

Levi Strauss & Co.

Levi Strauss & Co. Timeline
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DOCKERS
SAN FRANCISCO

Levi Strauss
SIGNATURE



Levi Strauss & Co. General Timeline

19th Century

1829 – Levi Strauss is born in Buttenheim, Bavaria.

1847 – Levi Strauss, his two sisters and mother sail for America, where they join half-brothers Jonas and Louis in New York. Levi joins their dry goods business.

1853 – Levi becomes an American citizen and sails to San Francisco to set up a small dry-goods house, which grows into a prosperous business over the next twenty years.

1854 – Levi Strauss donates \$5 to a San Francisco orphanage only one year after arriving in the city to open his dry-goods business. This is equivalent to approximately \$110 U.S. and begins the company's tradition of sharing its prosperity with the community.

1866 – LS&CO. headquarters are at 14-16 Battery Street, where they remain for 40 years.

1872 – Jacob Davis, a Reno Nevada tailor, writes to Levi Strauss, telling him of the process he invented to rivet the pocket corners on men's pants. He suggests the two men take out a patent on the process together.

1873 – Levi Strauss and Jacob Davis receive the patent for rivets on men's pants. They begin making copper-riveted "waist overalls" (the old name for jeans) in San Francisco. The denim comes from the Amoskeag Mill in New Hampshire.

1897 – Levi Strauss donates funds to endow 28 scholarships at the University of California, Berkeley. These scholarships are still in place today.

1900~1919

1902 – Levi Strauss dies at the age of 73. His nephews inherit the business.

Levi Strauss' will contains a number of bequests to Bay Area charities which serve children and the poor.

1906 – The earthquake and fire destroy the headquarters and two factories of Levi Strauss & Co. The company extends credit to its wholesale customers so they can get back on their feet and back in business. Employee salaries are continued, and temporary headquarters and a showroom are opened in order to keep employees working. A new factory is built at 250 Valencia Street, and new headquarters are erected on Battery Street.

1912 – Simon Davis, son of Jacob Davis and the superintendent of the Valencia Street factory, invents "Koveralls," a one-piece play suit for children and the company's first nationally distributed product.

1915 – L & CO. receives the Highest Award for waist overalls at the Panama Pacific International Exposition in San Francisco. The company begins to purchase denim from Cone Mills in North Carolina.

1919 – Walter A. Haas, Sr. joins the company

1920s

1920 – A factory is opened in Frankfort, Indiana to make Koveralls.

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1920s – During this decade, the assembly-line technique is adopted at the Valencia Street and Frankfort factories. In addition, the climate for selling denim products is unfavorable; the price of cotton drops sharply, rendering cotton garments subject to price reduction. Despite this, Walter Haas, Sr. maintains the company's \$25,000 advertising budget, as he feels advertising (in the form of billboards and painted signs) is crucial to the success of the waist overalls.

1922 – Daniel Koshland joins LS&CO.

1924 – Sigmund Stern, nephew of Levi Strauss, becomes President of LS&CO. His brother Jacob, who took over as President after Levi's death in 1902, is named Chairman of the Board.

1926 – Bonuses are given to the workers at the Valencia Street factory, possibly a first in the apparel industry.

1928 – The company registers the word Levi's® as a trademark.

Sigmund Stern dies and Walter Haas, Sr. becomes President.

1930s

1930s – The Depression strikes and the demand for products declines. Workers at the Valencia Street facility are put on a short work week to avoid layoffs, and others are given non-manufacturing tasks such as laying the hardwood floors that are still in use today. At the same time, the company adopts the cowboy as its advertising and image-building icon, associating the rugged individualism of the cowboy (and his Hollywood counterpart) with the famous 501® waist overalls.

1934 – LS&CO. creates "Lady Levi's®," the company's first blue jean for women.

1939 – Walter Haas, Jr. joins LS&CO.

1940s

1940s – During World War II, the design of waist overalls is changed due to government mandates regarding the conservation of raw materials. U.S. soldiers wear their Levi's® jeans and jackets overseas, giving the products their first international exposure.

African-American workers at the company's California plants work in integrated facilities.

1945 – Peter Haas, Sr. joins LS&CO.

1948 – LS&CO. discontinues its wholesale business in order to concentrate on manufacturing apparel.

