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INTERNATIONAL UNION, UNITED AUTOMOBILE, AEROSPACE & AGRICULTURAL IMPLEMENT WORKERS OF AMERICA – UAW

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SHAWN FAIN, *PRESIDENT* • MARGARET MOCK, *SECRETARY-TREASURER*  
VICE-PRESIDENTS: CHUCK BROWNING • MIKE BOOTH • RICH BOYER

## **2025 UAW-LUCA Communications Conference** **June 22 – June 27, 2025**

**The Walter and May Reuther UAW Family Education Center**  
**Onaway, Michigan**

We are thrilled to announce the theme for this year's conference:

**Family Re-UNION: Refocus – Reignite – Reengage!**

This dynamic gathering is designed specifically for labor communicators, emphasizing the critical role labor communications play in building strong, effective unions.

This year's conference will provide participants with the tools and skills required to enhance local communication efforts while offering valuable opportunities to network and strengthen connections. Together, we'll explore strategies to educate members, inspire action, and advance the cause of labor with renewed energy and focus.

Join us for an exciting educational experience that will empower you to refocus on your mission, reignite your passion, and reengage your union family. Let's come together to build a brighter future for labor!

This official call includes information that should be shared with local unions.

**Register for the 2025 LUCA Conference at [luca.uaw.org](https://luca.uaw.org)**  
**Use this login and password to register starting April 11, 2025**  
**ALL DELEGATES AND THEIR GUEST MUST REGISTER**

**URL: <https://luca.uaw.org>**

**USER: UAWLUCA**

**PASSWORD: 2025LUCA**

### **Conference Agenda**

#### **Sunday, June 22, 2025 (arrival)**

Registration: 3:00 p.m. - 5:30 p.m.

Dinner: 6:00 p.m. - 7:00 p.m.

Welcome (in Lecture Hall): 7:00 p.m.

#### **Monday, June 23, 2025**

Breakfast: 7:30 a.m. - 8:30 a.m.

Plenary: 8:45 a.m. - 10:15 a.m.

Break: 10:15 a.m. - 10:30 a.m.

2<sup>nd</sup> Plenary: 10:30 a.m. - 12:00 p.m.  
Lunch: 12:00 p.m. - 1:00 p.m.  
**CORE WORKSHOP:** 1:15 p.m. - 4:15 p.m.  
Dinner: 6:00 p.m. - 7:00 p.m.

**Tuesday, June 24, 2025**

Breakfast: 7:30 a.m. - 8:30 a.m.  
Plenary: 8:45 a.m. - 10:15 am  
Break: 10:15 a.m. - 10:30 a.m.  
**ELECTIVE WORKSHOP:** 10:30 a.m. - 12:00 p.m.  
Lunch: 12:00 p.m. - 1:00 p.m.  
**CORE WORKSHOP:** 1:15 p.m. - 4:15 p.m.  
**Dinner:** 6:00 p.m. - 7:00 pm

**Wednesday, June 25, 2025**

Breakfast: 7:30 a.m. - 8:30 a.m.  
**CORE WORKSHOP:** 8:45 a.m. - 11:45 a.m.  
Lunch: 12:00 p.m. - 1:00 p.m. Beach Luau  
Beach Party - Free afternoon  
Dinner: 6:00 p.m. - 7:00 p.m.

**Thursday, June 26, 2025**

**CORE WORKSHOP:** 8:45 a.m. - 11:45 a.m.  
Lunch: 12:00 p.m. - 1:00 p.m.  
**ELECTIVE WORKSHOP:** 1:15 p.m. - 2:45 p.m.  
3:00 p.m. – 4:30 p.m. CLOSING SESSION –  
CLASS REPORT OUT  
Dinner: 6:00 p.m. - 7:00 p.m.

**Friday, June 27, 2025 (departure)**

Breakfast: 7:30 a.m. - 8:30 a.m.  
Certificate distribution: 8:00 a.m. - 8:45 a.m.  
Conference adjourns: 9:00 a.m.

## **Eligibility to Attend**

The LUCA Conference is open to local union communicators. These are active or retired UAW members who assist in the regularly published official local union publication, website, and/or social media. A local union does not have to be a member of LUCA to send delegates to the conference, though we highly encourage locals to join LUCA (see below). We also encourage local unions to send first-time LUCA communicators to the conference. Space is limited and Regions are allotted a specific number of delegates.

