



About the Made in the USA Foundation

Made in the USA Foundation is a non-profit organization that was co-founded by Joel D. Joseph in 1989, formed with matching grants from United Auto Works and Ford Motor Company, and is dedicated to promoting products manufactured and/or assembled in the United States. The foundation began in Washington, D.C. and was moved to Los Angeles in 2007. Made in the USA Foundation encourages American values globally, raising the bar concerning minimum wages, environmental standards, labor rights, and human rights, including eliminating child labor. The organization also helps create good-paying jobs in the USA and a sustainable, environmentally sound, and healthy economy.

Annually, the Made in the USA Foundation and Made Movement host the Hall of Fame Awards Dinner to honor the outstanding achievements of the top American manufacturers. The foundation receives thousands of nominations yearly, but less than 80 companies are selected as nominees. The companies are judged based on quality of its product, competitiveness, and the impact the company is making in its market. Some of the companies that have been awarded include Google, 3M, Boeing, Chevrolet, Viking, Beaulieu Vineyard and more.

To strengthen and uphold labeling laws and standards the foundation pursues litigation and legislative activity. In 1999, Made in the USA Foundation organized The American Crafts Project, which now protects the copyrights of American craft designers. Under this project more than 25 federal lawsuits have been filed resulting in three injunctions against the sale of imported products in violation of copyright laws. Most of these cases were settled on favorable terms. Included in these cases were actions against Target stores, Wal-Mart, Kohl's department stores, and K-Mart.

The foundation was also involved in two major pieces of legislation: The American Automobile Labeling Act, which requires country-of-origin labels on cars and trucks, and the Country of Origin Labeling Act (COOL) which requires country of origin labeling on fresh produce, fish, meat and other food products. In a landmark decision filed by Made in the USA's counsel against Kwikset Locks, The California Supreme Court ruled that consumers have a right to file court cases when manufacturers mislabel a product as "Made in the USA" when it is imported. This ruling now gives U.S. consumers more trust in the Made in the USA label. In addition, Made in the USA Foundation, in conjunction with the Coalition for American Solar Manufacturing, won a major victory against Chinese companies dumping subsidized panels in the in the U.S. and the Commerce Department imposed tariffs and anti-subsidy duties ranging from 15% to 250%.

Currently, the foundation is working on the Refine American-Made Project (RAMP) to create a single U.S. standard for the definition of "Made in the USA". The Foundation has successfully persuaded Walmart, Apple and Motorola to increase purchasing of American-made products and to create jobs in the United States. The Made in the USA Foundation has launched the Retailer Membership Program that provides signage to retail stores that offer American-made products so that customers can easily distinguish the stores. The foundation offers membership packages that range from annual individual



membership (\$35 per year) to major corporation membership (\$10,000 per year). Some of the membership packages include the organization's downloadable publications, newsletters, a license to use Made in the USA Foundation's logo for the promotional purposes, monthly consultations and more. Some of the non-profit foundation's supporters include Anheuser Busch, American Apparel, Bed Head Pajamas, Chef's Choice, Ford Motor Company, Solar World, Herman Miller, Maglite, Nordic Ware, Oreck Vacuum Cleaner Co., Steinway & Sons, Vitamix, Whirlpool Corp., and many others.

For more information about Made in the USA Foundation, visit www.madeusafdn.org



About Joel D. Joseph



Joel D. Joseph co-founded the Made in the USA Foundation in Washington, D.C. in 1989. In 2007 he moved the Foundation to Los Angeles. Joseph is currently chairman and general counsel of the Foundation. He earned his law degree at Georgetown University Law Center in Washington, D.C., in 1973 and earned his BA in economics at Northwestern University, Evanston, Illinois. He also studied economics at Edinburgh University, Edinburgh, Scotland.

Joseph is the author of *Black Mondays: Worst Decisions of the Supreme Court* (1987), with a foreword by Justice Thurgood Marshall; *Employees' Rights in Plain English* (1985); *How to Fight City Hall* (1983); and *Legal Agreements in Plain English* (1982). He also wrote a syndicated newspaper column for the Knight Ridder Tribune on international trade. Joel has edited six editions of the book *Made in the USA: The Complete Guide to America's Best Products*.

In 1999 Joel Joseph organized The American Crafts Project, which now protects the copyrights of American craft designers. Under this project more than 25 federal lawsuits have been filed resulting in three injunctions against the sale of imported products in violation of copyright laws. An additional 20 cases settled on favorable terms. Included in these cases were actions against Target stores, Wal-Mart, Kohl's department stores, and K-Mart. Joel prepared and filed all of these cases and personally argued all of the injunction motions. As a part of this project, Joel teaches classes on copyright law to designers at trade shows across the United States.

