



MADE IN CALIFORNIA PROGRAM

Why Join the Made in CA Program

To support manufacturers in the state and provide a **complimentary** service to promote their name, brand, and product lines. In addition, this premier group of manufacturers will receive special event invites, create synergies with other manufacturers, advertise their products and capabilities, etc. The possibilities are endless.

Social Media Component

Social media platforms create a “community of manufacturers.” [LinkedIn](#), [Facebook](#) and [Twitter](#) will have postings each week and conversations with the manufacturing community. Social media extends the manufacturer’s visibility beyond the CMTC website, so be sure to “follow us” or “like us” and CMTC will do the same on your social media sites.

Featured Manufacturers

Each week five manufacturers are highlighted on the CMTC website. Featured companies will receive more visibility to showcase their products, their company and their capabilities, and are selected based on the date when they joined the program.

Benefits to Manufacturers

- Complimentary listing of your company by industry, in alphabetical order, and by county
- Direct emails about national business opportunities (Buy America)
- Special invites to premier events that CMTC sponsors or hosts
- Networking events with other manufacturers to increase sales or find new suppliers
- Monthly Made in CA eNewsletter
- Use of Made in CA logo

Website Benefits

- CMTC website had over 79,000 visitors in 2013
- Made in CA program page ranks #2 of all CMTC website pages
- CMTC tracks the number of views to your profile page – increases traffic to your website
- Generate potential business for you due to higher visibility
- Directory for entrepreneurs seeking a manufacturer to produce their new product
- Directory for you to identify new suppliers

Made in CA Definition – How a Manufacturer Qualifies

- Company is registered with either a primary or secondary manufacturing NAICS code (CMTC will verify)
- Supply chain manufacturers located within California will be considered
- The product’s final assembly, manufacturing or processing must take place in California and the manufacturing facility must be located in California

Made in CA
Open House at
Fluid Research



Made in CA
Open House at
D'Addario



How to Join

- Visit www.cmtc.com and click on the **Made in CA** logo on the home page
- Complete the registration form and submit
- A CMTC representative will verify the NAICS code, then contact the manufacturer to verify the information and gather logos, product images, videos, news stories, etc.

SAMPLE PROFILE PAGE

CMTC
THE POWER OF CONSULTING

ABOUT US | INDUSTRY SOLUTIONS & SERVICES | CMTC ADVANTAGE | CLIENT ACHIEVEMENTS | EVENTS & NEWS | CONTACT US

Manufacturing Home | Services & Benefits | Small Manufacturers Advantage | Voice of Our Customers | Partners | Case Studies | Made in CA Program

MADE IN CA

a solid economy with manufacturing

Become a Made in CA Manufacturer

Learn about the benefits of joining the Made in CA Program and sign up. [Learn more here](#)

Learn more about California Manufacturers

Google Custom Search

Find a CA Manufacturer by Category

- Apparel
- Beverage & Tobacco Product
- Chemical
- Computer & Electronic Product
- Electrical Equipment
- Fabricated Metal Product
- Food Manufacturing
- Furniture & Related Product
- Leather & Allied Product
- Machinery
- Miscellaneous
- Musical Instruments
- Nonmetallic Mineral Product
- Paper
- Petroleum & Coal Products
- Plastics & Rubber Products
- Primary Metal
- Printing
- Textiles
- Transportation Equipment
- Wood Product

Rico International, a division of D'Addario & Company

Rico is owned and operated by the D'Addario family based in Long Island, New York. Rico manufacturing operations are located in Sun Valley, California. D'Addario is the world's largest manufacturer of musical instrument accessories including guitar & bowed strings, connectors & cable assemblies, drumheads, mallets & drumsticks, and reeds & mouthpieces for woodwind instruments. These products are sold under the D'Addario, Rico, Puresound, Evans, ProMark, and Planet Waves brands.

Manufacturer Profile

Company Name: Rico International, a division of D'Addario & Company

Category: Musical Equipment/Accessories

Location: Sun Valley, California

Contact Person: Gary Smith, VP of West Coast Operations

Website Address: www.ricoadda.com

Congressional District: 28

Congressman: Howard L. Berman


[f](#) [in](#) [t](#)

Company Story

D'Addario/Rico: Music Starts Here

Rico's signature reeds are made with cane from company owned and managed plantations in France and Argentina. Cane is grown, harvested, dried, sunned, and processed into small sections called "spits" which are then sent to the factory in Sun Valley, California. There they are machined with precision and measured to ensure all critical features are achieved on every reed.

- [PDF version](#)
- [Visit Rico/D'Addario](#)



Company News

- [Rico Factory Tour During ClarinetFest a Huge Success](#)
- [D'Addario & Company CEO, Jim D'Addario, Named Ernst & Young Entrepreneur of the Year 2011 Award Winner](#)
- [New Album Release from Rick Drumm & Fatty Negresses](#)

Learn More About D'Addario

- [CMT Talks with Jim D'Addario About US Manufacturing Jobs](#)
- [How It's Made - Rico Reeds](#)
- [Frank Catalano & Rick Drumm Jam Session \(note: Frank is a Rico Artist, Rick is President of D'Addario\)](#)

CHT Talks with Jim D'Addario About US Manufacturing Jobs [Watch now!](#)

Frank Catalano & Rick Drumm Jam Session (note: Frank is a Rico Artist, Rick is President of D'Addario) [Watch now!](#)

Contact CMTC
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If you would like more information on CMTC's Made in California Program, please contact Ellen McKewen at 310-263-3070 or emckewen@cmtc.com

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