



# University of San Diego

**Makers Conference**

**June 28, 2016**

**University of Birmingham, UK**

**Rosemary Coates,  
Executive Director of the Reshoring Institute**

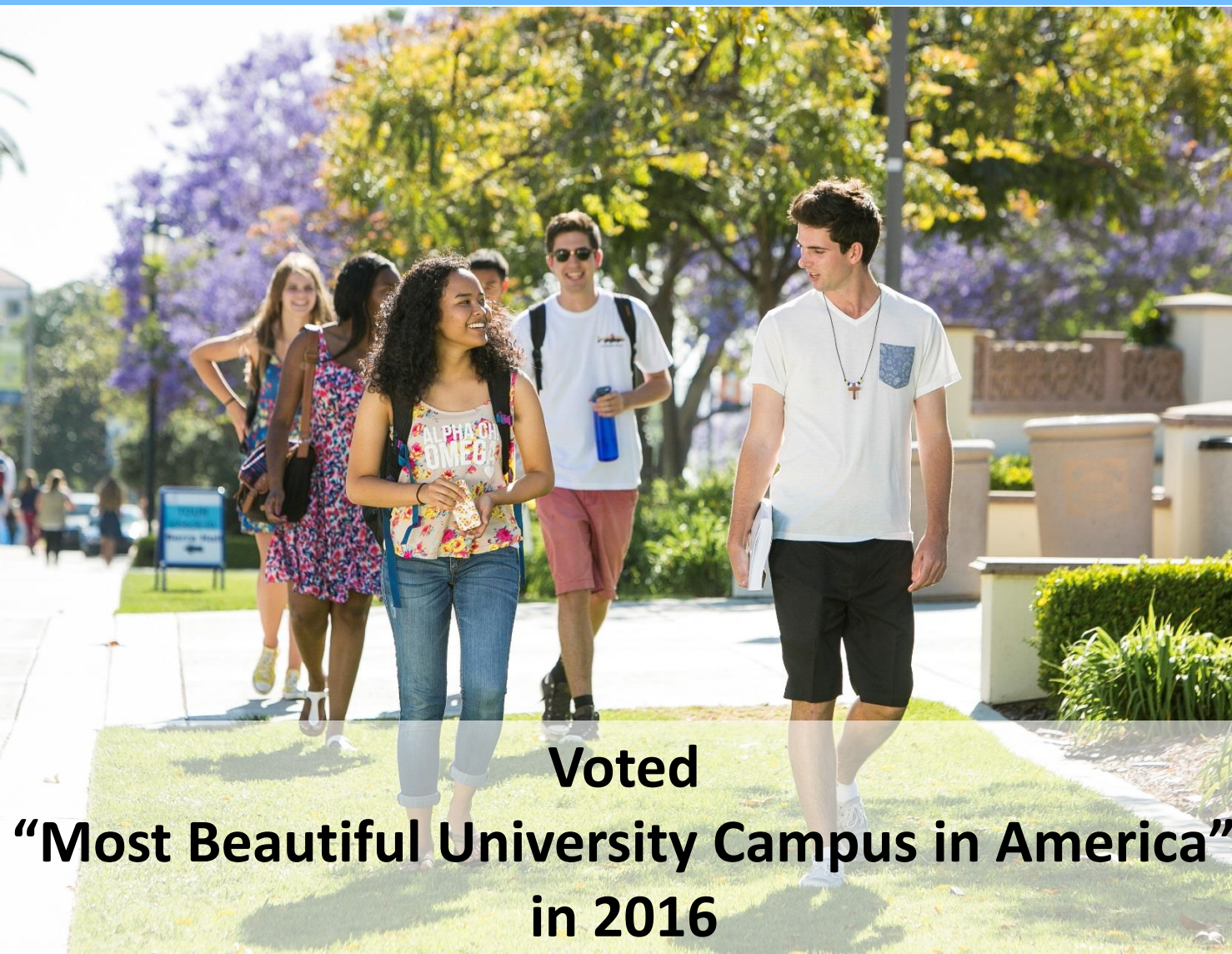
**[rcoates@ReshoringInstitute.org](mailto:rcoates@ReshoringInstitute.org)**

