

Supporters outside the Toronto area can use the "800" toll-free numbers.

Toronto area numbers:	862-2221
	785-3222
Vancouver area number:	734-6123
Montreal area number:	861-8899

Toll-free number for:

area code: 709	1-800-361-8445
area code: 902	1-800-261-8032
area code: 506	1-800-361-8130
area codes: 514; 819; 418	1-800-361-8820
area code: 416	1-800-268-8221
area codes: 519; 613; 705	1-800-268-8241
area code: 807	1-800-663-3581
area code: 204	1-800-663-3581
area code: 306	1-800-663-3651
area code: 403	1-800-663-3551
area code: 604	112-800-663-3521

Pass these numbers along to other potential supporters, friends, family, local union office staff, retirees chapters, unemployed help centres - all potential supporters who have access to a phone.