1950s

1952 – The Levi Strauss Foundation is formed to coordinate the company's charitable giving.

1954 -- "Lighter Blues" casual slacks and the "Denim Family" line mark the company's entry into the sportswear business.

An Army colonel on an American base in Frankfurt, Germany, bans military wives from wearing blue jeans, saying it reflects poorly on the U.S.

1955 – Daniel Koshland succeeds Walter Haas, Sr. as President.

1958 – Levi's® jeans are chosen for the American Pavilion at the World's Fair in Brussels. Walter Haas, Jr. becomes President.

1959 – Levi's® jeans are exhibited at the "American Fashion Industries Presentation" in Moscow. The company begins exporting garments to Europe and appoints an Export Manager.

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1960s

1960s – LS&CO. opens its first southern plant. Located in Blackstone, Virginia, the company insists from its inception that the facility be integrated. This occurs before desegregation is mandated by federal law.

1961 – Clothing is exhibited in Paris by our French distributor.

1962 – LS&CO. receives President Kennedy's "E" award for significant contributions to the United States export program.

1963 – Pre-shrunk Levi's® jeans are introduced.

1964 – STA-PREST® slacks —the first wrinkle free products — are introduced. Levi's® jeans become part of the permanent collections of the Smithsonian Institution.

1965 – Levi Strauss International and Levi Strauss Far East are established, beginning the company's expansion into Europe and Asia.

1966 – The company airs its first television commercial.

1967 – Levi's® jeans are exhibited in Moscow, Prague and Warsaw.

Rock groups such as The Jefferson Airplane and Paul Revere and the Raiders record radio commercials for the Stretch Levi's® and White Levi's® lines.

1968 – The Community Affairs department is established, formalizing the company's philanthropic efforts.

1969-1970 – LS&CO. introduces bell bottoms into its jeans line.

LS&CO. renovates the Valencia Street plant and the surrounding areas, creating a community gathering place and contributing to the improvement of the community.

Peter Haas, Sr. becomes President.

1970s

1970s – Corduroy and polyester pants are added to the Levi's® range, reflecting the styles of the times.

The first Community Involvement Teams are formed at the headquarters office.

1971 – LS&CO. becomes a public corporation, and includes a statement of its values in its prospectus.

Levi Strauss Japan is established, marking the company's first official entry into the Asian marketplace.

1972 – LS&CO. establishes the Minority Purchasing Program.

1973 – Bob Haas joins the company.

1974 – Company headquarters move to a large office complex at Embarcadero Center in San Francisco.

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1980s

1981 – Robert Grohman becomes President and Chief Executive Officer.

1982 – The Levi Strauss Foundation makes its first matching gifts to the Kaposi Sarcoma Clinic at San Francisco General Hospital.

1983 – AIDS support groups are first formed at headquarters.

The first Original Levi's Stores® are opened in Europe (in Spain). Within eight years there are 527 stores throughout northern and eastern Europe.

1984 – LS&CO. is the official outfitter of the U.S. Olympic Team and the Los Angeles Games staff.

The "501® Blues" television campaign is launched at the Olympic Games, leading to a resurgence in sales of the 501® jeans.

LS&CO. receives the Lawrence A. Wien Prize in Corporate Social Responsibility.

Bob Haas becomes President and Chief Executive Officer and leads the company through more than a decade of record sales and profits.

1985 -- LS&CO. wins the Governor's Committee Media/Advertising Award from the New York State Office of Advocates for the Disabled, for its positive portrayals of disabled people in the "501® Blues" television ads.

LS&CO. completes the largest leveraged buyout in the apparel industry and the company becomes private again.

1986 – Dockers® Khakis are introduced in the United States. The company holds its first auction of celebrity-decorated denim jackets to benefit AIDS research and education at Barneys in New York.

1987 – The Mission and Aspirations Statement is crafted, beginning the process of creating a more empowered workforce, dedicated to excellence and open to change.

1989 – LS&CO. receives Harvard's Dively Award for Corporate Public Initiative.

1990s

1990 – LS&CO. receives the German Apparel Supplier of the Year award, the first non-German and the first jeans company to win the award.

1991 – "Project Change," an initiative to fight institutional racism in LS&CO. communities, is launched.

