

# **Battle of Homestead Foundation**

## **Long-Range Planning Committee – Update Report, 8/10/19**

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The Long-Range Planning Committee was organized with the goal of reviewing the organization from its creation through its almost 30-year history of accomplishments to its goals for the future. This review will include a robust review of its brand, internal systems, relationships with strategic partners, and its strengths, weaknesses, opportunities and threats resulting in recommended action steps to prepare BHF to meet its future goals.

### **Committee:**

- Chair: John Haer, BHF President
- Consultant (pro bono): Karen Bryant
- Advisors:
  - Millie Beik
  - Charlie McCollester
- Members:
  - Elizabeth Bjerke
  - Steffi Domike
  - Jerry Fitzgibbon
  - Dennis Robinson
  - Brittany Sheets
  - Rosemary Trump

The BHF Long Range Planning Committee first met on May 30, 2019 to kick off the long-range planning process. Everyone shared their story of what brought them to BHF and what they hope will come from the long-range planning process. We then reviewed the components of a long-range plan and determined our process and timeline.

**Process & Meeting Schedule:** The Committee decided we would all work together on each component of the plan with one in-person meeting and one online activity per month. This effort will culminate in a presentation of the preliminary proposal to the Board at the November 2019 meeting and then a final report that incorporates Board input at the Annual Member Meeting in January 2020. Throughout the process, we will find a way to involve the “brain trust,” members of the Pumphouse Gang.

### **Components of the Long-Range Plan:**

- A revised “creation” story of BHF
- Organizational timeline to identify BHF accomplishments and major milestones
- BHF mission, vision and values—reviewed and revised as appropriate
- SWOT analysis and action steps to capitalize on strengths and opportunities and mitigate against weaknesses and threats
- Target audience profiles (to build membership, develop strategic partners and promote activities)
- Brand review (BHF’s look and feel and internal systems) with recommendations for strengthening the brand to achieve long-range goals
- Develop long-range goals with strategies, budget and timeline

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## **Update as of August 13, 2019:**

As of this date, we have accomplished:

- A revised “creation” story of BHF (see addendum)
- Organizational timeline to identify BHF accomplishments and major milestones (in process; will be completed by August 30<sup>th</sup>)
- Recommendations for revised mission statement along with the creation of value and vision statements (see addendum)

This report respectfully submitted by:

Karen Bryant  
BHF Long-Range Planning Committee  
August 13, 2019

## **Please see Addendum:**

- Recommended revised BHF “creation” story
- Recommended revised mission statement
- Recommended new (first time) vision and values statements

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## Addendum:

### Revised Official BHF “Creation” Story

(The following is recommended by the BHF Long Range Planning Committee as BHF’s official story to be included on the About Page. Using Charlie McColleston’s history of BHF as a starting point, Patty DeMarco provided this reader-friendly version. Steffi Domike and Rosemary Trump provided corrections/additions. Karen Bryant provided headlines and suggestions for links (items highlighted in yellow) to make it more web/reader-friendly.)

## Battle of Homestead Foundation (BHF) – Our Story

### Why was BHF formed?

During the collapse of steel and manufacturing in the mid-1980s, the **founders of the Battle of Homestead Foundation** came together to recognize and preserve the importance of the labor movement and the history of working-class struggles. In the midst of the dismantling of much of the region’s steel industry and the shutting down of most Pittsburgh mills, we fought to preserve the Pump House and commemorated the **1892 Battle of Homestead**. This achievement created a lasting symbol of the area’s manufacturing legacy and a reminder of the accomplishments of working-class men and women who struggled to have a decent life.

### Twenty-plus Years of Accomplishments

As a result, a tremendous grassroots movement emerged to support displaced steel workers, to expose the folly of “trickle-down economics” and to build **partnerships and programs** to rebuild the economy in the wake of the tsunami of job losses. Over the years, BHF has gained an extraordinary group of Advisors and well-respected individuals who served as **President of BHF**.

### The Pump House Gang

The Wednesday breakfast networking group is a casual gathering of members, non-members and interested community members who share ideas and announce events and discuss current events with like-minded people. We selected the name “The Pump House Gang” as a protest to the layering over of the destroyed Homestead Steel Works with shopping and restaurants. We meet at Eat’n Park in the Homestead Waterfront shopping area on the ground where thousands of men worked and call our breakfast group the Pump House Gang to show “we are still here.”

### BHF Today and Tomorrow.

BHF continues to explore workers’ issues as they pertain today and plans to address new challenges facing tomorrow’s workforce, such as artificial intelligence, robots, drones, genetic engineering and climate change. BHF is

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committed to actively participate in the discussions of the future of work and the assault on the earth by unrestrained greed and exploitation.

## **30<sup>th</sup> Anniversary in 2022**

Although BHF was incorporated in 1997, we officially launched the organization at the Centennial of the Battle of the Homestead commemoration in 1992. BHF's 30<sup>th</sup> anniversary and the 130<sup>th</sup> anniversary of the Battle of Homestead will both be celebrated in 2022.

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## **BHF 2019 Board of Directors**

John Haer, President  
Steffi Domike, Vice President  
Patty Demarco, Treasurer  
Dan Beeton, Secretary

Jacqui Cavalier, Suzanne Donsky, Jerry Fitzgibbon, Mark Fallon, Charlie McCollester, Bart Meyers, Dennis Robinson, Brittany Sheets, Mike Stout, Rosemary Trump, Beth Ussery, Keli Vereb, Abby Wolensky.

## **Presidents (Past and Current)**

Russ Gibbons (1987-1997)  
Charlie McCollester (1997 – 2015)  
John Haer (2015 – present)

## **Founders**

Dave Demarest  
Steffi Domike  
Russ Gibbons  
Randy Harris  
Eugene Levy  
Charlie McCollester  
Joel Sabadasz  
Mike Stout  
Rosemary Trump  
Joel Woller

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## **Advisors**

Thorsten Gresser  
Paul Laxto  
Bette McDevitt  
Clarke Thomas

## **Past Advisors Now Deceased**

John Hoerr  
Bill Serrin

## **Partnerships**

CCAC  
Greater Pittsburgh Food Bank  
IUP's Labor Center  
Maxo Vanka Murals  
Park Corporation  
Pennsylvania Labor History Society  
Pitt Press  
Rainbow Coalition  
Steel Industry Heritage Corporation  
Thomas Merton Center  
United Steel Workers

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## **Organizational Timeline of BHF Accomplishments and Major Milestones**

As of this date, this is in progress and will be finalized by August 30, 2019.

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## Mission, Vision & Values Statements

To prepare BHF for the future, the Committee recommends the following:

### Mission

- **Current Mission Statement:** The Battle of Homestead Foundation (BHF) is a diverse organization of citizens, workers, educators, and historians. Its purpose is to preserve, interpret, and promote a people's history focused on the significance of the dramatic labor conflict at Homestead, Pennsylvania in 1892.
- **Recommended Mission Statement:** We preserve, interpret, and promote a people's history building on the significance of the dramatic labor conflict at the Battle of Homestead in 1892 in order to honor and empower workers and labor unions.

### Vision

- **Current Vision Statement:** (no vision statement currently for BHF)
- **Recommended Vision Statement:** We will celebrate working class culture, preserve labor's rich heritage and shape the future of work.

### Values

- **Current Values Statement:** (no values statement currently for BHF)
- **Recommended Values Statement:**  
BHF values:
  - The dignity of work
  - Labor's rich heritage and its pivotal place in our society
  - Community engagement through programs and partnerships
  - Skills development and a prepared workforce for the future
  - Human rights within a robust democracy