

SHIFT CHANGE

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Bullfrog Community Screening & Discussion Guide

Roll out the red carpet! Use your film screening of SHIFT CHANGE as a tool to build community and spark discussion about employee-owned businesses and worker cooperatives, both in the United States and abroad. This guide offers some background information plus helpful tips & discussion questions for an informative, and rewarding screening. **Good Luck!**

For additional resources, visit shiftchange.bullfrogcommunities.com/shift_resources

About SHIFT CHANGE

There is growing interest in firms that are owned and managed by their workers. Such firms tend to be more profitable and innovative, and more committed to the communities where they are based. Yet the public has little knowledge of their success, and the promise they offer for a better life. SHIFT CHANGE: PUTTING DEMOCRACY TO WORK tells the little known stories of employee-owned businesses that compete successfully in today's economy while providing secure, dignified jobs in democratic workplaces.



About the Directors

For 20 years, Moving Images Video Project has produced and distributed documentaries about war and peace, human rights, global justice, and protection for the environment. Founded by Melissa Young and Mark Dworkin to increase understanding in the United States of political and social issues in Central America, Moving Images later expanded to address the AIDS epidemic, labor rights and childcare, international relations in the post cold-war era, and the implications of new genetic technologies.



ready to watch!

Here are some ideas and best practices to help make your community screening of SHIFT CHANGE a success!

1. Publicize Your Event! This is the most important step. Not only can you tell the world about your screening, but you can also let the Bullfrog Community team know about your plans so we can help you publicize your event. Visit shiftchange.bullfrogcommunities.com/shift_screenings to register your screening.

2. Visualize Your Goal! What do you hope to achieve with your screening? Your goal could be to generate a lively post-film discussion with your audience about employee-owned businesses. Perhaps you want a chance to discuss your ideas for providing secure, dignified jobs in democratic workplaces. Or, you can simply provide an opportunity for families to watch and learn together.

3. Where To Host? Consider which locations in your area would be ideal for accommodating a community film screening of the size you anticipate: downtown movie theaters, union halls, churches and synagogues, town halls, community centers, public libraries, school auditoriums, warehouses at a business and outdoor screenings at parks and playgrounds, and even private homes have been venues for many successful community screenings.

4. Find A Partner or Co-Sponsor! Try to involve several sponsors in your screening; they can help with organizing the event and getting the word out. Give some thought to who is already working on improving your business community. Can they help sponsor the event? Spread the word? Speak on a panel discussion after the screening? Some potential partners include: local government agencies, local employee-owned businesses, ESOPs or other businesses, universities, colleges, community foundations, union leaders, faith-based organizations and institutions, human rights and social justice groups, and other organizations concerned about the economic health and workplaces of your community.

5. Invite A Guest Speaker! Guest speakers and panels are a great way to encourage discussion and debate after a community screening. When people are thinking about the issues, they will stay engaged long after the screening has passed. Contact your business owners, local government officials, community foundation officers, union leaders, teachers, professors, and activists who have expertise or insight into the issues raised by the film, and invite them to attend and participate in a discussion or Q&A session. The filmmakers may be available to appear in person or via Skype for a Q&A. [Contact Bullfrog Communities](#) if you are interested.

6. Engage Your Audience! Included in this handout is a section called Ready to Act! which is meant to be a hand-out at your screening. It will help your audience know what they can do to educate themselves about key issues brought up in the film.

7. Spread The Word! Think about the best methods available to you for publicizing the film screening to people in your community. Sending emails, creating event notifications on Facebook or Meetup, using Twitter, and placing screening announcements in local newspapers and newsletters is a good start. Use the SHIFT CHANGE screening poster and press photos at shiftchange.bullfrogcommunities.com/shift_resources to help publicize your event around town.

8. Tell Us How It Went! Visit shiftchange.bullfrogcommunities.com/shift_discussion to tell us about your event. Where was it held? Who attended? What went well, and what was challenging? Your feedback will help others in organizing their own successful events and will energize the Bullfrog Economic Justice community as a whole.

ready to talk!

