

AMERICAN JOE™
Authentic American Apparel



**Nancy (Nan) Moon, General Partner,
American Joe Apparel**

Nan is hard-working and passionate about all that she does. She is a kind person, the type of person who still cares about what it means to be American. Taking the easy road is not something that Joe would do and it's certainly not Nan's nature. Nan has done many things in her life that have been challenging; raising six children, caring for terminally ill relatives, battling cancer herself, and her latest adventure, American Joe. She is a smart businesswoman and will stop at nothing to ensure the accuracy and quality of the products she sells.

So how did this American Pride and ambition become American Joe? It started one day when Nan was washing a load of shirts. She picked up the first one to check for stains, and the label jumped out at her – it was made in Turkey. The next one was made in Peru, next in Cambodia, China, Indonesia, India. Out of 15 shirts in that load of laundry, only one was made in the USA. At that moment Nan knew she wanted to do something; she knew that American made products were important to her. So Nan, having an entrepreneurial spirit, embarked on a new chapter in her life - American Joe.

Nan is a free spirit. She enjoys backpacking in the mountains, fishing, and traveling on exhilarating road trips all around the country. Nan also enjoys going to the Dallas Fort Worth airport to hand out shirts for the American Joe Ts for Troops program; it's such an emotional event, but one that means so much to the soldiers and their families, having AJ – and other Americans – there to thank them for their service and to welcome them home.

The American Joe brand embodies Courage. Guts. Pride.
And so does Nan.