**+1 408-605-8867**





# USD By the Numbers



**Voted**

**“Most Beautiful University Campus in America”  
in 2016**

**5,741**  
Undergraduate

**2,608**  
Graduate / Law

55%  
45%

48% Catholic | 44% Out-of-State

35% Students of Color | 7% International

**22** AVERAGE CLASS SIZE

# USD - Supply Chain Management Programs

## Academic Programs



### Undergraduate Minor in Supply Chain Management

---

- 9 units of supply chain management courses required
- 60-70 students enrolled



### MBA Concentration in Supply Chain Management

---

- 12 units of supply chain management courses required
- 30 to 50 students enrolled



### Master of Science in Supply Chain Management

---

- 36 units required
- 80 to 100 students enrolled

- Engineering
- General Business
- Economics

# The Reshoring Institute

Founded October 2014

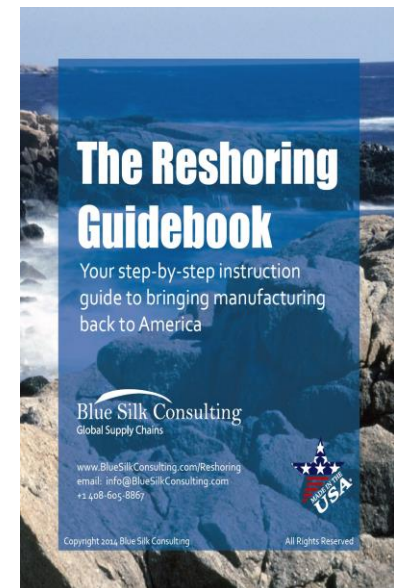
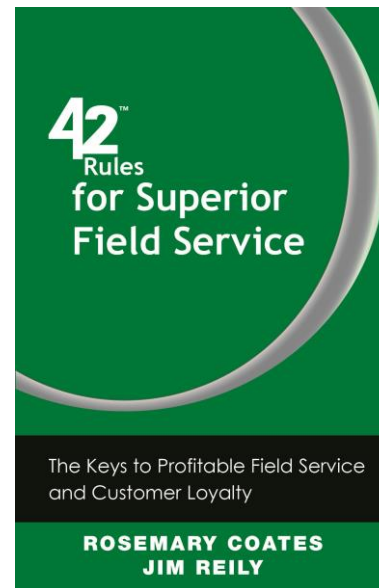
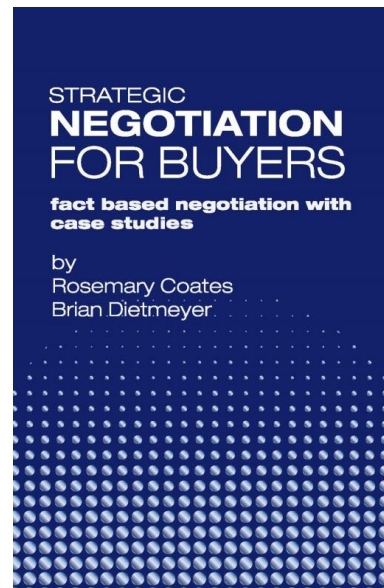
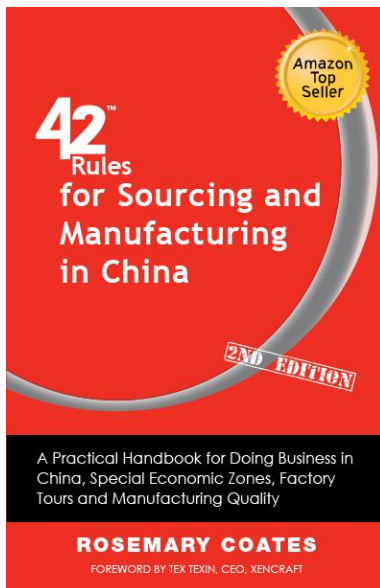
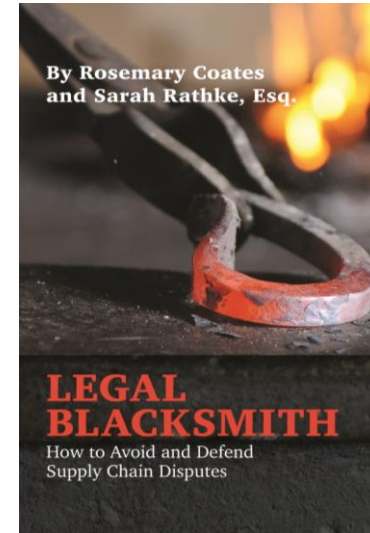