**Your audience will be excited to discuss the issues raised by SHIFT CHANGE.
Here are some questions that will get people talking.**

1. What did you find out in SHIFT CHANGE that was unexpected?
2. Which of the examples in SHIFT CHANGE did you find most interesting and why?
3. Have recent changes such as offshoring of jobs, and the economic downturn affected your community? If so how? Who in your community has been most affected?
4. What is the difference between the worker cooperatives shown in the film and the more familiar types of coops, such as consumer coops, marketing coops, housing coops, etc.?
5. What are some of the differences in organization that you saw among the U.S. coops?
6. What kinds of business activities might be possible for worker coops, taking into account your location, available workforce, and already existing local businesses?
7. Could this type of business benefit your community? Would you be more inclined to purchase their product? Are there existing businesses that might want to convert to worker coops?
8. What was your reaction to seeing the very developed Mondragon network of worker cooperatives in the Basque Country of Spain?
9. At the end of the film it's noted that the United Steelworkers and Mondragon are developing union coops. Union coops strive to create a cooperative economy by building bridges between worker co-operatives and organized labor. Would that be appropriate in your community? Why or why not?
10. After viewing the film, do you feel more, or less, hopeful about the future? Why?

ready to act!

handout

Share this handout with your SHIFT CHANGE screening audience!

- 1. Join a membership organization that supports worker-owned businesses.** Membership is usually open to both institutions and individuals. This is a great way to connect with professional peers while gaining insight into current and emerging issues. Feel free to contact the organization to see how they can help with starting, expanding, or converting a co-op. A list of organizations is below.
- 2. Volunteer with organizations that support the development of worker coops.** Offer help with tasks such as translation of documents from English to Spanish, graphic and web design, articles for their newsletter, expanding their presence through social media, and assisting with member recruitment. See a list of organizations below.
- 3. Support the National Cooperative Development Act.** Startup and business development loans are a challenge. The U.S. Small Business Administration limits loans to cooperatives. Credit unions are also restricted in their ability to make business loans. There is new federal legislation introduced by Philadelphia Congressman Chakah Fatah called the National Cooperative Development Act. Encourage your congressional representatives to sign on as sponsors!
<http://www.thenews.coop/article/national-cooperative-development-act-introduced-us-congress>
- 4. Ask yourself questions about getting involved in an employee-led buyout.** The Ohio Employee Ownership Center has made a list of handy questions (and some answers) available at:
<http://www.oeockent.org/for-business-owners/steps-in-a-buyout/buyout-questions-to-ask>
- 5. Gather Your Allies.** In some communities, planners for coop development have benefited from enlisting allies such as local small business networks, community banks and credit unions, community institutions such as hospitals and universities, community foundations, coop development centers, city community development offices, existing coops, organized labor.
- 6. Explore opportunities for collaboration with several unions.** At the end of the film it's noted that the United Steelworkers and Mondragon are developing union coops. Union coops strive to create a cooperative economy by building bridges between worker co-operatives and organized labor.
- 7. Recognize Employee Ownership Month in October.** Companies celebrate with picnics and award ceremonies to honor their employee owners. They hold roundtable discussions on employee ownership with public officials. October is also an opportunity to educate the public and media on why employee ownership is good public policy.
- 8. Join the Bullfrog Economic Justice Community** at http://www.bullfrogcommunities.com/bc_economic_justice and show other films to expand understanding on timely economic issues that affect us all.
- 9. Learn More!** Here are just some of the great online and print resources to explore:

• Organizations •

Cooperation Works! is a national organization of cooperative development centers that span the breadth of the United States. <http://www.cooperationworks.coop/>

The Democracy Collaborative focuses on the role community economic stability plays as an essential foundation of civic practice and democratic life. <http://democracycollaborative.org/>

ESOP Association is a national membership organization serving employee stock ownership plan (ESOP) companies, professionals with a commitment to ESOPs, and companies considering the implementation of an ESOP. <http://www.esopassociation.org/>

ICA Group provides consulting services to clients working in, or seeking to start, worker-owned and community-based businesses. <http://ica-group.org/>

