Made in America
-SECURE AN AMERICAN JOB WITH AN AMERICAN PRODUCT-

SMALL BUSINESS ADVISORY GROUP
2012

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Executive Summary

- Many Americans do not fully understand our reliance on foreign nations or the impact when buying foreign products
- American-made products are generalized as exceedingly expensive compared to imports
- Focus on ABC’s ‘Made in America’ Campaign
- In the long run, purchasing American goods is beneficial for numerous reasons
- We hope to collaborate with Franklin Pierce University, having several departments purchase American-made goods
Nature of Problem

• Trend of outsourcing occurring across the United States
  □ Because of this there has been an economic downturn and loss of jobs
• Small steps taken by the American public can reverse this trend
  □ If action is taken we can boost the economy, create more jobs, and secure the future of American economic success
Problem Statement

It is necessary to create awareness of how purchasing foreign goods negatively affects the domestic economy and conversely, how purchasing American-made goods positively impacts the United States.
Purpose of the Project

The purpose of this project is to create awareness of how outsourcing negatively affects the American economy. By informing the Franklin Pierce community, we hope to convince more people to buy American-made products. By purchasing American-made products, we can boost our domestic economy and secure jobs.
Research Objectives

- Determine the effects and the economic impact of outsourcing.
- Determine how insourcing would aid the upturn of the domestic economy.
- Determine what is more cost efficient: insourcing or outsourcing.
- Determine the cost effectiveness of purchasing American-made products.
- Identify American-made products.
- Determine and create the most appropriate public relations tactics to communicate findings.
Links that relate to areas such as education
http://www.madeinusa.org/nav.cgi?data/educ

American furniture company and also green great opportunity for the school to buy American when updating furniture
http://www.roomdoctor.com/about/alternate_index

America shopping site that is mainly for furniture and clothing
http://www.buyamericanmart.com/about.html

Dorm and bedding supplies
http://www.celiarachel.com/

Stickers for walls based in Mass
http://www.wall-pops.com/

Dorm bean bags
http://www.comfortresearch.com/index.asp

This site offers a lot of options for all types of items
http://americansworking.com/hobby.html

TV's assembled in the US they have a page that is not yet up but they are made in Detroit
http://www.elementelectronics.com/
Price Comparison

Room Doctor - USA

<table>
<thead>
<tr>
<th>Size</th>
<th>Material</th>
<th>Color</th>
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<td>Full XL</td>
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<td>$189</td>
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<td>Twin XL</td>
<td>Oak</td>
<td>Unfinished</td>
<td>39.90&quot;</td>
<td>82½&quot;</td>
<td>15&quot;</td>
<td>$164</td>
</tr>
</tbody>
</table>

IKEA

MALM
Bed frame, high, black-brown
$179.00

This higher version of the MALM bed frame makes it easier to get in and out of bed and easily fits underbed storage boxes.

Size:
- Full

Buy online: Yes
Save to list: No

Buy at your local store:
Choose:
- Store selection may vary and prices may differ from those online.
Price Comparison

Ceila Rachel - USA

Wal-Mart

Deluxe Throw Blanket

Price Range: $15.99
Price: $15.99
Shipping: Calculated at checkout
Gift Wrapping: Options available
Colors: Tan, Pink, Light Blue, Navy, Yellow
Quantity: 1

Mainstays Fleece Blanket

Select options:
1) Size: Select Size
2) Color: Select Color

Online
$9.88 - $16.48

Buy from Walmart
Shipping
In stock
• Ship
Quantity

*Rollback
Price Comparison

Wall-Pops-USA

Wal-Mart
Room Doctor

**About Us**

Room Doctor Furniture Co. was founded in 1989 under the idea of designing & manufacturing low-cost, American-made, solid-wood furniture. Now, at a time when cheap imports are the products *du jour* and the once-dominant American Furniture Industry is but a shadow of it’s former stature, we continue to hold to our roots.

Our line of eco-friendly furniture is unmatched in terms of cost, durability and sustainability. We primarily use Southern Yellow Pine, our nations’ most abundant, sustainably-harvested wood source to produce our lines of futon frames, platform beds, bunk & loft beds, bookshelves and other coordinating pieces. We will also soon be adding a complete line of Organic futons and bedding to compliment our furniture!

