

1 [Monster Cable Products, Inc.]

2 **Resolution urging Monster Cable Inc. to provide a fair severance package to the**
3 **over 120 laid-off workers at the Brisbane facility and to support these workers**
4 **and the local community in dealing with the long-term detrimental impacts of**
5 **Monster Cable Product’s outsourcing of production jobs.**
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7 WHEREAS, Monster Cable Products, Inc. was founded in 1979 in the Richmond
8 District of San Francisco and is now a successful, privately held corporation with estimated
9 annual sales of at least \$300 million; and,

10 WHEREAS, Monster Cable Products, Inc. paid over \$6 million to secure naming rights
11 to Candlestick Park, including at least \$3 million to the Recreation and Parks Department of
12 the City and County of San Francisco; and,

13 WHEREAS, Noel Lee, CEO and self-identified “Head Monster” of Monster Cable
14 Products, Inc., is the son of Chinese immigrants, born and raised in San Francisco and is a
15 widely celebrated entrepreneurial success story; and,

16 WHEREAS, On October 20, 2006, over 120 long-term production workers were laid-off
17 from Monster Cable Product’s Brisbane facility when the company outsourced its jobs to low-
18 wage overseas labor; and,

19 WHEREAS, This latest layoff followed another mass layoff of over 70 workers in
20 December 2005, totaling a mass layoff of 190 workers and creating a loss of stable
21 employment and income for workers who are mostly Chinese, Vietnamese, Latino, and
22 Eastern European immigrants; and,

23 WHEREAS, Many of the laid-off workers are the main providers for their families and
24 these families are predominately San Francisco residents; and,
25

1 WHEREAS, Monster Cable Products, Inc. broke with their past practice of paying laid-
2 off workers 4 weeks of severance pay plus a week of severance pay for every year of service,
3 offering just four weeks of severance pay to these employees; and,

4 WHEREAS, Monster Cable Products, Inc. has failed to respond to the workers request
5 for a just severance package and community transition fund, delivered in writing and in person
6 to management on November 9, 2006; and,

7 WHEREAS, Many of the laid-off production workers have dedicated their youth and
8 best working years to helping Monster Cable Products, Inc. become a profitable business,
9 working an average of over eight years and as many as twenty years; and,

10 WHEREAS, With an average age of 52, the laid-off workers are being forced into
11 unemployment at a time when it is hardest to find work, let alone change careers and
12 industries; and,

13 WHEREAS, Given the rapid decline of garment and other manufacturing industries in
14 San Francisco, laid-off production workers are part of the workforce that the globalized
15 economy treats as temporary and disposable; and,

16 WHEREAS, These workers are increasingly limited to low-paying, contingent work in
17 the service industry; and,

18 WHEREAS, CEO Noel Lee, built this company from the ground up to one of the most
19 prominent businesses in the Bay Area through the loyalty, “sweat equity,” and hard labor of
20 his workers; and,

21 WHEREAS, The workers’ contributions have enabled Monster Cable Products, Inc. to
22 grow and become the industry leader in high-end cable products, generating significant wealth
23 for the company and its executives; and,

24 WHEREAS, Noel Lee has spent \$6 million to temporarily attach Monster’s name to a
25 ballpark and untold amounts in legal fees to protect Monster Cable Product’s copyrights; and,

1 WHEREAS, Mr. Lee has a corporate and moral responsibility to do more for his
2 employees than to simply give them four weeks pay; and,

3 WHEREAS, Increasing unemployment hurts the local economy and creates greater
4 strain on public resources; and,

5 WHEREAS, Monster Cable Products, Inc. should take responsibility for the negative
6 community impacts caused by its outsourcing of local jobs, and provide resources to support
7 the workforce and economic development needs of the local community; now, therefore, be it

8 RESOLVED, That the San Francisco Board of Supervisors urges Monster Cable
9 Products, Inc. to meet with the laid-off worker representatives at once to address the workers
10 demands outlined in the letter delivered to the company on November 9, 2006; and, be it

11 FURTHER RESOLVED, That the San Francisco Board of Supervisors urges Monster
12 Cable Products, Inc. to provide severance pay in the amount of four weeks and one week per
13 year of service for each employee who has been laid-off since October 2006; and, be it

14 FURTHER RESOLVED, That the Board of Supervisors urges Monster Cable Products,
15 Inc. to continue health and dental benefits for one year to its laid-off workers; and, be it

16 FURTHER RESOLVED, That the Board of Supervisors urges Monster Cable Products,
17 Inc. to contribute \$2 million to a Worker and Community Transition Fund to support laid-off
18 workers in securing stable employment and to provide for the local community's workforce
19 and economic development needs; and, be it

20 FURTHER RESOLVED, That the Clerk of the Board of Supervisors will send written
21 communication of this resolution to Mr. Noel Lee, CEO of Monster Cable Products, Inc..

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Supervisors Jake McGoldrick, Tom Ammiano, Chris Daly, Sophie Maxwell,
Ross Mirkarimi, Aaron Peskin, Gerardo Sandoval, Alioto-Pier
BOARD OF SUPERVISORS