# Rosemary Coates



- Executive Director of the Reshoring Institute
- President of Blue Silk Consulting
- Nearly 25 years of Global Supply Chain consulting experience
- Over 80 supply chain clients, worldwide
- Author of
  - *42 Rules for Sourcing and Manufacturing in China*
  - *Strategic Negotiation for Buyers and*
  - *42 Rules for Superior Field Service*
  - *The Reshoring Guidebook*
- BS in Business Logistics – Arizona State University 1979
- MBA – University of San Diego 1989





[www.ReshoringInstitute.org](http://www.ReshoringInstitute.org)

501c3 Non-profit Organization

[info@ReshoringInstitute.org](mailto:info@ReshoringInstitute.org)

408-605-8867

### **Our Mission**

The Reshoring Institute provides research and support for companies bringing manufacturing and services back to America; and to teach students about manufacturing.

### **Our Vision**

In collaboration with the University of San Diego Supply Chain Management Institute, we provide information, research and support for companies trying to “Reshore” manufacturing. This includes topics such as site selection, tax incentives, science and math education, marketing, public relations and cost comparison development.

### **Our Student Interns**

Interns (Business and Engineering) work 100 paid hours per semester on directed research in support of the Institute’s research agenda or as directed by clients.

### **Our Sponsors**

Our sponsors are businesses that support bringing manufacturing back to America. Sponsorships are available at the silver, gold and platinum levels.





501c3 Non-Profit

### **Update- June 2016**

Ten paid interns/student researchers to date (Business & Engineering)

Paying sponsor: Evolve Manufacturing and American Cargo Service and  
Eight in-kind sponsors and affiliates

Awarded \$400,000 DOJ contract

Published Reshoring Guidebook and Reshoring Tweet Book

17,780 Facebook followers and 3500 Twitter followers

Google Ads \$10,000/month

Five Board Members: Rosemary Coates, Daisie Hobson, Joel Sutherland,  
Angel Mendez and Ron Garnett

Hired professional grant writer

Hired former intern (Ivan Reed) to manage social media

42 speaking engagements, TV interviews, radio shows, webinars to date

Global network of universities – European Makers led by University of  
Birmingham, UK





**Zachary Hines**



**Eric Pardee**



**Alejandra Bohon**



**Po-Yueh Lin**



**Ivan Reed**



**Andrew Gruszka**



**Nick Privitelli**



**Kendra Uminger**



**Sean Rothrock**



**Jin Zhao**

## **Ten Paid Interns to date**

- Research and write case studies and white papers
- Keep our article library up to date
- Write blogs
- Research assignments such as political platforms, state economic development
- Support our consulting projects



# **The Web Site**

## **[www.ReshoringInstitute.org](http://www.ReshoringInstitute.org)**

- **Article Library (about 314 Reshoring articles) Searchable**
- **5 White Papers (two in process)**
- **7 Case Studies (two in process)**
- **9 Infographics (two in process)**
- **43 Blog postings**
- **4 Quarterly Newsletters**
- **5 TV Interviews (Voice of America, California Manufacturer's Corner, DingDing TV)**
- **3 Podcasts**
- **15 articles published - CEO Magazine, CFO Magazine, Area Development, Plastics Today, Supply Chain Management Review, Supply & Demand Chain Executive, Cerasis, ConnXus, Fleet Owner, Insider Louisville, Supply Chain Brain**