We believe in environmental and social responsibility and are dedicated to promoting these ideals as a new business model, Eco-Social Capitalism, a term coined by the company’s president and founder, Tom Meade. Our commitment is to help our employees and community grow and prosper by providing safe, chemical free home furnishings under our Xtreme Furniture brand while our longer-term goal is to achieve energy independence using a combination of wind, solar, geo-thermal, and bio-mass resources.

Our goal is to share this vision with our customers to sow the seeds for the urgently required transformational change that will shape not only our future but that of our children and all future generations.

<table>
<thead>
<tr>
<th><strong>Our Promise to Our Customers:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>To Provide High-Quality, Solid-Wood Furniture at the Lowest Possible Cost that is Easy to Assemble and Use.</td>
</tr>
<tr>
<td>Dacked by a Dedicated Team Working Together to Provide a Hassle-Free, Enjoyable Experience for Our Customers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Our Promise to Our Employees:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>We Build People First...then Furniture!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Our Promise to Our Community:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Focus is to help Unite People &amp; Businesses that believe they can Make a Difference.</td>
</tr>
</tbody>
</table>
About Us

Celia Rachel® was created to give consumers a resource for world class, American made bedding, home furnishings, fabrics and sleepwear. We offer an array of fine quality products at affordable prices.

For most of the twentieth century, the United States held a prominent place in the textile industry. By the late 1990's, the majority of American textile manufacturers had either moved offshore, downsized or went out of business. It became nearly impossible for consumers to locate products labeled Made in the USA.

We feel that people should continue to have the opportunity to buy American made textile products. Our mission at Celia Rachel® is to offer innovative, premium quality products at affordable prices, all made in the USA. As a division of Fab Industries Corp. we are able to develop and manufacture fabrics and products at our Mohican Mills plant in North Carolina. The entire process takes place here. Our Celia Rachel® Outlet Store, filled with our products, is also located on the premises of our manufacturing facility in Lincolnton, NC.

Celia Rachel® is proud to continue the tradition of manufacturing textile products in the USA. We continually strive to create, to develop and to offer new fabric, bedding, home decor and sleepwear products for you, our customer. We appreciate your support and we hope you enjoy the Celia Rachel® line of American made products.
About Us

WallPOPS are manufactured by Brewster Home Fashions headquartered in Randolph, Massachusetts. Established in 1954, Brewster is a family owned and operated, fourth-generation company. Brewster manufactures and distributes residential/commercial wall coverings and decorative accessories globally.

For additional information on Brewster Home Fashions visit: www.brewsterhomefashions.com
Are college dorm rooms the key to creating more job opportunities for United States citizens?

Average U.S. Back to College Shopper:
$ 800 on dorm essentials
X $ 57.7 million U.S. college students
$46 billion spent on U.S. goods

Creating 500,000 American Jobs!
# School Supplies Cost Analysis

## American Made

<table>
<thead>
<tr>
<th>Product</th>
<th>Brand</th>
<th>Cost per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>USB Flashdrive</td>
<td>Sandisk (4GB)</td>
<td>$8.00</td>
</tr>
<tr>
<td>Calculator</td>
<td>EnviroNotes</td>
<td>$0.99</td>
</tr>
<tr>
<td>Index Cards</td>
<td>Norcom Inc.</td>
<td>$0.82</td>
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<tr>
<td>3-Ring Binder</td>
<td>Economy</td>
<td>$0.92</td>
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<tr>
<td>Stapler</td>
<td>Swingline</td>
<td>$11.99</td>
</tr>
<tr>
<td>Filler Paper</td>
<td>Norcom Inc.</td>
<td>$0.82</td>
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<tr>
<td>Computer Paper</td>
<td>Georgia Pacific</td>
<td>$2.97</td>
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<tr>
<td>Mechanical Pencils</td>
<td>Papermate (6)</td>
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<tr>
<td>Pencil</td>
<td>General Pencil Co. (5)</td>
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<tr>
<td>Pen</td>
<td>Ecolutions</td>
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<tr>
<td>Markers</td>
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<tr>
<td>Scissors</td>
<td>Fiskars</td>
<td>$2.97</td>
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<tr>
<td>Highlighter</td>
<td>Sharpie (2)</td>
<td>$1.79</td>
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<tr>
<td>Wirebound Notebooks</td>
<td>Norcom Inc.</td>
<td>$0.94</td>
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<tr>
<td>12&quot; Ruler</td>
<td>Cthros</td>
<td>$0.99</td>
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<tr>
<td>3 Hole Punch</td>
<td>Fiskars</td>
<td>$0.97</td>
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## Foreign Made