The first Original Levi's Stores® are opened in the United States, in Columbus Ohio.

LS&CO. develops the first known set of comprehensive standards for manufacturing and finishing contractors worldwide, dealing with wages, hours, working conditions, ethics and the environment.

1992 – LS&CO. becomes the first major U.S. company to offer full medical benefits to the unmarried partners of its employees.

Levi Strauss North America is formed to better coordinate the strategies and needs of the business in Canada, the U.S. and Mexico.

1993 – Business Ethics magazine names LS&CO. as one of three companies to win its "Excellence in Ethics" award.

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Due to positive changes in South Africa, LS&CO.'s South Africa Policy Group recommends that the company modify its policy to consider doing business in that country (if free, fair, non-racial elections have been held and a Government of National Unity has been installed).

LS&CO. offices in Europe help underwrite a major photojournalistic exploration of the impact of living with AIDS.

1994 – Levi's® Dockers® are introduced in Europe.

Fortune magazine names Levi Strauss & Co. the most admired apparel company. Vista magazine chooses LS&CO. as one of 50 U.S. companies providing the best career opportunities for Hispanic women. The magazine especially noted LS&CO. for its appointment of Patricia Salas Pineda to its Board of Directors. Pineda receives the magazine's Corporate Achievement Award.

Employees at the Customer Service Center in Canton, Miss., are honored by the White House and Congress for their volunteer work in support of children and families in the Jackson and Canton communities.

Original Levi's Stores® around the globe participate in World AIDS day.

1995 – Dockers® Khakis, invented in Japan ten years earlier as Docker Pants, are re-introduced to Japanese consumers.

LS&CO. places No. 1 among apparel firms and No. 16 overall in Fortune magazine's annual list of America's most admired corporations.

Hispanic magazine names LS&CO. among the top 100 companies that provide the most opportunities for Hispanic employees.

Carl von Buskirk, President, LS Europe, signs a charter confirming that the affiliate does not - and will not - discriminate against employees with HIV or AIDS. The charter is issued by the Belgian government and signed by representatives of seven European companies.

LS&CO. launches its first site on the Web at www.levi.com.

Levi Strauss Japan sponsors the Rolling Stones' "Voodoo Lounge" tour.

"Clayman" becomes LS&CO.'s first global commercial for the Levi's® brand and runs in countries on all five continents.

1996 – Levi's® Vintage Clothing is introduced globally. LVC is a line of authentic reproductions of clothing from the Levi Strauss & Co. Archives.

The Martin Luther King Jr. Center for Nonviolent Social Change presents LS&CO. with the 1996 Management Award. The Union of Needletrades, Industrial and Textile Employees (UNITE), which represents several LS&CO. owned-and-operated manufacturing facilities, made the award nomination in recognition of the unique partnership between LS&CO. and UNITE.

1997 – LS&CO. receives the Organizational Award for a Large Business from the Centers for Disease Control.

The company also receives the Quality of Life Award from Auburn University.

1998 – LS&CO. celebrates the 125th anniversary of the invention of jeans.

Levi Strauss & Co. receives the first Ron Brown Award for Corporate Leadership. CEO Bob Haas accepts the award for the company at a White House ceremony conducted by President Clinton. LS&CO. is honored with this award for Project Change (see 1991).

1999 – Philip Marineau becomes the new President and Chief Executive Officer of Levi Strauss & Co.

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Bob Haas becomes Chairman of the Board.

A flagship Original Levi's Store® opens on San Francisco's Union Square.

Present

2000 – LS&CO. introduces Levi's® Engineered Jeans™, the reinvention of jeans for the 21st century.

LS&CO. named No. 2 in Fortune's "America's Best Companies for Minorities".

Levi Strauss & Co. sponsors D'Angelo and Christina Aguilera concert tours.

2003 – Levi Strauss & Co. celebrates the 150th anniversary of its founding and the 130th anniversary of the invention of blue jeans by Levi Strauss and Jacob Davis.



Levi Strauss & Co. Citizenship Timeline

1854 – Levi Strauss donates \$5 to a San Francisco orphanage, only one year after arriving in the city to open his dry goods business. This amount of money is equivalent to approximately \$110 U.S. in 2006.

1871 – Levi Strauss & Co. gives \$100 to the Chicago Relief Fund to help rebuild after the fire of 1871.

