



FIRE FIGHTERS LOCAL 311 QUARTERLY

President's Update



As you are all, no doubt, aware, I have announced my run for Governor of the State of Wisconsin. We announced just over a month ago at Lucille in Madison. Thanks to many of you for coming out and showing your support!

We have have been dealing with a governor for nearly 8 years who has sought to divide and conquer - urban vs. rural, wealthy vs. poor, haves vs. have-nots, and, as we know all too well, union vs. non-union. This division has left us lagging behind in job creation and economic growth. Families are suffering across our state, and the governor has offered no real solutions to address their struggle. Instead he opts to cut our university system, gut workers' rights, and give huge handouts to foreign corporations, among many other things.

It's time for new politics in Wisconsin. We need leadership that brings people together. We need a state government that represents everyone in Wisconsin, not just the donor class. I hope to be that leader. This is going to be a long journey over the coming year. I will be traveling across the state to meet voters, listen to their struggle and their ideas and show them how I plan to put our state back on the right track.

The decision to run is not something I have taken lightly. It came after months of discussion with my family, our union leadership, and my team. I consulted with the principal officers of Local 311 and the PFFW, and we determined that it is best for both organizations that I remain in my role as President and continue to serve our members. So far, I have been able to meet all my obligations and I don't foresee that changing.

I would like to specifically thank members of 311 who chose to donate some of their conduit money to my campaign. \$10,000 is incredibly generous and will go a long way toward getting our message out! Again, I appreciate your continued support and I am excited for the coming year!

Police and Fire Ball

This year's Police and Fire Charity Ball was a huge success! The event was attended by over 500 people and raised a record amount. The beneficiary this year was the Wisconsin Women's Health Foundation, the Susan G. Komen Foundation, and the Breast Cancer Recovery Center. We were able to present them with a check for \$36,000 at our Holiday Party! This is \$11,000 more than last year's total. This was only possible because of our generous sponsors and all those who came to support the event!



MDA Fill the Boot



This year was one of our best ever years for MDA Fill the Boot! Our storefront Fill the Boot efforts raised over \$7,000, a record amount since moving away from fundraising on the street.

Our Fill the Boot Beach Party was a new event for Charities, and was an attempt to find a new, creative way to raise money for a good cause. The party was hugely successful, and using only individual donations and raffle prizes, we raised over \$7,000. Christie’s Landing was generous enough to host the event. A special thanks goes out to Madison County, featuring 311 member Kevin Hendrickson, for volunteering their time to play a show for us. We can’t wait until next year to continue to grow and improve the event!

Our goal set at the annual MDA Boot Camp for the year was \$6,000. In all, our Fill the Boot efforts raised \$14,722!



Madison Bargaining

We have begun the bargaining process for our new contract as our current contract expired at the end of 2017. We all earned a 1% pay raise as of the first pay period of December. Our bargaining committee met with MPD’s bargaining team to touch base and set a plan for the coming months. In December, we also met with the City and exchanged initial offers. At this point it is unclear how long the process will last in order to reach an agreement on a new contract. Our principal officers will update the membership as the process goes on. In the meantime, we will operate under the existing contract.

Communications

In 2017 we continued to grow our presence on social media, topping 6,000 likes on Facebook and 1,400 follows on Instagram. Our posts on Facebook had a combined reach of 1 million. In other words, the work we do in the community was seen by the people we serve 1 million times in 2017.

We have placed more emphasis on consistent event promotion including press releases to news outlets for our more prominent events. This has had good results with increased event attendance. News outlets have come and have done stories on the majority of our publicized events. This approach reaches far more people and in conjunction with our own social media initiatives, has expanded the impact of our public relations efforts.