<table>
<thead>
<tr>
<th>Product</th>
<th>Brand</th>
<th>Cost per Unit</th>
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<tr>
<td>USB Flashdrive</td>
<td>PNY (4GB)</td>
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<td>Calculator</td>
<td>Texas Instrument</td>
<td>$12.99</td>
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<td>Index Cards</td>
<td>Ampad</td>
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<td>3-Ring Binder</td>
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<td>Stapler</td>
<td>Paper Pro</td>
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<td>Filler Paper</td>
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<td>Computer Paper</td>
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<td>Mechanical Pencils</td>
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<td>Scissors</td>
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## Total

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<th>Product</th>
<th>Cost per Unit</th>
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<td>Difference</td>
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Cost Analysis Performed by SBA

## Dorm Essentials

### Cost Analysis

<table>
<thead>
<tr>
<th>Brand</th>
<th>Cost</th>
<th>Brand</th>
<th>Cost</th>
<th>Difference</th>
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<tbody>
<tr>
<td><strong>American Made</strong></td>
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<td><strong>Foreign Made</strong></td>
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<tr>
<td>Comforter</td>
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<td>Super Set Abbey</td>
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<td>Memory Foam Mattress Pad</td>
<td>39.99</td>
<td>Dream Solutions</td>
<td>59.99</td>
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<td>Mattress Cover</td>
<td>11.99</td>
<td>Bedding Essentials</td>
<td>19.99</td>
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<tr>
<td>Pillow Case</td>
<td>36.99</td>
<td>Self Expressions</td>
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<td>Twin Sheets (XL)</td>
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<td>Window Fan</td>
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<td>Honeywell</td>
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<td>Laundry Basket</td>
<td>4.99</td>
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<td>$105.04</td>
<td><strong>Total</strong></td>
<td>$139.96</td>
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</tbody>
</table>

### Total Cost of Dorm Essentials

- **American Made**: $698.73
- **Foreign Made**: $675.81

**Difference**: $22.92
• In 2010, America is still a major manufacturer, 19.4% of global value, while 19.8% for China
• The average Chinese worker is only a quarter as productive as the American worker
• From 2005 to 2010, Chinese wages increased an average of 19% per year
• 2010, Chinese minimum wage rose by more than 20% in 20 regions
• America moved plants overseas to China because wages are less than $1 per hour, but today they are much higher and rising
• Some companies such as Apple, are forced to manufacture overseas, but Vietnamese low labor cost, lack in skill/infrastructure
Job Creation

- Mark Bloom, Chairman of T.A.P. (Tolerance, Americanism, and Patriotism) said education and action at the citizen level is the first step to improving the economy and joblessness.
- If every builder bought just 5% more US made materials, it would create 220,000 jobs.
- If each American spent an extra $6.41 each week on US goods it would alone create about 1 million new jobs.
- Small businesses have traditionally employed 44% of this country's non-governmental workforce.
- It's not high taxes or government regulations that are keeping most small businesses from hiring. It's a lack of customers.
Big companies such as Ford, Boeing, GM, Caterpillar, and Sauder, are already moving jobs back home.

Global supply chains have weak links.

The wages of overseas workers are increasing.

Shipping costs continue to increase.
Insourcing

Obama’s Plan

• “If you’re a business that wants to outsource jobs, you shouldn’t get a tax deduction for doing it.”
• “And every penny should go towards lowering taxes for companies that choose to stay and hire here in the United States of America. Give them a bigger tax break.”

Master Lock

• The United States lost more than 5 million manufacturing jobs in the last decade, many to overseas production. Some of the jobs came back, since January 2010, 404,000 manufacturing positions have been added.
• Since mid-2010, Master Lock has returned approximately 100 jobs back to Milwaukee, Wisconsin that had previously been off-shored. Master Lock is improving productivity at their plant in Milwaukee by upgrading equipment. The company plans to continue bringing jobs back to Wisconsin.
**Why Shouldn’t We Outsource?**

- Outsourcing does lead to loss of jobs in the US
- By outsourcing, not only skilled labor is lost, but monetary gains too
- 200,000 jobs lost every year to global outsourcing
- The total workforce is estimated to grow to 3.3 million by 2015