**Joining LUCA:** Founded in 1978, UAW-LUCA helps UAW local unions produce top-quality, effective communications. UAW-LUCA provides information, training, and communication materials for the union's locals across the U.S., Canada, and Puerto Rico. LUCA membership is free to all UAW local unions.

Register your local for LUCA membership here. <https://uaw.org/members/uaw-luca/>

## **Registration**

**Registration opens April 11, 2025. Local unions must register their delegates via LUIS no later than May 30, 2025.** The conference fee is \$700 per delegate and must be paid by local unions using ACH. If a local cannot pay via ACH, please use the provided form.

**The registration fee covers the cost of lodging, meals, and materials and is non-refundable.** Local unions will pay online through LUIS by choosing the “Submit a Payment” option under the conference menu. Funds will not be withdrawn from local unions until after the region approves the delegates, a process that will take place after online registration closes. **Registration is open from April 11, 2025, until May 30, 2025.** Local unions are responsible for paying any and all lost time and all transportation costs for delegates if the local union is less than 500 miles (each way) from the Center.

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Use this login and password to register starting April 11, 2025  
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USER: UAWLUCA  
PASSWORD: 2025LUCA**

**Additional Guest:** Delegates may bring one additional guest to share their double occupancy, and this guest must be registered. Delegates are responsible for all travel and meal expenses for their guest. **Guests must pay \$606.10 (taxes and fees included) to the Education Center for the cost of meals and lodging upon check-in.**

**Subsidies:** Each region is allowed five subsidies that will provide \$606.10 to cover room and meal expenses per subsidized delegate. Local unions utilizing the subsidy must pay the remaining \$93.90 registration fee via ACH or use the provided form. **Lost time, travel, and any other expenses are not covered under the subsidies.** To qualify for a subsidy, contact your Region.

### **Cancellations and Refunds**

Registration fees are non-refundable. Local unions should select alternates to replace delegates who cancel and notify their regional office. This conference is an investment in the future of your local union.

### **Housing**

All delegates to this conference will be housed two to a room. **Delegates requesting single occupancy in a double room must pay an additional \$319.90 (including taxes and fees) for the week on arrival and specify this request during initial registration.** We will not commit to honoring requests for single occupancy rooms which are not made **before arrival** at the Family Education Center. Also, note that singles rooms are based on availability, and are not guaranteed.

## **Transportation**

All delegates are expected to arrive at the Family Education Center by 3:00 p.m. **on Sunday, June 22, 2025** (except for those arriving by flight; see below) and remain until the conference concludes at 9:00 a.m. on **Friday, June 27, 2025**. Arrivals and departures should be arranged accordingly. Local unions are responsible for all transportation costs for delegates if the local union is less than 500 miles (each way) from the Center.

***PLEASE NOTE: All Attendance information of the delegates will be shared with the Region.***

**Passenger Vehicle:** The Walter and May Reuther UAW Family Education Center is located at 2000 Maxon Road, Onaway, MI 49765. Please review the attached “Delegate Briefing” memo for more information.

**Please be advised of the following Walter and May Reuther UAW Family Education Center (FEC) policy:** Vehicles allowed to park in the **FEC must be union-made** and have a vehicle VIN number beginning with 1, 2, 4 or 5 (i.e., made in USA or Canada). VIN numbers are located in the dashboard or door jamb of vehicles. Upon arriving at the FEC, security guards check each vehicle’s VIN number. If the vehicle VIN number is anything other than 1, 2, 4 or 5, parking accommodations are available in a lot located adjacent to the FEC’s front gate. An FEC bus will transport those delegates to the hotel registration desk.

**For those traveling by air whose local union is more than 500 miles from the Center:** Travel Solutions International (TSI USA) must be used and requires a one-time registration for each local union agreeing to their services. Please complete the information required in this link:  
<https://form.jotform.com/210403752631041>

All airline tickets are non-refundable and non-transferable. Please allow 24 hours for TSI USA to process the information provided. Once a local union is registered, the local union must complete the online UBE Airline Reservation by **June 6, 2025, by** going to the following link:  
<https://cvent.me/De3MMO>

The transaction fee for making airline reservations is **\$25.00** per person.

When registering for flights, be prepared to pay for airfare with either credit card or local union check. No personal checks will be accepted. The travel agency will email the local union/delegate an itinerary that will need approval before ticketing. If paying for airfare with a local union check, payment must be mailed within 24 hours after you are emailed by the travel agency. Send to UBE/Air, UAW Family Education Center, 2000 Maxon Road, Onaway, MI 49765. Checks must be accompanied with a copy of the invoice from the travel agency.

