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In 2008, Anders Lewendal, a contractor in Bozeman, Montana, saw half the builders in his community go out of business. At a local homebuilders' association meeting one night that year, talk quickly turned to how members might build efficient, affordable homes, and Lewendal remembers thinking, "Normally our industry leads our economy in getting out of recessions, but not this time."

Afterward, he and his son Jake, 23, who runs his own construction business in Bozeman, figured there must be a way to help the industry recover, without government assistance. Says Anders, "I thought, 'What if we purchased more American-made building materials and compared their price and value to foreign products?'"

Since the typical American home uses anywhere from 40% to 75% American-made products, Lewendal, 52, who earned a degree in economics from the University of California at Santa Barbara, calculated that just 5% more could make a difference. In fact, if every builder in the country upped the American-made ante by that much, it would add 220,000 construction jobs and \$14 billion to the U.S. economy.



"What if I built a house using 100% American-made materials?"

— Anders Lewendal

Then he projected the concept a step further, "What if I built a house using 100% American-made materials?" In other words, could he, with his son's and his subcontractors' help, create an all-American home?

The All-American Home

To prove his point, in late 2011 Lewendal built a 2,280-square-foot, modern-style, custom home on a 6,000-square-foot lot in Bozeman using American-made material and products—rather, using "predominantly American-made" products, as he takes pains to point out, noting that some components, like microchips, were unavoidably imported.

The All-American Home, as it has come to be called, took about eight months to finish at 2% to 3% over normal construction costs (90% of the materials cost no more than foreign-made products). It was a price the client was happy to pay.

"At best, I thought my local homeowners association might say, 'Oh, that's pretty cool,' and that maybe we'd build a few homes and create a few jobs in Bozeman," Lewendal says now. (That would have been fine with him.) "But it didn't work out that way."

Construction Matters

The Montana contractor's concerns for his industry are as timely now as they were four years ago: In a struggling economy with lackluster GDP growth, declining exports and a tight job market, construction very much matters.



Anders Lewendal's "All-American Home" in Bozeman, Montana



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According to the National Association of Home Builders (NAHB), residential investment in housing averages roughly 5% of the Gross Domestic Product (GDP), with housing services adding another 12% to 13% under normal market conditions. The industry also brings money to communities by increasing property tax bases, which in turn generate revenue to support schools and other facilities and services. The NAHB estimates that a typical new single-family home generates \$23,000 in state and local taxes, and \$67,000 in federal taxes. That was true—at least until the housing market collapsed.

“Construction workers have been among the Americans hit hardest over the past few years,” President Obama said last year in urging Congress to pass part of the American Jobs Act.



Each new single-family home built in the U.S. creates three jobs across a range of building industries. — NAHB

A healthy U.S. construction industry, he and many believe, is crucial to restoring jobs and reinvigorating the economy. New housing has also become a key component in the “Made in America” movement that is increasingly being embraced by politicians, private citizens and the media.

Last spring, Anders Lewendal's Bozeman house was featured on ABC News' “Made in America” series, hosted by Diane Sawyer. The night before Part 1 aired, a network staffer called the Boston Consulting Group (BCG), an international

business consulting firm, to verify the builder's 5% projections.

“They were supportable,” says Justin Rose, a principal in BCG's Chicago office, who helped crunch the numbers and co-authored the report, “Made in America, Again: Why Manufacturing Will Return to the U.S.,” released in August of 2011. If anything, he says, Lewendal's numbers were low.

“Based on the calculations we'd done, for roughly every 5% added, you get to somewhere around \$4 billion of incremental value that's made in America,” Rose asserts. “I think that supports something like 60,000 to 65,000 jobs in direct manufacturing, but then there's a whole ecosystem of services and jobs. What we found in our research is

that the multiplier is somewhere near three to one—so for every one direct job there are three incremental, secondary jobs that are created, and that's close to 1 million. Dollar-wise, it would add roughly \$25 billion to economic output.”

NAHB researchers also did the math and came to the same conclusion: Each new single-family home built in the U.S. creates three jobs across a range of building industries—lumber, concrete, lighting fixtures, and heating and cooling equipment, among others. Additional jobs are created through financing and real estate transactions.



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But jobs aren't an issue just for out-of-work contractors, as many recent college graduates are coming to understand.

"What it comes down to is the fact that my generation is going to run the show one day, and we need to educate ourselves and get more involved," notes Jake Lewendal, who runs Sustainable Building Solutions Inc.



while working with his father. "Our All-American Home is an example for our industry, but it also demonstrates how people can make a difference. It's an easy way to understand the impact every one of us can have.