Unemployment Rate

Unemployment rate - Seasonally Adjusted

8.3%
Jan 2012

United States
U.S. Exports

- $1.511 Trillion (2011)
- $1.289 trillion (2010)
- 3rd in the world

Products

- Agricultural: 9.2%
- Industrial Supplies: 26.8%
- Capital Goods: 49.0%
- Consumer Goods: 15.0%

Trade Partners

- Canada: 19%
- Mexico: 13%
- Japan: 5%
- Other: 56%
- China: 7%
U.S. Imports

- $2.314 trillion (2011)
- $1.935 trillion (2010)
- 1st in the world

### Products

- Agricultural: 4.9%
- Consumer Goods: 31.8%
- Capital Goods: 30.4%
- Industrial Supplies: 24.7%
- Crude Oil: 8.2%

### Trade Partners

- China: 19.5%
- Canada: 14.2%
- Mexico: 11.8%
- Japan: 6.3%
- Germany: 4.3%
- Other: 43.9%
Gross Domestic Product

GDP:
- 3rd quarter 2011: 1.8 percent
- 4th quarter 2011: 2.8 percent

- International Trade in Goods and Services:
  Deficit increased to $48.8 billion in December 2011 from $46.6 billion in January 2011
- U.S. Int'l Transactions:
  Current-account deficit decreased $14.4 billion to $110.3 billion in Q3 2011
- Debt external:
  14.71 trillion 30 June 2011
- Current account balance:
  $599.9 billion 2011 est.
- Industrial production growth rate:
  2.5%
We conducted a series of interviews with members of the staff who have purchasing decision power on campus. We selected the candidates from the Athletic Department, Residential Life, Sodexo, and the main purchasing agent on campus. We compiled a series of questions to ask each interviewee.
Residential Life

Who:
Director of Residential Life

Date of Interview
March 7th, 2012

Quotes

- “One major question that our prospective students, current students, and alumni should be asking is, “What is the impact of my decision making?”
- “Of course, Franklin Pierce would be interested in supporting our student’s families, alumni, and prospective students, by encouraging to buy American.”
- “People may be hesitant to buy American-made products because they believe the quality and technology are better overseas.”
Campus Purchasing Agent

Who:
Main Purchasing Agent on Campus

Date of Interview:
February 24th, 2012

Quotes

- “I’ve never really thought of where our office supplies come from…. I know our desks, beds, paper, and wood pellets are from the United States, and I can tell you which states they come from, but not our pens. I should know where W.B. Mason gets them from, I need to look that up!”

- “We purchase our paper in the United States because we are trying to be good stewards to the environment. We used to purchase all of our paper and do our printing in Canada, but the United States provides competitive prices and it’s easier to meet deadlines. As with most products, American is more reliable.”

- “It’s hard to research the vendors, but whenever we can buy local we do. We try to do that and deal with vendors who purchase locally, but the vendors don’t always research their products.”
Sodexo Interview

Who:
Head Chef

Date of Interview:
March 8th, 2012

Quotes

• “80% of the food that is purchased is grown locally.”
• “Contracts limit what can be done for jobs and budget, but the company has no effect on pull of products.”
• “The school has a contract with Sodexho and they give the cafeteria only a certain amount of money that is based on the amount of staff that they need. However, they currently buy a lot of food products locally”.
Recreational/Training Equipment

Who:
Director of Campus Recreation

Date of Interview:
March 8th, 2012

Quotes

- “I work at a tractor supply company over the weekends and people will come in all the time and ask “Where was this made?” I’ll be able to answer their questions; this was made in China, Taiwan, Bangladesh, the U.S. etc. So there is some concern about the issue.”
- “95% of the time it will say ‘made in China’. The catalog itself will not say specifically where the product is made, so it is difficult to tell before the purchase.”
- “The main factors when choosing what product to buy are always quality and cost. However I would much rather buy a higher quality product at a more expensive cost than a cheaper product that turns out to be a piece of junk.”
Athletic Department

Who:
Athletic Director & Athletic Department

Date of Interview:
February 28th, 2012

Quotes

- “Yes, I am aware that buying American instead of foreign products would help the American economy and the economy right now is not great and needs a boost. Even though Nike is American we all know almost all of their products are made overseas.”

- “We've had budget cuts so we only look to what company offers the best quality for their price so Nike made the most sense for the department.”