Due to stricter airline regulations, delegates who opt to fly must provide their legal name as it appears on a driver’s license or other government-issued identification recognized by the Transportation Security Administration. Failure to do so could result in up to a \$150 charge to correct an airline ticket. The UAW will not reimburse that charge.

To assure maximum savings, delegates who fly to DTW will be required to arrive in Detroit on Saturday, **June 21, 2025**. The UAW International will provide overnight lodging in Detroit for **June 21, 2025**, based on double occupancy at the Courtyard Detroit Metro Airport Romulus, 30653 Flynn Dr., Romulus, MI 48174. Hotel shuttles will be arranged by the Family Education Center to meet delegates outside of the baggage claim when their flights arrive.

At 8:30 a.m. (EDT) on Sunday, **June 22, 2025**, a charter bus will take delegates from the hotel to the Family Education Center. Estimated arrival is between 2:00 p.m. and 3:30 p.m. A one-hour lunch stop is planned during the bus trip. For the return trip on **Friday, June 27, 2025**, no flight arrangements should be made before 5 p.m. (EDT). The bus will leave the Family Education Center for the airport by 9:30 a.m. on Friday.

## **Core and Electives Workshops**

All delegates must select their **Core Workshop (12 hours of instruction)** and **Elective Workshop (3 hours of instruction)** at the time of registration, selecting their (1<sup>st</sup>) (2<sup>nd</sup>) and (3<sup>rd</sup>) choice of core classes and electives. **Space is limited and given on a first-come, first-served basis and may be adjusted to accommodate equal class sizes.**

**We highly encourage delegates to choose classes that they have not attended in the past to develop new skills, and Core Workshop selections must be a different scope than the Elective Workshop scope.**

### **CORE WORKSHOPS (Select 1<sup>st</sup>, 2<sup>nd</sup> 3<sup>rd</sup> choice)**

- **Introduction to Labor Communications:** This class is designed to provide new or existing communicators with tools and tips for successful communication. Whether your communication is print, face to face, social media, or video. Subjects will include desktop publishing (which software is right for you), clip art, creating a powerful social media message, and successful social media initiatives, creating your merchandise, tips for effective verbal communication, the union label (union bug), creating picture collages, the power of video and copyright law. You will be introduced to several programs that will streamline your Labor Communications experience. A laptop and cell phone are helpful for this class but not required.
- **Videography:** This course introduces labor communicators to the fundamental principles of videography. Participants will learn key techniques for shooting high-quality videos using accessible equipment, including framing, lighting, and sound. Emphasis will be on creating impactful videos that capture worker stories, union activities, and advocacy messages for social media and other platforms.
- **Podcasting for beginners:** This class has lessons on storytelling, different methods of gathering sound, the interview process, scriptwriting, audio editing and developing a “radio voice.”
- **Introduction to Writing:** Learn best practices on how to find and write articles, find information for local union publications and social media. We will concentrate on member stories, information articles and call to action pieces appropriate for publishing in newsletters or social media.

- **News Writing for Workers:** This intensive 12-hour news writing course focuses on building the foundational skills required to write clear, engaging, and informative lead paragraphs. Students will develop a deep understanding of various types of news leads, explore techniques for crafting impactful openings, and practice writing leads for a variety of news stories. By the end of the course, students will be able to write compelling, concise, and accurate lead paragraphs that grab readers' attention and set the stage for the rest of the story.
- **Design Fundamentals: Principles, Typography, & Color Theory:** This course provides a comprehensive foundation in design principles, covering composition, typography, color theory, and digital tools essential for modern designers. Students will explore core design elements, understand how to use typography effectively, and master color psychology to create visually compelling work. The course also delves into file formats, resolution, and industry-standard software while offering insights into breaking design rules for creative impact. A bonus module on AI in design examines how emerging technologies shape the industry. By the end, students will have the skills to create professional, innovative, and purpose-driven designs across various media.
- **SolidWeb 3.0:** This course provides labor communicators with an introduction to building and managing websites using the SolidWeb platform. Participants will learn essential website design principles, content management, and strategies to create user-friendly sites that effectively support labor advocacy and union campaigns.
- **Digital Imaging:** The digital imaging class will concentrate on understanding how your camera works, using the controls, the elements of art and combining them to create images that tell our stories. The class will be a combination of classroom and real work application. Students should bring a camera, their camera manual, storage card, and a card reader. A laptop with photo editing software would be helpful. Each class will feature walking the grounds to create images. Comfortable walking shoes is recommended. Students will capture, adjust, and print images throughout the week.
- **Communicating Beyond the Basics:** This course prepares local communicators to assist their bargaining team in running a campaign to win a strong contract. This course will give communicators an understanding of the bargaining process, creating a yearly communications plan, and contract campaigns.

