

## Made in the USA Brands 2014 Project Summary

Thank you for your 2014 grant donation. Your support continues to fuel our awareness initiative of US manufacturers and the identification of their Made in USA products for the consumer.

Results: Completed Phase 2 of the Made in USA Brand Member Directory including:

- Added portal for storage of a member's evidence of their Made in USA claim when participating in the Made in USA Brand Verification Program administered by our auditing partner, GBQ Partners.
- Added a search function to the directory. Search included products. (Product information was gathered from responding members.)
- Added website links to directory. (Members to provide website link)
- Changed header of directory page to "Faces of America" which included rotating photos of people and products representing directory members. Similar treatment to be added to Home page. (Photos provided by members)
- Emailed members requesting help with new directory functionality. Asked members to update their profiles to include their product category and website link. Solicited photo submissions.
- Verified members now receive precedence over self-certified members by the way they are labeled in the member directory. OTHER HIGHLIGHTS: Resolved FTC Inquiry by negotiating Consent Order with the FTC. Developed 40 page Verification Program with GBQ Partners and gained favor of the program from the FTC contact. Burley Clay Products and Homer Laughlin are currently participating as pilots in the Verification Program before the launch to members and then to the public.