- When asking if they knew where to find American made products, “No I am not aware where to go just to buy specifically American made products, we went through a list of possible companies and we chose the one that made the most sense for us, which is Nike.”
Athletic Training Equipment

Who:
Assistant Athletic Trainer

Date of Interview:
March 5th, 2012

Quotes

• “We do try a new product if a student athlete has good reviews or one of our peers says it works well”
• “I am not aware of the country of origin that our products we use are made”
• “Whether or not a product is made in the USA doesn’t really affect our decision to purchase that item”
Baseball Equipment

Who:
Assistant Athletic Director & Head Baseball Coach

Date of Interview:
February 23rd, 2012

Quotes

- “Nike is a great product, we went with them this year and it seems like the best choice for now and we don’t see ourselves changing suppliers any time soon.”

- “Creating jobs is a great thing for all Americans, especially now. If there was a company to supply us with all the equipment and gear that we need, I would definitely consider it because the economy is struggling right now and any little bit will help. It is just difficult with the deal we made with Nike being so new.”

- “I like the badger undershirts, the material is light, and it is a softer material. We use these for our practice shirts as well as our undershirts that we wear underneath our jerseys.”
Who:
Head Men's & Woman's Tennis coach

Date of Interview
February 29th, 2012

Quotes

• “When I’m buying products, price and quality are very important for the tennis programs budget, since it isn’t as big as other teams.”
• “I am open to listening to Made In America campaign and how it would help the school.”
• “All my decisions are based on whatever is best for the team.”
To create awareness about our Made in America campaign we created posters, infographics, a Facebook page, and published an article in the Exchange. We tried to focus on multiple medias in order to reach the entire student body.
Check out an article written about our project:

http://www.fpujournalism.org/theexchange/2012/03/15/sba-proving-american-made-products-are-cheaper/

SBA proving American made products are cheaper | The Exchange
www.fpujournalism.org

We are attempting to create awareness about how using products that are strictly made in America can actually create a significant amount...

Would you rather have tons of local American stores, instead of a big chain company like Wal-mart?
Manufacturers in the Northeast

Connecticut
- Leatherman Limited
- E. Wright
- Harley-Davidson Motorcycle

Maine
- L.L. Bean
- Maine Island
- Accessories Unlimited
- McRee & Sons
- Rdland

Massachusetts
- American Optical
- Cooper
- Daniels Engineering
- Himes Machine Fabrication
- New Balance
- New England Shirt Company
- Sterling

New Hampshire
- Enfield Works
- Leather Points
- World In Engineering

New York
- Alexander Oechs
- Black Sheep and Positano Sons
- Bruce Bantam
- The General Knot Co.
- The Hill Sea
- New Era
- Dunkirk
- Ernst Alexander
- Genoa
- Brooks Brothers
- CEGO
- CPM Corp
- Griffin & Smith

Vermont
- Johnson Woolen Mills
- Darn Tough
- Porterhouse

Why Manufacture in America?

2000
$16.61
.52

$16.61
.52

2015
$26.06
$4.41

Shipping costs have risen 71% due to high oil prices and cutbacks on ships and containers

America's Exports & Imports

Exports
- 9.2%
- 26.8%
- 49%
- 15%

Imports
- 4.9%
- 32.9%
- 30.4%
- 31.8%

By 2015 it will only be 10% cheaper to manufacture in China. China's rate of growing much faster than US

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http://www.facebook.com/secureanamericanjob
DO YOU BUY AMERICAN?

If every American spent $64 on something made in America, we could create 200,000 jobs right now.

-ABC.com

Secure an American job with an American product
I WANT YOU TO BUY AMERICAN PRODUCTS

Secure an American job with an American product
Conclusion

- There are many positives to purchasing American goods:
  - In many cases products are less expensive
  - Often, higher quality
  - Improves the economy
  - Creates American jobs
Recommendations

- Franklin Pierce decision makers should take advantage of American products that offer value in terms of price and quality.
- Franklin Pierce decision makers should use the list of resources developed in this presentation to help guide them in their decision making.
- The Franklin Pierce Public Relations team should tactfully communicate to the general public that Franklin Pierce does buy American whenever possible to support American jobs.
- The Franklin Pierce community should be educated on the benefits of purchasing American-made...
Resources

- http://abcnews.go.com/WN/MadeInAmerica/
- http://www.bea.gov/
- http://www.bls.gov/
- http://www.madeinusa.org