Joseph drafted and lobbied in Washington for two major pieces of legislation: The American Automobile Labeling Act, which requires country-of-origin labels on cars and trucks, and the Country of Origin Labeling Act (COOL) which requires country of origin labeling on fresh produce, fish, meat and other food products.



Example of topics on which the Co-Founder of Made in the USA Foundation Joel D. Joseph can discuss in media interviews:

- Why Major Corporations and Clothing Brands Are Bringing Manufacturing Back to the U.S.
- The Top Five Reasons We Should Buy American Made Products
- Innovative New Products That Are Made in the USA
- Made in the USA Hall of Fame Award Winners That Are Changing Industry Standards
- Why Country of Origin Labeling is Important and the Role The Foundation Played in This Legislation
- How Consumers Can Help Fight Copyright Infringement/Knockoffs of Products
- Five Steps to Take if Your Copyrights, Trademarks or Patents Are Being Infringed Upon
- Changes That Need to Occur So That U.S. Olympic Uniforms Can Be Made in the USA
- Top Ten Gifts That Are Made in the USA



Made in the USA Foundation Previous Press



Joel D. Joseph discusses the controversy over Team USA's Olympic uniforms being made in China.



Made in the USA Foundation Co-founder Joel D. Joseph on ABC Atlanta discussing the growing movement to buy products made in America at a market set up by the foundation in downtown Atlanta designed to unite American manufacturers and buyers.



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How You Can Make 'Made in America' Cool Again

BY ADRIANA LOPEZ, ENTREPRENEURSHIP CONTRIBUTOR TO FORBES

Ralph Lauren's decision to manufacture the uniforms they are providing to the U.S. Olympic team in China sparked criticism on Capitol Hill and across the country last week. Many media sources reacted, as well, with arguments on why Ralph Lauren should or should not apologize for that choice.

While his prerogative is to "save a buck," the truth is, a self-made, American entrepreneur like himself should understand the value of U.S. manufacturing. It is about creating jobs, keeping money circulating in our own country, and decreasing our dependency on other countries.

In honor of the Summer Olympics and the entrepreneurs who have chosen to manufacture their products in America, I have compiled a resource guide with websites that provide lists of American made products. The hope is to encourage more consumers to buy "Made in America," as well as influence American companies to keep their manufacturing in the U.S.A.

Made in the USA Foundation The Made in USA Foundation promotes products that are manufactured and assembled in the USA as an effort to encourage good paying jobs and sustainable economy. The website provides a list of products and retail stores who promote those same values.



FACTS AND RESEARCH

Labor Conditions Overseas

“The ILO estimates that 20.9 million people are victims of forced labour globally, trapped in jobs into which they were coerced or deceived and which they cannot leave. Human trafficking can also be regarded as forced labour, and so this estimate captures the full realm of human trafficking for labour and sexual exploitation, or what some call “modern-day slavery”. The data from which the estimate derives cover the study reference period of 2002-2011. The estimate therefore means that some 20.9 million people, or around three out of every 1,000 persons worldwide, were in forced labour at any given point in time over this ten-year period.”

International Labour Office. (2012). ILO Global Estimate of Forced Labour. Retrieved from http://www.ilo.org/wcmsp5/groups/public/---ed_norm/---declaration/documents/publication/wcms_182004.pdf

Environmental Standards in the United States

“Lean manufacturing is a business model and collection of tactical methods that emphasize eliminating non-value added activities (waste) while delivering quality products on time at least cost with greater efficiency. In the U.S., lean implementation is rapidly expanding throughout diverse manufacturing and service sectors such as aerospace, automotive, electronics, furniture production, and health care as a core business strategy to create a competitive advantage.

While the focus of lean manufacturing is on driving rapid, continual improvement in cost, quality, service, and delivery, significant environmental benefits typically “ride the coattails” or occur incidentally as a result of these production-focused efforts. Lean production techniques often create a culture of continuous improvement, employee empowerment, and waste minimization, which is very compatible with organizational characteristics encouraged under environmental management systems (EMS) and pollution prevention (P2). Other related business strategies such as “Six Sigma” can have the same effect.”

United States Environmental Protection Agency. (2012). Lean Manufacturing and Environment. Retrieved from <http://www.epa.gov/lean/environment/>

“The U.S. industrial sector remains the leader in greenhouse gas emission reductions relative to other sectors, with an overall 12 percent decline since 1990. By using cleaner technologies,



implementing energy efficiency initiatives, and incorporating sustainable business strategies, the sector is poised to continue reducing CO2 emissions even as industrial production rises. By

contrast, CO2 emissions from the transportation, residential, and commercial sectors have all increased since 1990; collectively, CO2 emissions from those sectors rose by 20 percent through 2011.”