1897 – Levi Strauss donates funds for twenty-eight scholarships at the University of California, Berkeley. These scholarships are still in place today. He also gives money to the California School for the Deaf and supports other local charities.

1906 – The San Francisco earthquake and fires destroy LS&CO.'s showroom, other company buildings and many local businesses. The company extends credit to its wholesale customers to help them get back on their feet and back in business. Temporary headquarters and a showroom are built and opened in order to keep employees working.

1913 – LS&CO. builds a playground in front of the 250 Valencia Street factory for the enjoyment of neighborhood children.

1930s – To avoid layoffs during the Depression, LS&CO. puts workers on a short week, and creates non-sewing jobs (such as the construction of a new floor at the Valencia Street factory) to keep people on the payroll.

1952 – The Levi Strauss Foundation is formed to coordinate the company's charitable giving.

1960 – LS&CO. purchases a factory in Blackstone, Virginia. Despite local resistance, LS&CO. integrates the facility (before the purchase, the factory was racially segregated). This move predates the Civil Rights Act of 1964 and federally mandated desegregation.

1970s – The first Community Involvement Teams are formed.

1981 – The Red Tab Foundation is formed by a company employee, Jerry O'Shea, with a mission to help provide a financial "safety net" for LS&CO. employees and retirees in need.

1983 – LS&CO. is one of the first companies to develop comprehensive HIV and AIDS education and health services for employees and their families. The company would become a global business leader in the fight against HIV/AIDS. Our commitment would lead to the development of groundbreaking policies and cutting-edge philanthropy, such as syringe access support.

1985 – LS&CO. wins the Governor's Committee Media/Advertising Award from the New York State Office of Advocates for the Disabled, for its positive portrayals of people with disabilities in the "501® Blues" television ads.

1986 – LS&CO. hosts an "AIDS in the Workplace" conference at Levi's Plaza. In attendance are 200 individuals representing 100 different companies. Attendees work together to develop would become the early agenda for AIDS education in the workplace.

1989 – LS&CO. inaugurates its first program to assist employees in becoming U.S. citizens. The program is in partnership with the Immigration and Naturalization Service.

1991 – Levi Strauss & Co. launches "Project Change," an initiative to address institutional racism in LS&CO. communities. The initiative would earn the first Ron Brown Award for Corporate Leadership, presented to CEO Bob Haas at a White House ceremony conducted by President Clinton in 1998, and the first Legacy Award from the Business Women's Network Education Foundation in 2000.

The Child Care Fund is created to help LS&CO. plant employees with child care.

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LS&CO. expands the definition of “family” under its implementation of the Family Care Leave Act to include domestic partners and their children.

LS&CO. adopts the first known set of comprehensive standards for contractors worldwide, dealing with wages, hours, working conditions, ethics and the environment. The standards also identify criteria for determining countries from which LS&CO. will source, leading to a withdrawal from contracting in Burma.

1992 – LS&CO. becomes the first major U.S. company to offer full medical benefits to the unmarried partners of its employees.

1993 -- Levi's® "Women Breaking the Mold" ad breaks new ground in American advertising by dismantling stereotypes about women. Advertising Age named the ad one of the most important commercials launched in the past 50 years.

1994 – The Council on Economic Priorities selects LS&CO. to receive the “America’s Corporate Conscience Award for International Commitment.”

1996 – LS&CO. employees and facilities around the world observe World AIDS Day.

1998 – The Levi Strauss Foundation and LS&CO. establish the Community Transition Fund to provide support to former employees and other community members following owned-and-operated plant closures. The company also provides intensive job transition services and a generous severance package to employees affected by closures.

2000 -- LS&CO. is named one of Fortune’s “America’s Best Companies for Minorities.” LS&CO. has been on Fortune’s list every year since.

The Council on Economic Priorities ranks LS&CO. number one out of 320 companies in a corporate social responsibility survey. LS&CO. receives an "A" rating in the categories of Charitable Giving, Disclosure, Family Benefits, Minority Advancement, Women's Advancement and Workplace Issues.

The company sponsored its first Community Day for employees in San Francisco in 2000, enlisting employees to volunteer at nonprofits citywide. Since then, Community Day has expanded throughout LS&CO. offices worldwide. Volunteer Release Time is initiated to provide full-time, salaried employees in the U.S. up to five hours per month paid time away from the office to volunteer at a nonprofit organization of their choosing.

