

...New Seasons: UFCW 555 campaign focuses more on Endeavor Capital

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with the unbiased information they need to make well-informed decisions, we looked to an outside resource—Cruz & Associates. The voluntary information sessions in stores, offices, and our central kitchen were completed in November, were attended by a large number of New Seasons employees, and multiple staff members in attendance shared that they found the sessions helpful.”

Unbiased? Objective? Cruz & Associates is neither of those things, and New Seasons executives know that full well. If New Seasons wanted unbiased information, it could have photocopied easily understood materials from the NLRB and saved a lot of money. If it wanted objective, it could have invited union organizers, letting workers hear from both sides.

Who's calling the shots

Ultimately it may not even be up to McFarland and Hoffman what approach to take to the union campaign, because they serve at the pleasure of New Seasons Market LLC corporate board of directors. That board consists of New Seasons founder Stan Amy, Scott Roseman from the company's New

Leaf subsidiary in Santa Cruz, and Stephen Babson and Bradaigh Wagner from Endeavour Capital.

Presumably it's Endeavour that calls the shots, because the private equity firm owns a 64 percent share of New Seasons.

Working out of offices in four cities, Endeavour assembles pools of cash from investors, and then buys stakes in mid-sized private companies throughout the Western United States. Its goal is to grow the companies and then sell them for a profit, typically within five to 10 years. All told, Endeavour manages \$2 billion in assets. New Seasons is just one of the 28 companies Endeavour has stakes in. Others include the ZoomCare chain of clinics, and union employers like Vigor Industrial and Seattle's Metropolitan Market grocery chain.

Lately, UFCW Local 555 has begun a campaign to focus greater attention on Endeavour Capital. It launched a web site called High Cost Endeavour (highcostendeavour.com) criticizing several companies in its portfolio for a variety of alleged legal and ethical lapses.

And on March 1, Local 555 staff and members of New Seasons Workers United showed up with flyers and banners outside the exclusive Multnomah Ath-

letic Club. There, Babson —the Endeavour managing director and New Seasons board member — was giving a keynote speech at Association for Corporate Growth (ACG) Cup Northwest, a shark-tank style competition in which business and finance students compete to solve business dilemmas involving mergers and acquisitions, investment banking, and private equity. [No word on whether they came up with a strategy for Endeavour to cash out its New Seasons investment.]

Then on March 6, the union-funded group Northwest Accountability Project — drilling down even further into Endeavour's ownership structure — held a press conference outside the Concordia neighborhood New Seasons store calling on New Seasons to “cut ties” with MJ Murdoch Trust, because Murdoch funds groups like the fiercely anti-union Freedom Foundation and Alliance Defending Freedom, which defends religious conservative business owners who refuse service to gay customers.

In their email to the Labor Press, McFarland and Hoffman said there are no direct ties between New Seasons and The Murdoch Trust, and Murdoch Trust receives no money from New Seasons Market.

“Murdoch Trust is just one of over 100 investors in Endeavour Capital Fund V. Their investment represents less than 1.5% of Endeavour's Fund V, which holds an ownership interest in New Seasons. The actions of Murdoch Trust therefore have no real bearing on the operations of either Endeavour or New Seasons.”

For its part, New Seasons Workers United says its ready and willing to meet with the new co-presidents, and issued a statement attributed to Grant Park

New Seasons worker Jennifer Trost: “Since we publicly launched our efforts to improve our jobs and working conditions at New Seasons we have asked to meet with senior leadership to discuss wages, transparency in management practices and the need to have a voice on the job. Meeting with the company is an important step to winning change at New Seasons. We are pleased they have responded to our request and we hope to schedule the meeting soon.”



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UNIONIZATION → JAN-FEB 2018

The following are Oregon and Southwest Washington workplaces where workers have decided whether to be represented by a union. The thumbs-up symbol means workers will be union-represented. Thumbs-down means they'll be on their own. The information comes from the National Labor Relations Board and the Oregon Employment Relations Board.

Union election results

Employer (Location) Union	Yes-No	
Pizza Blends (Portland) Bakers Local 114 ▪ 39 production, maintenance, laboratory and rice mill employees	8-23	👍
Eugene Urgent Care (Eugene) SEIU Local 49 ▪ 165 CNAs, LPNs, and support staff at 13 Eugene-area clinics owned by ICCO, Inc.	63-77	👍
Veteran Care Centers of Oregon (The Dalles) United Steelworkers ▪ 13 registered nurse charge nurses and non-professional employees	3-2	👍
Oregon Symphony (Portland) American Fed. of Musicians Local 99 ▪ 3 music librarians	3-0	👍

Unionization by majority signup

Employer (Location) Union
Silverton Fire District (Silverton) International Assn. of Fire Fighters Local 1159 ▪ 3 employees - fire prevention and recruiting lieutenants and fire fighter mechanic
North Lincoln Fire and Rescue (Lincoln City) International Assn. of Fire Fighters ▪ 14 employees - Firefighters and officers, deputy fire marshal, maintenance tech
Jefferson County (Madras) Federation of Oregon Parole & Probation Officers ▪ 5 parole and probation officers



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