

2013 opportunity:

June 2013: Awarded grant from Associated Glass and Pottery Manufacturers Association for \$7,500 for Phase 1 of the Made in USA Brand Member Directory at MadeInUSAbrand.com. Stats for 1/1/13 -

12/31/13 for MadeInusabrand.com Visits: 25,679 Unique Visitors: 22,509 87.21% New Visitors Results :

November 2013: Completed Phase 1 of the Made in USA Brand Member Directory including: • Letter mailed to our members announcing the directory.

- Follow-up message was emailed to each member requesting confirmation of their contact information and their industry category.

- Developed web page directory on the Made in USA Brand website to display member companies. • Member directory displayed as a scrolling table includes the company name, city, state, and industry category. Table is sortable by name, city, state, and industry category. Each company name links to their website, if available.

- Created administration tool to add future member companies. November 11, 2013, Veterans Day: Member Directory launched and announced in a press release across PRWeb. November 22, 2013: 1000 proud members milestone achieved! Membership grew from 937 members to 1010 members in 2013.

December 2013: The Made in USA Brand Member Directory is referenced in Forbes Magazine. In looking at the MadeInUSAbrand.com analytics, we saw a 23% increase in visits 5 months following directory launch compared to the 5 months prior to directory launch.