"We're all trying to survive" he adds, "but we also need to think about our communities, our nation and the environment. If each of us shifted just 5% of our purchases to American-made products, it would have a direct impact on people my age."

Why U.S. Manufacturing Matters

Creating jobs and contributing millions to the economy will require not just buying more American goods, but manufacturing more of them on U.S. soil. According to the National Association of Manufacturers (NAM), manufacturing supports an estimated 17 million high-value jobs. While that number represents just 9% of the workforce, the contribution those jobs makes is disproportionately higher than other sectors: 12% of GDP and

nearly 70% of R&D spending—key to innovation and growth. In fact, every dollar in value created in manufacturing contributes \$1.40 to other sectors, according to the U.S. Department of Labor.

"We're all trying to survive, but we also need to think about our communities, our nation and our environment."

— Jake Lewendal

And yet, despite having workers with the highest productivity in the world, the last decade has seen a trend toward outsourcing and off-shoring production overseas where inexpensive labor and lax environmental laws have produced cheap products and dissatisfied consumers.

It's a trend that seems to be reversing, according to the Boston Consulting Group, whose report, "Made in America, Again: Why Manufacturing Will Return to the U.S.," indicates that China's manufacturing cost-advantage over the U.S. is shrinking fast. Within five years, rising Chinese wages, higher U.S. productivity and a weaker dollar will close the cost gap between the U.S. and China for many goods consumed in North America. And by 2015, the report concludes, when transportation, duties, supply chain risks, industrial real estate, and other costs are fully accounted for, manufacturing in some parts of the U.S. will be just as economical as manufacturing in China.

That will help American contractors—in theory.



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"I think the 5% concept is a positive, but it's hard to define," says Stephen Melman, director of economic services at NAHB offices in Washington, D.C. The Association represents 140,000 members. "What if it's made in America but by a company headquartered someplace else? All these things that seem simple are really kind of complicated."

Melman's right. For the Lewendals and their subs, it took some tough digging to identify "predominantly" American-made materials and products, Anders recalls. "Our subcontractors put an incredible amount of effort into researching on the internet, making phone calls, confirming that the products we wanted to use were actually made here." Contractors and consumers alike, he suggests, can do the same by looking at manufacturing labels rather than only price tags.

Lewendal's All-American Home is sided with recycled steel from Bridger Steel in Billings, Montana, and fiber-cement board from CertainTeed in Valley Forge, Pennsylvania; trimmed with MiraTEC fascia from CMI in Chicago; and roofed with asphalt shingles from GAF in Wayne, N.J.

Eventually, materials came from 150 U.S. manufacturers in 40 states ranging from Fortune 500 companies to small rural shops. A number of them have been in business here for centuries.

Trend: The Five-or-More Percenters Club

In a ripple effect from ABC's "Made In America" series, nearly a dozen other builders across the country have taken up Lewendal's 5%-or-better challenge. Inspired by his model All-American Home, they are doing their part to support local and national manufacturers, creating jobs for fellow citizens and revitalizing their local economies.

In Chesapeake, Virginia, T.E. Jones of Vintage Homes built the state's first All-American Home in July of this year after his father sent him a link to a story about the Lewendals' project. "Honestly, I had no idea what I was getting myself into," he said at a "Made in America" event



Vintage Homes' version of the All-American Home

hosted by the Tidewater Builders Association, which had commissioned Jones to build the house for its annual Homearama tour of houses. "But I knew it was going to be a tremendous honor, a tremendous challenge and a tremendous learning experience."

Jones estimates that the 2,778-square-foot, plantation-style house used 99% American-made materials, which increased construction costs by about 3%.

In Tyler, Texas, Gary Bayless of Bayless Custom Homes, normally builds houses composed of 30% to 40% American-made products, due to cost and availability. Then he saw the ABC "Made in America" special at a local homebuilders' association meeting, and called up Anders Lewendal, who shared his list of suppliers.

This June, Bayless finished a traditional 2,500-square-foot spec house in nearby Bullard, Texas, in which everything was American-made but the ceiling fans. "A lot of the motors are made in Italy or China, though they're assembled in America," he notes. "Anders, because he's in Montana, didn't have that problem, but in Texas everybody has a ceiling fan in every room."

The difference in cost? Again, about 3%, according to Bayless. But the slightly higher all-American price tag on the house wasn't a deterrent.

"We had it on our homebuilders association's Parade of Homes last year," Bayless says, "and a lot of people came to see it just because it was made in America. The response was overwhelming." The house sold in six weeks, compared with a typical market time in that area of two to four months.