#### **ELECTIVE WORKSHOPS (Select 1st, 2nd 3rd choice)**

- **Canva for Labor Communicators:** The Canva for Local Unions Class is designed for both beginners and experienced users. It will teach you how to navigate the homepage, utilize the Canva Editor, and work with templates, text, photos, and colors. You'll learn about layering, aligning elements, and how to download, share, and publish designs. Additionally, you'll explore creating videos and animations, as well as mastering AI features with Magic Studio, enhancing your skills as a Labor Communicator. A laptop is helpful but not required.
- **Interviewing Skills:** In this class you will learn essential skills to ask the right questions, engage union members, and capture compelling stories that resonate. A strong interview can bring

workplace issues to life—don't miss this opportunity to refine your technique! Topics covered include Interviewing techniques tailored for labor communications, building trust and rapport with members, and crafting clear, concise questions. Whether you're a union communicator, journalist, or organizer, strong interview skills are essential for telling workers' stories and winning campaigns. Join us to sharpen your approach and take your storytelling to the next level.

- **Generating Dynamic Content for Local Communicators:** In this 3-hour class, we will discuss what types of content you need, where to find it, and how to make content relevant and interesting to your members. We will share ideas and practice writing skills.
- **Cell Phone Photography for Communicators:** The cell phone class will concentrate on understanding how your cell phone takes images, using lighting and composition. The class will be a combination of classroom and real work application. Students should bring their cell phone. A laptop with photo editing software would be helpful. Each class will feature walking the grounds to create images. Comfortable walking shoes are recommended. Students will take the classroom instruction and practice on the grounds.
- **Cell phone short-form videos for local unions:** This class teaches labor communicators how to effectively use their cell phones to create compelling short-form videos. Participants will learn video composition, lighting, sound, and editing techniques tailored for social media and labor advocacy.
- **Thinking about starting a podcast?** This course introduces labor communicators to the fundamentals of podcasting as a tool for advocacy and storytelling. Participants will learn how to plan, record, edit, and publish podcasts that amplify worker voices and union campaigns.
- **Social Media Design Trends 2025:** Stay ahead in the digital space with this course on emerging design trends for social media in 2025. Tailored for labor communicators, participants will explore innovative styles, tools, and strategies to create visually compelling and engaging content that resonates with members.
- **Utilizing Digital Tools to engage your local:** This course introduces labor union communicators to Action Network and Mobile Commons, our powerful digital organizing platforms. Participants will learn how to create and manage email campaigns, petitions, event registrations, and other tools to mobilize members and supporters effectively.

## CONFERENCE PAYMENT MAILING FORM

To register for the LUCA Conference, go to [luca.uaw.org](http://luca.uaw.org)

**NOTE: THIS FORM IS TO BE USED ONLY IF YOUR LOCAL IS UNABLE TO PAY VIA ACH**

Local number \_\_\_\_\_ Local president \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Local phone number \_\_\_\_\_

President's phone number \_\_\_\_\_

President's email address \_\_\_\_\_

☐ Payment of \$700 for each delegate. List the delegate(s) you are sending to the conference:

1 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL 4XL

2 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL 4XL

3 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL 4XL

4 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL  
4XL

☐ Payment of \$93.90 for each subsidy recipient(s). Recipients must be approved by their Region.

1 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL 4XL

2 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL 4XL

3 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL 4XL

4 \_\_\_\_\_ UNISEX TSHIRT SIZE S M L XL 2XL 3XL 4XL

Total enclosed: \$ \_\_\_\_\_ Check/Money order number \_\_\_\_\_

Local President's signature: \_\_\_\_\_

**MAKE CHECK PAYABLE TO: INTERNATIONAL UNION, UAW  
PAYMENT MUST BE RECEIVED NO LATER JUNE 6, 2025  
NO REFUNDS ON CANCELATIONS AFTER JUNE 9, 2025**

Mail payment and this form to: Roy Escandon, UAW Communications Dept.,  
8000 E. Jefferson Ave., Detroit, Michigan 48214