2003 – LS&CO. expands non-discrimination/non-harassment protected classes to include transgender employees.

The Human Rights Campaign Foundation gives Levi Strauss & Co. a perfect score of 100 percent for the way it treats gay, lesbian, bisexual and transgender employees, consumers and investors. LS&CO. has maintained the 100 percent score for each subsequent year.

The Levi Strauss Foundation introduces sourcing grants, aimed at strengthening workers’ rights in communities where LS&CO. has a business presence.

2004 – The Levi Strauss Foundation is presented with the Corporate Philanthropy Award by the Ms. Foundation. The theme of the awards is how community participation builds and strengthens democracy.

2005 – In an effort to increase transparency within the supply chain and encourage collaboration among competitors in shared factories, LS&CO. publishes the names and addresses of all active suppliers on its Web site.



Levi Strauss & Co. Heritage Timeline

1853 – Levi Strauss arrives in San Francisco and opens a wholesale dry goods business, selling clothing, blankets, handkerchiefs, etc., to small general stores throughout the American West.

1872 – Jacob Davis, a Reno Nevada tailor, writes to Levi Strauss, telling him about the process he invented to rivet the pocket corners on men's pants to make them stronger. He suggests the two men take out a patent on the process together and Levi agrees.

1873 – Levi Strauss and Jacob Davis receive a patent on the process of riveting pants by the U.S. Patent and Trademark Office on May 20. It is patent number 139,121 and this marks the invention of the blue jean.

The pants are called waist overalls, or overalls, as that was the traditional name for men's workwear at the time (if you wanted bib overalls you had to ask for those specifically). This first pant was the original 501® jean but it didn't have that name yet: it was simply called "XX" – an industry term meaning highest quality, and also the term for the high quality denim used in their manufacture.

The jeans have one back pocket with the Arcuate stitching design (the same design they have today), a watch pocket, a cinch, suspender buttons and a rivet in the crotch. The rivets on the back pockets are exposed.

The pants are made of 9 oz. XX blue denim, which comes from the Amoskeag Mill in Manchester, New Hampshire.

They are sewn in San Francisco, probably in a combination of factory production and home sewing. Because of the loss of historical records in the 1906 earthquake and fire, we don't yet know when the first factories were opened.

1886 – Two Horse® brand leather patch is first used on the waist overalls. Its purpose was to demonstrate the strength of the pants and reinforce our status as the originator of patent-riveted clothing.

1890 – The rivet patent goes into the public domain, so that Levi Strauss & Co. is no longer the exclusive manufacturer of riveted clothing.

Lot numbers are first assigned to the products being manufactured. 501® is used to designate the famous copper-riveted waist overalls.

1901 – The pants now have two back pockets. It's likely we added this additional pocket due to consumer requests or changes in men's fashions at the time.

1902 – Levi Strauss dies at the age of 73. His nephews take over the business; their descendants still run the company today.

1906 – The San Francisco earthquake and fire destroys the headquarters and factories of Levi Strauss & Co.

A new factory is built at 250 Valencia Street in San Francisco and opens in November.

LS&CO. begins to buy denim from Cone Mills in Greensboro, North Carolina.

1922 -- Belt loops are added to the overalls, but the suspender buttons are still retained. The cinch is also still used on the pants, but some men cut it off in order to wear the overalls with a belt. The addition of belt loops was in response to changes in men's fashions and our understanding of what consumers wanted.

LS&CO. now buys its denim exclusively from Cone Mills.

c1927 – Cone Mills develops the 10 oz. red selvage denim exclusively for the 501® jeans. The denim is woven in 29" wide looms and is known as XX denim.

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1936 – The red Tab is first placed onto the right back pocket of the overalls. The word “LEVI’S®” is stitched in white in all capital letters. The Tab is created to differentiate Levi’s® overalls from the many competitors in the marketplace who were using dark denim and an Arcuate stitch.

1937 – The back pockets on the overalls are sewn so that they cover the rivets. This is in response to consumers who complained that the rivets scratched furniture and saddles.

The suspender buttons are removed from the overalls. Consumers are given snap-on buttons in case they still want to wear suspenders.

