With over a century of experience in labor and political campaign communications, Winning Directions and Senders Communications Group are happy to announce their exciting, new collaboration. By utilizing each shop’s multiple strengths, the award-winning combination of Senders Communications Group and Winning Directions are the go-to experts. From political campaigns and voter registration to union organizing messaging and internal communications, you get it all with our new one-stop shop. Remember, there is no second place in politics.

Get To Know the Team

Winning Directions
For 40 years, Winning Directions has been a leader in strategic campaigns, winning hundreds of political and union campaigns through aggressive and creative direct mail and other strategies. From national and local voter registration programs, to member education projects, to GOTV campaigns, Winning Directions has successfully ensured that union members’ voices are heard.

Senders Communications Group
For more than 25 years, Senders Communications Group has been helping causes, organizations and candidates make their mark and reach their goals by using a variety of platforms, from sophisticated social media and state-of-the-art web design to old-fashioned, eye-catching newsletters and print collateral.

Contact Us Today

650-784-1262 | tfazio@winningdirections.com
www.winningdirections.com

818-884-8966 | cherri@sendersgroup.com
www.sendersgroup.com
• Important Phone Numbers

• Exploited Children Internet Keep Safe Coalition

• www.MegansLaw.ca.gov

(800) THE-LOST (800-843-5678)

Police, Fire and Paramedic Emergency Line

State of California Megan's Law Database

Ron Calderon

Ron Calderon

VOTE Tuesday, June 6

Bring identification to the polls in case it’s needed.

If you are offered a provisional ballot due to a question about your eligibility, ask if there is a practical, cast a provisional ballot.

If you need to know about serious crime against anyone convicted of a crime, find public safety information in your neighborhood.

On August 20, 2004, the Los Angeles Times called Ron Calderon’s legislation “a significant expansion” of the Megan’s Law requirements.

Ron Calderon

Any local resident with access to a computer is only a few mouse clicks away from checking if a sex offender is living near you.

If you have a voting rights problem, talk to your county’s elections official.

For the November 8, 2005, Special Statewide Election.

Tuesday, November 1, 2005.

(916) 325-1500

1118 10th Street

Sacramento, CA 95814

www.voicesforworkingfamilies.org
In Time of Crisis, IATSE Craftspeople are the Men and Women Behind the Masks

By Evan Henerson March 27, 2020

Even with their shows closed down and many of them out of work, the wardrobe, costume and prop artists of IATSE have identified a critical need during the COVID-19 health crisis that they can help fill: masks.

No, not the kinds of items you’d wear to a fancy ball or a Halloween party. We’re talking about the estimated 3.5 billion protective face masks that are going to be needed to fight the pandemic. And not just masks… hospital gowns and surgical scrubs and gowns to protect people in the medical profession who are treating COVID-19-infected patients. There’s also a call for gloves, booties, Tyvek suits and all other manner of personal protective equipment (PPE).
Our Services

» Union Campaign Consulting
» Internal Union Campaigns
» Initiative and Referendum Campaigns
» IE Campaigns
» Voter Registration Drives
» Political Strategies
» Creating High Impact Campaign Collateral
» Websites + Social Media Development
» Paid + Earned Media

Over a Century of Experience

Tony Fazio
Tony brings over 45 years of experience working on hundreds of winning political and initiative campaigns for labor unions, democratic parties, community groups and non-profits. His consulting firm, Winning Directions, has won numerous political industry awards. Tony served as President and Chair of the American Association of Political consultants for more than a decade.

Ernie Powell
Ernie has been involved in public policy, progressive campaigns and grassroots efforts since more than 50 years. He is a nationally recognized expert in affordable housing advocacy and senior issues, having spent nearly 20 years on staff at AARP advocating for national and state issues and now is a key principal for Social Security Works, fighting for the protection and expansion of Social Security.

Cherri Senders
Cherri brings more than 25 years of experience in communications and moving message to her consulting role to dozens of labor unions and non-profits. Her company, Senders Communications Group, has won numerous industry awards, and excels in moving working families’ messages through print, web, enews and social media platforms. The company also publishes Labor 411, the nation’s #1 union directory.

Robert Fulton
Robert brings more than two decades of experience in writing, editing and managing campaigns and publications to the group. As a writer, he has written for dozens of newspapers, websites and national glossies, and worked as a managing editor and section editor for various publications. More recently he’s successfully managed numerous projects for a bevy of clients, including social media, web, video and newsletter components.

Emma Lemcke
Emma is a gifted print and web graphic designer whose engaging work has helped revitalize existing brands and crafted new design strategies for campaigns, websites, advertisements, events and apparel. With more than a decade of experience in the graphic design space, Emma applies her skills in both print and digital platforms to help translate client needs into versatile and resilient creations.

Peter Moran
Peter is the graphic magic behind hundreds of Winning Direction’s compelling and award-winning direct mail pieces. He has been part of the Winning Directions for nearly 30 years, and has won more than 100 Pollie Awards for his work.

What Are You Waiting For?

Call us today! Let us help you Win Your Next Campaign.
Tony: 650-784-1262   Cherri: 818-884-8966 x1104