

**ASSOCIATION OF FLIGHT ATTENDANTS-CWA  
THIRTY-SIXTH BOARD OF DIRECTORS MEETING  
MARCH 31-APRIL 2, 2009  
MILWAUKEE, WISCONSIN**

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**SUBJECT:** Image Branding of AFA-CWA

**STATEMENT OF QUESTION:**

Should the 2009 AFA-CWA Board of Directors adopt an official color for AFA-CWA and apply that color to all AFA-CWA merchandise with the intent to establish a consistent public image for our union?

**SOURCE AND DATE SUBMITTED:** Political/Legislative Policy Committee, January 30, 2009

**BACKGROUND INFORMATION:**

AFA-CWA members and elected leaders attend a variety of public events that include media appearances, joint labor meetings and political and labor rallies. Our appearance at public events could be enhanced if our members and leaders wore AFA-CWA apparel printed with a consistent color. A number of unions have adopted an official color that is applied to their apparel and consistently used during public events to distinguish their members in the crowd. For example, AFSCME and CWA use green and red as a public event color for their apparel and merchandise.

The best example of this is AFA-CWA's CHAOS green t-shirts. CHAOS green is well known to management, the media and the public and maintains one of the strongest identities in the labor movement.

The CHAOS green color remains as a strong image of our contract strategy and we do not propose changing it in any way.

**PROPOSED RESOLUTION:**

WHEREAS the ongoing promotion of the Association of Flight Attendants-CWA is critical to the future of the Association, and

WHEREAS member participation in public events supports the general welfare of our union, and

THEREFORE BE IT RESOLVED that a committee of three (3) members of the 2009 Board of Directors, representing carriers of all sizes, will be appointed by the International President and approved by the 2009 AFA-CWA Board of Directors, and

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BE IT FURTHER RESOLVED that the committee will explore the concept of proposing an official AFA-CWA color that will be applied to apparel and merchandise that is utilized for public events, and

BE IT FURTHER RESOLVED that the committee present their recommendations to the 2009 AFA-CWA Executive Board meeting in the fall, and

BE IT FINALLY RESOLVED that the recommendations of the Executive Board be presented to the 2010 AFA-CWA Board of Directors for final approval.