1940s – World War II – Changes are made to the overalls in order to conform to rules set by the U.S. War Production Board for the conservation of raw materials. The crotch rivet, watch pocket rivets and back cinch are removed to save fabric and metal. The Arcuate stitching design is removed as the thread is decorative only and not vital to the usefulness of the garment. In order to keep the design on the pants, LS&CO. sewing machine operators hand paint an arcuate on each pair.

c1947 – The post-war version of the 501® jeans starts coming off the production line. The cinch is gone forever, the rivets are put back on the watch pocket and the Arcuate is now stitched with a double-needle machine which gives it the “diamond” shape at the point where the two lines of stitching meet. This creates the uniform look of the Arcuate, which is in contrast to previous years, when the single needle application gave each Arcuate design a unique appearance, depending on the skill of the operator.

Late 1950s – The leather patch is replaced by a Two Horse patch made of heavy-duty card stock, known as the “leather-like” patch. This is due to the fact that the company was selling products nationally, and it was becoming more expensive to use real leather.

1960 – The word “overalls” is replaced by the word “jeans” in advertising and on labels because teenagers began calling the product “jeans” in the 1950s. No one really knows why the word became associated with the men’s overalls, but teenagers adopted the phrase and it became the term used by all manufacturers.

1963 – Pre-shrunk Levi’s® jeans are introduced.

1964 – Levi’s® jeans become part of the permanent collections of the Smithsonian Institution in Washington, D.C.

1966 – The rivets are removed from the back pockets and replaced with bar tacking. This is due to the fact that the strong rivets eventually wore through the denim, exposing them and causing the problems with scratching furniture that led to their being covered back in 1937.

1971 – The word “Levi’s®” on the red Tab device is now stitched in white with a capital “L” only; the “E” looks like it changed, leading to the vintage clothing concept of “Big E” and “little e.” This was done to conform to the company’s new housemark – the “batwing” – which was adopted in 1967 and in which the word “Levi’s” is meant to be the proper name of our founder, Levi Strauss.

1983 – Cone Mills begins to introduce XXX denim through the use of 60” wide looms.

1984 – The renowned “501® Blues” television advertising campaign is launched at the summer Olympic Games in Los Angeles.

1985 – LS&CO. wins the Governor’s Committee Media/Advertising Award from the New York State Office of Advocates for the Disabled, for its positive portrayals of people with disabilities in the “501® Blues” television ads.

1986 – The first in a series of innovative television commercials for the 501® jeans airs in Europe. These commercials feature classic American rock music mixed with nostalgia and romance.

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1993 – Levi Strauss & Co. sponsors the “Send Them Home Search,” a contest to find the oldest pair of Levi’s® jeans in the United States. The winning pair dates to the late 1920s.

1996 – Due to the interest in “vintage” Levi’s® jeans on the part of consumers Worldwide, the Levi’s® Vintage Clothing line is introduced in stores worldwide.

1998 – Levi’s® 501® jeans celebrate 125 years of originality.

2003 – LS&CO. celebrates the 150th anniversary of the company.



Levi Strauss & Co. Workplace Timeline

1906 – The San Francisco earthquake and fire wipes out LS&CO. and many other local businesses. The company extends credit to its wholesale customers so they can get back on their feet and back in business. In addition, temporary headquarters and a showroom are opened in order to keep employees working.

1920s – Walter A. Haas, Sr. and Daniel Koshland take over management of the company, and continue the already-established traditions of community service and fair treatment of employees.

1930s – In order to avoid layoffs at the Valencia Street plant in San Francisco during the Depression, LS&CO. puts workers on a short week, and creates non-sewing jobs, such as the construction of a new floor at the factory.

1960s – LS&CO. opens plant located in Blackstone, Virginia. The company insists from its inception that the facility be integrated. This occurs before desegregation is mandated by federal law. This action is taken by managers confident they will have the support of the company's leaders.

1970s -- The first employee Community Involvement Teams form in the Home Office.

With Equal Employment Opportunity and Affirmative Action legislation in place, LS&CO. formalizes its long-standing commitment to foster a diverse workforce. Special recruitment programs bring more people of color and women into areas of the organization where they were underrepresented.