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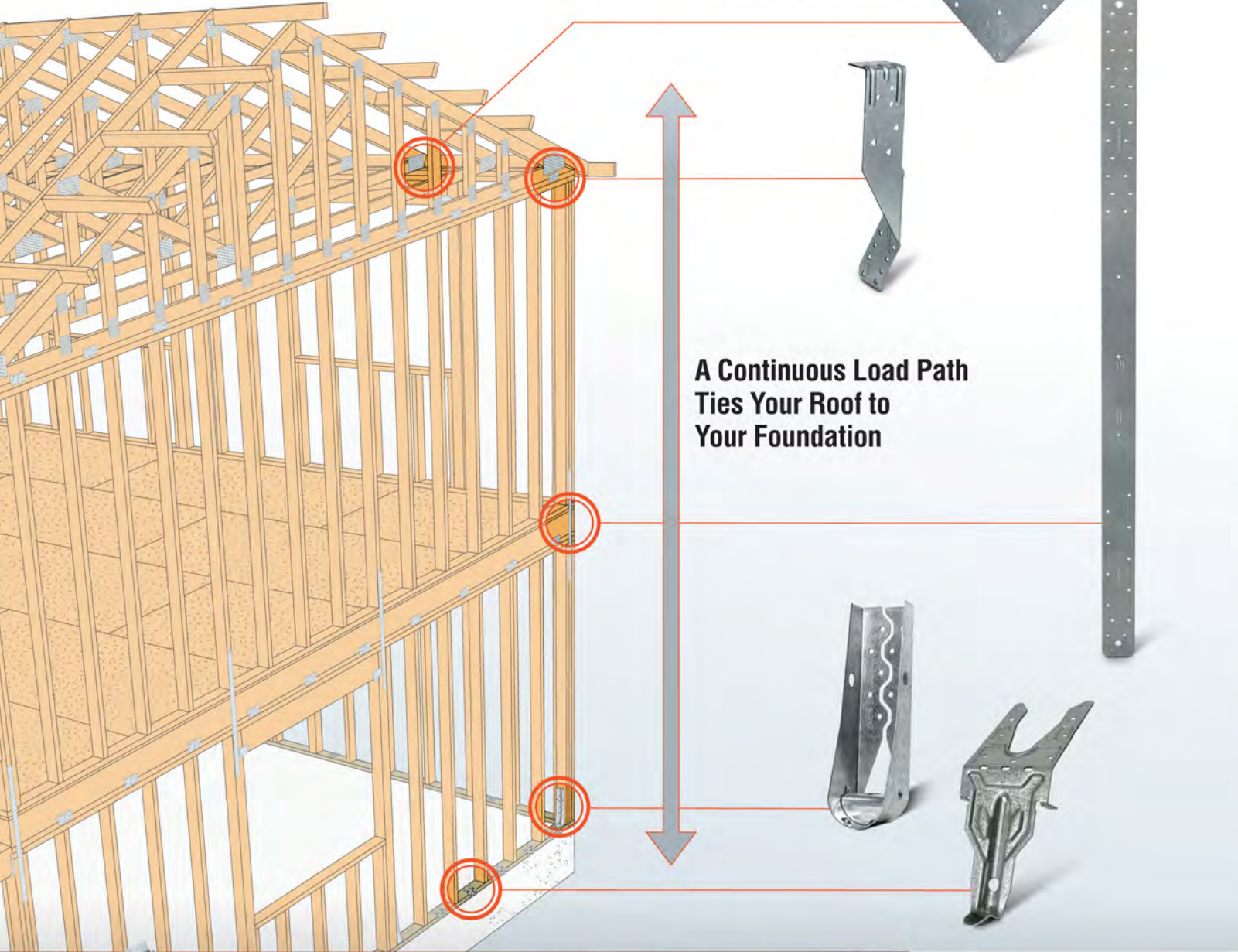
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The Texas builder is currently working on a \$500,000 custom All-American Home for a couple who had seen the Bullard house on the local news. Bayless says he received some 20 inquiries following the program, including five from other builders interested in doing the same thing. "I see that people do care about job creation," he says, "and the quality of American-made products over foreign counterparts."

Quality Over Cost

Buying and building American does more than support U.S. contractors and manufacturers, however. It also benefits American consumers.

For one thing, U.S. workers in construction and manufacturing are among the best-trained, the best-equipped and the highest-paid in the world. Those factors tend to boost productivity and efficiency.

Working conditions in the states are also superior to those found in many foreign countries. "You and I would have an issue if there was a plant down the street where they were mistreating their workers," says Lewental. "We'd say something and we'd support them. The more I study it, it's stunning how poorly so many foreign workers are paid and how bad the conditions are."