# Global Manufacturing Strategy Crayola

- Great American brand
- Global markets
- Tried manufacturing in Asia, but re-thought decisions
- Balancing the seasonality of demand
  - Back-to-school
  - Holiday
- Total Cost of Ownership modeling





# Reshoring Success iRT Wheels

- iRT – Competitive Bicycle Racing
- Ray Asante, Owner
- Original molds and manufacturing in Taiwan
- Latency in supply chain
- 3D printing solves the latency and multiple prototype problem
- Saved \$100,000



Copyright 2016 Reshoring Institute





# Elemental LED

## “Made in the USA” Label

- Wanted to label products “Made in the USA”



- Federal Trade Commission regulations considerations
  - Consumer right to know
  - Based on the value of BOM
- Recommended “Assembled in the USA from 87% American parts”



**elemental led**  
Lighting Solutions Made Easy

# Brooks Shoes Competitive Strategy

- Manufacturing is very manual
  - Vietnam
  - China
- Competitors are reshoring
  - Under Armour
  - New Balance
  - Nike
  - Adidas (Germany)
- Considering 3D printing



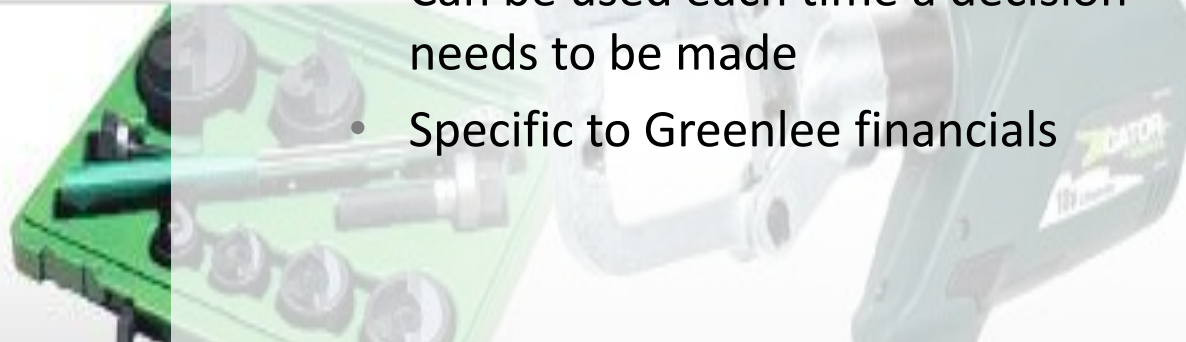


# Greenlee Textron

## Total Cost of Ownership



- High-end electronic tools for telecom
- Low-end hand tools ordered with other equipment
- Frequently make decisions about where to manufacture electronic tools
- Currently in China and in California
- Developed a TCO model
  - Can be used each time a decision needs to be made
  - Specific to Greenlee financials







## Unicor Federal Prison Industries Target Markets

- 76 Factories located in Federal Penitentiaries across America
- Employ inmates and pay them \$.23 - \$1.25/hour
- Prohibited from competing with domestic companies, but can go after reshoring
- Awarded the Reshoring Institute a \$400,000 contract over 3 years to assist on a variety of projects

# There Is More To Consider Beyond Labor Costs

- Innovation
- Automation
- Localization
- Skills and Education
- Tax and Other Incentive
- Government Outreach
- Supply Base Considera
- Marketing and PR



Contact Us: [www.ReshoringInstitute.org](http://www.ReshoringInstitute.org)

Like us on Facebook: “Reshoring”

Connect on Twitter: “ReshoringTeam”



[info@ReshoringInstitute.org](mailto:info@ReshoringInstitute.org)

408-605-8867

**Rosemary Coates**

[rcoates@ReshoringInstitute.org](mailto:rcoates@ReshoringInstitute.org)