1981 – A company employee, Jerry O'Shea, establishes The Red Tab Foundation with a mission to help provide a financial "safety net" for LS&CO. employees and retirees in need.

1982 – The Koshland Awards, named for former President Daniel Koshland, are initiated to recognize employees who provide outstanding service to the company and the community.

1983 – LS&CO. is one of the first companies to develop comprehensive education and health services for employees and their families to alleviate fear, ignorance and prejudice surrounding HIV.

The first AIDS support groups form at the company's headquarters.

Mid to late '80s – The company institutes casual dress year round for employees.

The company introduces half days on Fridays at its headquarters.

1987 – The Mission and Aspirations Statement is crafted, beginning the process of creating a more empowered workforce, dedicated to excellence.

1988 – LS&CO. hosts an "AIDS in the Workplace" conference at Levi's Plaza.

1989 – LS&CO. inaugurates its first program to assist factory employees in becoming U.S. citizens. The program is in partnership with the Immigration and Naturalization Service.

1990 – The Work/Family Task Force is created to study ways to help employees achieve a balance between their work and family lives.

1991 -- The Time Off with Pay Program (TOPP) is developed out of a recognition that taking time off from work allows employees to more effectively balance their work and personal lives. TOPP provides employees with flexible paid time off – TOPP time – for vacations, illness, injuries, medical appointments, personal business and emergencies.

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The Child Care Fund is created to help LS&CO. plant employees with child care.

LS&CO. expands the definition of family to include domestic partners and their children when it implements the Family Care Leave Act.

1992 – LS&CO. adds a "Living Benefits" feature to its group life insurance policy, providing 60% of the insurance benefits to terminally ill employees.

1993 – Working Mother magazine names LS&CO. in its annual listing of the "100 Best Companies for Working Mothers."

Business Ethics magazine names LS&CO. as one of three companies to win its "Excellence in Ethics" award.

The book, **The Best Companies for Minorities**, lists LS&CO. as one of its 84 best companies.

1994 -- **Vista** magazine chooses LS&CO. as one of 50 U.S. companies providing the best career opportunities for Hispanic women. The magazine especially noted LS&CO. for its appointment of Patricia Salas Pineda to its Board of Directors. Pineda receives the magazine's Corporate Achievement Award.

The Philippines Department of Labor and Employment declares Levi Strauss Philippines the winner of its annual "Most Outstanding Family Welfare Programs" award, in the category of companies with 500-1,000 employees.

1995 – Levi Strauss Europe signs a charter confirming the affiliate does not and will not discriminate against employees with HIV or AIDS. The charter is issued by the Belgian government and signed by representatives of seven European companies.

Computerworld magazine names LS&CO. one of the 100 Best Places To Work.

2000 – Council on Economic Priorities ranks LS&CO. No. 1 out of 320 companies in a corporate social responsibility survey. LS&CO. receives an "A" rating in the categories of Charitable Giving, Disclosure, Family Benefits, Minority Advancement, Women's Advancement and Workplace Issues.

The company sponsors its first Community Day for employees in San Francisco. Since then, Community Day has expanded throughout our LS&CO. offices worldwide and provides more than 20,000 volunteer hours in our communities each year.

The company introduces Volunteer Release Time. Full-time, salaried employees in the U.S. may schedule up to five hours per month paid time away from the office to volunteer at a nonprofit organization of their choosing.

2001 – LS&CO. receives the corporate award from San Francisco Beautiful in recognition of the inaugural Community Day in 2000.

2001 – LS&CO. endorses the Employment Nondiscrimination Act (ENDA) prohibiting employment discrimination on the basis of sexual orientation.

The LS&CO. Way – the company's blueprint for how to lead and manage the business – is introduced. It outlines the values of the company; the capabilities needed to be successful; how the company plans and executes; and the company's vision of success.

2003 – LS&CO. expands nondiscrimination/nonharassment protected classes to include transgender employees. The Human Rights Campaign Foundation rates Levi Strauss & Co. among the top of Fortune 500 companies based on how it treats gay, lesbian, bisexual and

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transgender employees, consumers and investors. LS&CO. receives a perfect score of 100 percent.

2004 – Case studies involving LS&CO. and the Levi Strauss Foundation are featured in the book called *Compassionate Capitalism: How Corporations Can Make Doing Good an Integral Part of Doing Well*.