Consumers also benefit from American-manufactured goods and processes, which are known for their quality, their durability

and, increasingly, their adherence to stricter environmental standards and codes. "You don't you have to look too far beyond recent high-profile headlines about the environmental safety of drywall produced in China," says Justin Rose at Boston Consulting Group. "It calls into question the overall quality of the products."

The biggest exporter of goods to the U.S., China is frequently cited for environmental and safety issues. In May of 2010, the U.S.



"There aren't a lot of issues these days that draw bipartisan support, but this is one of them." — Congressman Chris Murphy

Consumer Product Safety Commission released a list of the top ten manufacturers of drywall whose products were found to emit high levels of hydrogen sulfide, a metal corrosive. All ten were located in China.

The building trades commonly use imported nails because they're relatively inexpensive, but they also tend to jam nail guns. Instead, Lewental's crew found high-quality nails made by Maze Nails in the company's Peru—Peru, Illinois, that is—factory.

Maze nail-gun nails cost \$5 more a box than the Chinese product, but they don't jam, thus saving time and reducing waste. The crew went with Maze.

"There's a groundswell of recognition that we need to be conscious about what we buy, both in the public and private sectors," says Chris Murphy, a Democratic Congressman from Connecticut who is a strong proponent of American-made and -built. "When we can, we need to try to pay attention to where things are made. Often, if you ask for an American-made product, you're going to find that it's not more expensive than the foreign-made product. You just have to ask."

Government Initiatives

When President Ronald Reagan proclaimed December as Made in America Month in 1986, he was echoing a cry heard from contractors and manufacturers in the 1970s.

Now, as "Buy Local" and "Buy American" resound in cities and towns across the



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country, U.S. construction jobs and American-made materials are once again getting the attention of politicians—this time on both sides of the aisle.

"There aren't a lot of issues these days that draw bipartisan support," says Congressman Murphy, "but this is one of them. Republicans and Democrats alike are losing jobs across the country when manufacturing goes overseas."

Murphy has sponsored two bills currently before Congress: the 21st Century Buy American Act and the American Jobs Matter Act. Both are aimed at getting the federal government to purchase American goods and services before awarding contracts to overseas companies.

"If the federal government wants to preach to private companies that they should purchase things here in America, then the government should do the same thing," Murphy states. "One of the biggest problems that construction companies find when trying to buy American is the lack of availability of product, and that lack is compounded by the fact that the federal government has been part of the problem in putting small manufacturers out of business."

In order to promote his Buy American initiative, Murphy, who believes the U.S. is on the verge of a reindustrialization, teamed up in 2010 with Congressman Walter Jones (Rep—NC) to form the Buy American Caucus, which further supports strengthening domestic government procurement laws.

"My argument is that it's in the government's best interest to buy American because it creates taxpayers who will help us fund the government," says Murphy. "I think the same argument can be made in the private sector. It's in the homebuilders' best interest to buy American because it will create more jobs and thus more homebuyers. So there's a self-interest on behalf of both the government and the homebuilding industry that hopefully will result in more American purchasing."



The Road Ahead

Anders Lewendal's All-American Home has been submitted to the *Guinness Book of World Records* for a home produced with the highest percentage of product of national origin.

But he doesn't expect everyone to build 100% American—just 5% more. His goal is to make Americans (home builders and owners alike) more aware of the fact that buying American-made products over foreign-made ones can make a difference.

says GAF's Doug Beck. "Manufacturing can be the heart, the foundation, the granite holding up many communities."

Soon it may be easier than ever to find American-made materials and products. Last year, Lewendal father and son launched theallamericanhome.com as a resource for home builders and homeowners. The site lists hundreds of products by name, by manufacturer or supplier, and by location in the U.S. In addition, a "5% Club Registry" lists hundreds of companies and individuals



"It just plain old makes sense. We can rebuild America 5% at a time if we work together." — Anders Lewendal

"The All American Home is a placeholder for the idea that reallocating some of our purchases to U.S. products is pretty easy," he says. "Five percent would add 3 million new jobs. Imagine what 10% would do? Ending this recession comes to mind."

Manufacturers agree. "Buying products made in the U.S.A. and supporting American manufacturing has a much bigger effect than most people think,"

who have vowed to reallocate 5% of their spending to U.S.-made products.

Now the two are working on a phone app that will make those American-made products and suppliers readily available on the construction site or in the store.

"It just plain old makes sense," Anders says with a mixture of American practicality and can-do know-how. "We can rebuild America 5% at a time if we work together."

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