Ohio Employee Ownership Center supports the development of business across Ohio and around the world by efforts that are proven to save jobs, create wealth, and grow the economy. <http://www.oeockent.org/>

National Center for Employee Ownership is a private nonprofit membership organization providing unbiased information and research on broad-based employee stock plans. <http://www.nceo.org/>

National Cooperative Business Association is the oldest and largest national membership association that strives to ensure that cooperatives have the same opportunities as other US businesses. <http://www.ncba.coop/>

U.S. Federation of Worker Cooperatives is a national grassroots membership organization for worker cooperatives, democratic workplaces, and organizations that support the growth of Worker Coops. <http://www.usworker.coop>

• **Regional networks of worker cooperatives (partial list—always growing!)** •

New York Network of Worker Cooperatives <http://www.nycworker.coop/>

Valley Alliance of Worker Cooperatives in Western Massachusetts <http://valleyworker.org>

Worker-Owned and Run Cooperative Network of Greater Boston, MA (**WORD'N**) <http://worcn.org/>

Operation Cooperation throughout Massachusetts <http://operation.coop/>

Philadelphia Area Cooperative Alliance in Pennsylvania <http://www.philadelphia.coop/>

Cooperative Council of North Carolina <http://www.ccnc.coop/>

Evergreen Cooperatives in Cleveland, OH <http://evergreencooperatives.com/>

Southern Grassroots Economies Project throughout Southeastern U.S. <http://sgoproject.org/>

Federation of Southern Cooperatives throughout Southeastern U.S. <http://www.federationsoutherncoop.com/>

Madison Worker Cooperatives in Madison, WI <http://madworc.org/>

Cooperation Texas in Austin, TX <http://cooperationtexas.coop/>

Austin Cooperative Think Tank in Austin, TX <http://www.thinktank.coop/>

Network of Bay Area Worker Cooperatives in San Francisco, CA <http://www.nobawc.org/>

Rogue Coops for Southern Oregon comprised of Rogue **Federal Credit Union**, **Grange Co-op**, **Medford Food Co-op** and **Ashland Food Co-op**

Portland Project for Coop Innovation in Portland, OR <http://pdxpci.org/>

• Educational/Training Resources and Books •

The Cooperative Teach-in is a nation-wide initiative that engages campuses with the cooperative movement through the creation of events, programs, and projects on co-ops. <http://teach-in.coop/>

The Democracy at Work Network (DAWN) is a network of certified peer advisors who cooperate in training and providing technical assistance services to worker cooperatives. <http://www.dawn.coop/>

Co-opoly, The Game of Cooperatives is a progressive board game similar to Monopoly. Sold by Toolbox for Education and Social Action (TESA), a worker cooperative at <http://toolboxfored.org/>

Curriculum on cooperatives for graduate school students <http://cooperative-curriculum.wikispaces.com/>

Cooperatives 101 video by The Nebraska Cooperative Council is appropriate for all high school and post secondary students of agriculture. <http://www.nebr.coop/Coop101-Preview.html>

Putting Democracy to Work: A Practical Guide for Starting and Managing Worker-Owned Businesses by Frank T. Adams and Gary B. Hansen, 1992. Updated version forthcoming

Immigrant Worker Owned Cooperatives: A User's Manual by Minsun Ji and Tony Robinso, 2012

America Beyond Capitalism: Reclaiming Our Wealth, Our Liberty, and Our Democracy by Gar Alperovitz, 2012

Shared Capitalism at Work by Douglas Kruse, Richard Freeman, and Joseph Blasi, editors, 2010

Humanizing the Economy: Cooperatives in the Age of Capital by John Restakis, 2010

Equity: Why Employee Ownership is Good for Business by Corey Rosen, John Case and Martin Staubus, 2005

Values at Work: Employee Participation Meets Market Pressure at Mondragon by George Cheney, 1999

Participatory Employee Ownership: How it Works by John Logue, et al, 1998

From Mondragon to America: Experiments in Community Economic Development by Greg MacLeod, 1997