

UCubed Cube Leader Speech

One day, you had it all.

Skills.

Degrees.

Experience.

Confidence.

Awards.

Responsibilities.

Co-workers.

Supervisors.

Then along comes a pink slip and, poof, it's all gone.

Or is it?

True enough, the supervisors are long gone.

Everything, EVERY thing else is still there.

And it's time to put all that talent and experience to work again.

There are over 31 million Americans who need what you have to offer.

Like you, they've been idled to some degree in this Grave Recession.

They need you.

You need them.

And y'all need each other.

That's why Ur Union of Employed --- nicknamed UCubed --- was created.

UCubed is a way for the unemployed and underemployed to work together, to get back to work, to get their lives back.

UCubed is an online community that has four functions.

Build A Community – UCubed lets a Jobs Activist create a cube; recruit friends, co-workers or neighbors; and begin to build an online network. Six jobs activists make a cube. Nine cubes make a neighborhood. Three neighborhoods make a power block.

There's power in numbers. And politicians and merchants will come to understand that power.

As UCubed grows so will its leaders. They'll be the self-starters who can build out their own networks, home-grown leaders who can prove themselves to be real organizers, managers and persuaders.

Legislative Action – UCubed lets Jobs Activists email the President and Vice President, their two U.S. Senators and Member of Congress, their governor, state senator and state rep. UCubed focuses on issues that directly affect the jobless. And those UCubed emails will ratchet up in intensity as we get closer to the November election.

Issues like JOBS Now! ... the latest jobs bill ... unemployment benefit extensions ... food stamps and COBRA discounts – all are mission critical for the jobless.

And Jobs Activists will use either prepared emails or their own personal stories to persuade politicians to act and act decisively to end this economic trauma.

Steep Discounts – UCubed enables Jobs Activists to shop online at familiar stores and earn rebate dollars on their purchases. But UCubed does the window shopping for them and highlights those truly steep discounts that merchants in the Machinists Mall offer.

Those window shoppers were unemployed, too. They know what it is like to pinch pennies. So they're looking for 50 to 65 percent off – really steep discounts – for you.

A 65 percent discount on an item costing \$50 dollars saves the Jobs Activist \$26.92. When you add in a 4 percent rebate – two dollars on a 50 dollar purchase – the total savings comes to almost 29 dollars.

Now Jobs Activists don't have to shop online.

But they can.

It is entirely up to them.

And that's the philosophy behind UCubed.

It started as a community service project of the International Association of Machinists and Aerospace Workers. It has evolved --- and still is evolving --- into a dynamic, potent and growing force to end this Grave Recession.

It uses tools that were available to IAM members. And it uses precious resources of a union that has watched nearly 40,000 of its own members join the ranks of the jobless.

What's in it for the Machinists?

Getting their laid off members back on the job.

IAM members won't be called back to work until almost everyone else is back working. They've seen this happen for 122 years.

So there is self-interest – enlightened self-interest – at work.

But it is also the right thing to do and the right time to do it.

UCubed is the modern day equivalent of Ben Franklin's volunteer fire brigade ... or a Midwestern barn raising ... or filling sandbags on top of a levee ... or marching for dimes to defeat polio... or cleaning up a library after Hurricane Katrina.

When bad things happen – and this Grave Recession is very, very bad thing – then good people come together to make life just a little easier.

That's what UCubed is all about:

Everyday Americans working together to end the economic trauma,

Everyday Americans using the tools at their disposal to build a new community, and

Everyday Americans using their God-given talents to help their friends and neighbors get through a rough patch.

There's real talent in this room. Let's use it to create something useful and unique.

There is kinetic energy here. So let's build UCubed – cube by cube, neighborhood by neighborhood and block by block – into an unstoppable force.

There is brains and brawn enough to overcome all obstacles. So let us work together to get all Americans back to work.

And let's show the world what America's jobless can do when they're unified.

In unity – strength!