



From the Desk of  
**Michael Blichasz, Host**

Saturday Variety Program at 11 A.M.  
1540 AM Radio WNWR • Philadelphia, PA

**I welcome you to review the information from my most recent weekly commentaries and ask that you share this information with your family members and friends.**

**AmericanWorkersNeedYou.com**

**Start the New Year Right! - From December 26, 2010**

As we come to the end of 2009 and look toward the new year, **I urge you to continue to help the cause of American workers and the Buy American Made Campaign.** In 2009, millions of American workers were affected by the recession and by the growing global economy. We saw first hand how important it is for us to support the small, medium and large businesses employing American workers.

The most important goal that must be accomplished is for American businesses to work together to find ways to become more competitive in every type of manufacturing, from making the clothing we wear, to the production of the new energy products now reaching the world market. It is also important that each of us contact elected officials and urge them to pass more federal and local tax incentives, so American companies can be competitive within the new global economy.

This past year marked the beginning of major changes in the way Americans purchased items for their every day needs. Many people cut back on impulse buying and started looking at labels to see if American workers were benefiting, from the point of manufacturing to the stores where we shop. The new way we're looking at what we purchase is in itself a great accomplishment.

From the thousands of emails that I receive, people are speaking up at stores more than ever because they want a better balance between American made and imported items. They tell me they never realized just how many well-known American brand name items are now foreign made. I know your words and actions will continue to help bring about positive changes for American workers and America's economy. We all have to be realistic about how we spend our hard earned dollars. If we continue to speak up where we shop, positive changes in employment opportunities, from A to Z, will happen in the future as American businesses see America's consumers going out of their way to support products made here in the U.S.A. Let's not waste any more time and allow additional talents to be wasted due to unemployment. **Spread the word, speak up where you shop and support American businesses and America's workers.**

**New Year's Resolutions! - From January 2, 2010**

Each of us has made some New Year's Resolutions. In support of the Buy American Made Campaign, I invite you to add the following to your list of resolutions.

- 1. Support the small, medium and large businesses in your community** that feature a reasonable selection of American made products so they can continue to offer you quality products, employ local people and keep your community vibrant.
- 2. Every time you go shopping, take the time to look at the tags and packaging** to see exactly where the items are being made and make it a point to let store personnel know that you are a supporter of American made products.
- 3. Contact your family and friends and ask them to support the Buy American Made Campaign.** One major way to help restore employment opportunities in the United States is to have as many people as possible buy American made products and also voice their concerns at stores where American made products are not adequately represented.

Just these few resolutions can help make a difference. During the Christmas season, Americans spent billions of dollars on toys, clothing and hundreds of other gift items which were largely made in foreign countries, unfortunately bypassing a large portion of American workers.

It was great to see that America's stores were packed with merchandise, but what percentage of the items were produced by American workers? Last year we saw millions of Americans lose their jobs because the American people did not react as businesses outsourced jobs around the world. Today, the American people find themselves as major consumers of foreign made products, because so much of our manufacturing base has been moved overseas. The fact of the matter is that when there was less unemployment, people didn't realize that their fellow Americans would lose their jobs as the production of well-known American brand name items continued to be moved overseas. Now that we see what's been happening, we need to respond by making the Buy American made Campaign a priority. If we all focus on purchasing more American made items, even if it takes a little more effort, we could see some of those empty manufacturing facilities filled again by small, medium and large businesses who will hire American workers to meet the demand of America's consumers. If we become more selective with our purchasing power, we can make change possible. However, it is going to take all of us working in solidarity to get the message heard by the businesses who will see the benefit of expanding their operations here in the United States of America!

**Set An Example! - From January 9, 2010**

In the last few weeks shoppers saw for themselves how many well-known American brand name items are being made overseas. I know that it is discouraging to reach for a well-known American brand item, then look on the label to see that it is distributed by an American company, but made overseas. These are products that had been produced in the U.S.A. for decades, but now are manufactured overseas due to lower production costs. American businesses have always traded with the nations of the world, but in recent years outsourcing has been done at the expense of American workers. Such a drastic change should never have been permitted by government, labor and business leaders without insuring full employment for Americans.

Since we began discussing the Buy American Made Campaign, we have been able to see more clearly how **the devastating downturn in the economy and the high unemployment rate have affected the well-being of American workers and their families.** Well, we are now in the beginning of a new decade, and our objective must be to improve the future of American workers and America's economy. It's time to stop finger pointing about what happened in the past and take action to restore America's manufacturing base and the many jobs that support every level of manufacturing.

Today, I ask that you **set an example for the people close to you by buying only American made products whenever possible** and by letting others know what you purchased and where you purchased it. This will help support the stores selling American made products and the manufacturers who employ American workers. As we make our purchases, we have to face the fact that Americans have a higher standard of living, so items made in the U.S.A. may cost a little more. Many foreign countries have a cost advantage over American manufacturers because they don't pay a living wage, don't offer benefits to workers, and do not have to adhere to any safety regulations. The point is that the low cost items now being sold on the American market are rewarding the companies that outsourced manufacturing, providing no benefit to American workers, and cost no less than when the product was made here in the U.S.A. Take a good look at every tag and label. Keep American workers in mind every time you make a purchase and spread the word so positive changes can continue to happen.

**We Need 15 Million Jobs! - From January 16, 2010**

As American consumers, we can help keep American industry secure by buying the American made items presently produced here in the U.S.A. **At this point, small, medium and large American businesses would need to create at least 15 million jobs in the U.S.A. in order for America's employment base to return to a level of normalcy.** That can be accomplished if we get back to production basics and bring back every level of manufacturing to ensure that every imported product has a competitive American made item in every American store.

It is sad for me to report that we can't find a reasonable selection of clothing and electronic devices made in America. It is to the point that most of what we wear every day, from shoes to hats, are now foreign made. Look at the electronics you own, from televisions to toasters, computers to radios, cell phones to the GPS in your car, and you will see they are all foreign made. America has become the market place for foreign made products, rather than the manufacturing icon it once was. Items currently imported could and should also be made here in the U.S.A.

Today, I ask that you continue to speak up about this disturbing situation so that companies of all sizes will see the need to return to manufacturing competitiveness and domestic job creation in America. **The goal of the Buy American Made Campaign is to see at least 50% of what is available in America's stores with a Proudly Made in America label.**

We all know the way manufacturing is done in 2010 is much different than it was 30 or 40 years ago. Today, modern technology makes it possible for people to be more productive, which will make manufacturing in the U.S.A. competitive if businesses decide to invest in American industries once again. With the added incentive that American consumers will go out of their way to support American made products, the "Buy American Made" campaign can become a modern day success story for businesses and American workers.

I'm often told that the downturn in American manufacturing is a result of too many demands by workers and growing environmental regulations. Those are facts. However, modern technology continues to address environmental regulations. Regarding the issue of worker demands, it's time to get every level of American workers, business and government leaders working together so that America doesn't lose another job. Business leaders, American workers and government officials need to testify at a public forum and then follow the plan of action they prepare, which will save and expand job opportunities here in the U.S.A. Most of all, we must ensure that no jobs leave America because of the cost of production. We can't blame foreign countries for becoming manufacturing giants, but we have to take a good look at what caused businesses to move manufacturing out of the U.S.A. and rectify it! If everyone works together to find ways to expand and restore manufacturing here in the U.S.A., the more than 15 million Americans seeking employment can become part of a new employment revolution in the U.S.A.

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