

May 13, 2012

## Buy American advocacy

When President Obama visited Maine on Friday, March 30, 2012, U.S. Representative Mike Michaud used the opportunity to try to convince him to help save what is left of America's athletic footwear industry by presenting him with a custom-made pair of Maine-made New Balance sneakers. [The Berry Amendment](#) was passed in 1941 to protect the United States industrial base during times of war and to ensure that supplies for our armed forces were always available. Even today, the Berry Amendment requires that service men and women are clothed from head to toe in American made clothing. Despite this clear language, the Department of Defense does not follow [the Berry Amendment](#) as it relates to athletic footwear, but I am on a mission to change this. Today, I am writing to ask for your help to do just that. We have set a goal of a minimum of 1,000 signatures to demand that the Berry Amendment be applied to sneakers as well. New Balance employs 900 American workers in the state of Maine, and enlisting Obama's help would be consistent with the president's goal of boosting employment in American manufacturing. By signing the [petition to the president](#), you'll encourage him to stand up for American workers and direct the Defense Department to [fully comply with the Berry Amendment](#) and make sure that it applies to all military clothing, including athletic footwear. Please click [here](#) to fill out the [quick petition](#). It only takes a few moments, but it will help save more than just a few [American jobs](#).

Right now is a great time to join the [Buy American Project](#), where you can help us to convince more of our congressional representatives to join the Congressional Buy American Caucus, and make it easier to pass Buy American-friendly legislation through congress. The Buy American Caucus is co-chaired by Rep. Walter B. Jones (R-NC) and Rep. Chris Murphy (D-CT). In fact, the [Buy American Project](#) can proudly and confidently take full credit for adding the newest member to the Buy American Caucus – Rep. Tammy Baldwin (D-WI). Because of your support for the not-for-profit Buy American Project, we were able meet with Rep. Tammy Baldwin and make the case for the Buy American cause and convince her to join the Buy American Caucus. But we need your continued support, and by joining the Buy American Project, you can get authentic [American-made goods](#) in return for joining. We call them "rewards" but we here at the Buy American Project gain nothing by giving you American-made and manufactured goods for joining our non-profit, which is aimed directly at educating both American consumers and American legislators of the benefits of buying American to the nation. In fact, none of us at the Buy American Project take a salary – absolutely zero compensation – for making our congress and our country more aware just how much we all benefit from a stronger Buy American strategy. You can lend your support for as little as \$25, or, you can join at \$35 and get a [free book](#); \$50 and get a [free bag of USA Coffee](#); join at \$75 and get a free [American-made American flag](#); or join at \$100 and get a free [American-made pair of jeans](#). You can even get all four rewards for just \$250. It's easy to join, and it makes our job so much easier to get congress on board with the Buy American Caucus. In our meetings with various representatives in March, we found many didn't even know that there was a Buy American Caucus (apparently there are a lot of caucuses out there). We know more will join once they are aware, but it takes more than phone calls and emails, although those are helpful. It takes personal time in Washington, to meet with our representatives and make the case for stronger Buy American legislation. Again, we know more will join if more are made aware!

Check out the Buy American Project at [www.buyamericanproject.org](http://www.buyamericanproject.org) and join today. At the Buy American Project, we do this as a personal belief and a passion that a stronger Buy American policy makes a better United States of America, and a more-prosperous one for all. [Join today!](#)

Roger Simmermaker is the author of How Americans Can Buy American: The Power of Consumer Patriotism and writes "Buy American Mention of the Week" articles for WorldNetDaily.com and his website [www.howtobuyamerican.com](http://www.howtobuyamerican.com). Roger has a degree in Electronics Engineering Technology, is vice-president of his local Machinists Union, has been a frequent guest on Fox News, CNN, and MSNBC, and has been quoted in the USA Today, Wall Street Journal, New York Times, and Business Week among many other publications.