Manufacturing Institute. (2012) Facts About Manufacturing. Retrieved from <http://www.themanufacturinginstitute.org/Research/Facts-About-Manufacturing/Facts-2012.aspx>

U.S. Manufacturing Facts

“In 2012, manufacturers contributed \$1.87 trillion to the economy, up from \$1.73 trillion in 2011. This was 11.9 percent of GDP. For every \$1.00 spent in manufacturing, another \$1.48 is added to the economy, the highest multiplier effect of any economic sector.

Manufacturing supports an estimated 17.2 million jobs in the United States—about one in six private-sector jobs. Nearly 12 million Americans (or 9 percent of the workforce) are employed directly in manufacturing.

In 2011, the average manufacturing worker in the United States earned \$77,060 annually, including pay and benefits. The average worker in all industries earned \$60,168.

Manufacturers in the United States are the most productive in the world, far surpassing the worker productivity of any other major manufacturing economy, leading to higher wages and living standards.

Manufacturers in the United States perform two-thirds of all private-sector R&D in the nation, driving more innovation than any other sector.

Taken alone, manufacturing in the United States would be the 10th largest economy in the world.”

Manufacturing Institute. (2012) Facts About Manufacturing. Retrieved from <http://www.themanufacturinginstitute.org/Research/Facts-About-Manufacturing/Facts-2012.aspx>



Benefits of U.S. Manufacturing

“Industrial output continues to grow, manufactured products are globally competitive, and the rebound from the recession surprised on the upside. When assessing the size and importance of the U.S. manufacturing sector, it is vital to recognize that many other sectors such as transportation, wholesale and retail trade, and business services depend on a strong manufacturing base. While U.S. manufacturing itself is the ninth largest economy in the world, its impact on the overall U.S. economy is much larger when the “multiplier effect” is taken into account. In fact, millions of additional American jobs are a direct result of U.S. manufacturing.

In this section, the Importance of Manufacturing to the United States is examined in five different areas: Economic Growth, Innovation, Employment and Compensation, Environment and Quality of Life, and Trade and Investment. Some of the key findings include:

- Manufacturing is driving productivity growth in the U.S. economy, increasing at two and half times the rate of the service sector.
- Companies with under 100 employees make up over 94% of all U.S. manufacturers.
- U.S. manufacturers invest a far greater percentage of revenue in research and development than other industries.
- Manufacturing employees earn a higher average salary and receive greater benefits than workers in other industries.
- U.S. manufacturers have reduced energy usage and emissions to below the level from 1990.
- U.S. manufacturers are responsible for 47% of the total U.S. exports.
- The U.S. is the number one destination for foreign direct investment by a wide margin.”

Manufacturing Institute. (2012) Facts About Manufacturing. Retrieved from <http://www.themanufacturinginstitute.org/Research/Facts-About-Manufacturing/Facts-2012.aspx>

“More than one in seven U.S. private sector jobs depends on the U.S. manufacturing base. The sector supports millions of people who make things in America and a large number of employees in other sectors of the economy.

Specifically, manufacturing supported an estimated 17.5 million jobs in the United States in 2011; this includes 11.7 million jobs directly within manufacturing and 5.8 million jobs in sectors such as



professional services (accounting, legal, consulting, etc.), wholesaling, transportation, agriculture, and F.I.R.E. (finance, insurance, and real estate).”

Manufacturing Institute. (2012) Facts About Manufacturing. Retrieved from <http://www.themanufacturinginstitute.org/Research/Facts-About-Manufacturing/Facts-2012.aspx>

Glossary

Fair Trade

“Fair Trade is a trading partnership, based on dialogue, transparency and respect that seek greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade.”

World Fair Trade Organization. Retrieved from http://www.wfto.com/index.php?option=com_content&task=view&id=1082&Itemid=334&limit=1&limitstart=2

Free Trade

“The act of opening up economies is known as "free trade" or "trade liberalization." It usually benefits the larger, wealthier countries whose big companies are looking to expand and sell their goods abroad. In the one sector where developing countries have the most to gain – agricultural goods - wealthier countries maintain the highest level of "protection" of their own markets.”

Greenpeace. Retrieved from <http://www.greenpeace.org/international/en/campaigns/trade-and-the-environment/what-is-free-trade/>



American Automobile Labeling Act

“Requires that all new cars and trucks have a label affixed on the window of each vehicle that states where the vehicle was assembled, the percentage of U.S. and imported content and where the engine and transmission were manufactured.”

Made in the USA Foundation Co-Founder Joel D. Joseph

Country of Origin Law

“This law requires that all grocery stores and label fresh fruits, vegetables, chicken, fish, beef, lamb and other meats with their country of origin.”

Made in the USA Foundation Co-Founder Joel D. Joseph