

[Sample email from HSUS to Ross Stores directors]

From: PJ Smith <XXXX@humanesociety.org>
Date: October 5, 2016 at 5:35:02 AM GMT+9
To: "stephen.milligan">
Subject: Ross board of directors

Hi Steve,

I hope you're well. I'm writing from The Humane Society of the United States to let you know that we're considering a shareholder proposal at Ross seeking an independent board chair policy, and to see if you'd support senior management coming to the table with us instead.

As background: Everyone from the company who I've worked with has been terrific, including Mark LeHocky, who's been a great emissary for Ross. We've engaged with Ross for many years regarding the issue of products containing real fur. Ross has told us privately that it does not knowingly sell items containing real fur, though unfortunately will not institute a public-facing fur-free statement.

Today, animal welfare issues have come to bear such social and business relevance that we now ask all companies to make their sourcing policies transparent—which is indeed what dozens of the largest companies with animals in their supply chains (especially those that are publicly-owned) have done. For examples: [Armani](#), [Hugo Boss](#), [H&M](#), [Zara](#), [Overstock.com](#), [SeaWorld](#) and many [top food companies](#).

Since Ross does not knowingly buy real animal fur, we hope you'll agree that it won't take much to make the policy public on your website. Is this something you'd support? Thanks so much, and I'm happy to chat any time. Have a great day.

Best,
PJ Smith

P.J. Smith
Corporate Engagement Manager
XXXX@humanesociety.org
301.366.XXXX

From: PJ Smith [<mailto:XXXX@humanesociety.org>]
Sent: Monday, December 12, 2016 2:28 PM
To: Michael Balmuth (NYBO Exec); Barbara Rentler (Chief Executive Officer)
Subject: HSUS

Hi Michael and Barbara,

Hope you're well. Wanted to let you know that I'll be in the San Francisco area for the month of January in case you'd like to get together to discuss HSUS's shareholder proposal and possible policy language for Ross now that TJ Maxx/Marshall's and Burlington Coat Factory are fur free.

From my past discussions with Mark LeHocky, I don't think it requires much for us to get aligned on this, and hope you agree.

Looking forward to hearing from you. Have a happy holiday!

Best,
PJ

P.J. Smith
Senior Manager, Fashion Policy
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From: PJ Smith [<mailto:XXXX@humanesociety.org>]

Sent: Tuesday, August 09, 2016 6:19 PM

To: Barbara Rentler (Chief Executive Officer)

Subject: FYI, HSUS to FTC: take action against 17 retailers that sold animal fur as “faux fur”

Dear Ms. Rentler - I’m writing regarding Ross’s misrepresentation of animal fur garments, as detailed in our newly-released investigation report and petition to the Federal Trade Commission (see below).

Are you open to discussing how Ross might be able to rectify these issues? If so, we’re happy to connect.

Best,
PJ Smith

p.s. In the past, we’ve recommended to the FTC that the agency remove certain companies from our petitions even after they’re filed, and would consider doing so here too, if appropriate actions could be taken on this issue.

http://www.humanesociety.org/news/press_releases/2016/08/hsus-ftc-action-against-fur-retailers-080916.html

HSUS to FTC: take action against 17 retailers that sold animal fur as “faux fur”

Amazon, Neiman Marcus, Kohl’s, Nordstrom among those facing potential civil or criminal penalties

The Humane Society of the United States asks the Federal Trade Commission to bring enforcement action under federal consumer protection laws against 17 retailers for false advertising of fur garments. The retailers sold a combined 37 different styles of apparel and accessories that were advertised or labeled as “faux fur,” but actually included animal fur from raccoon dogs, rabbits and coyotes.

In its largest collection of industry misrepresentations to date, The HSUS highlights violations from December 2011 through December 2015 by retailers Amazon, A-List/Kitson, Barneys, Belk, Bluefly, Century 21 Department Stores, Eminent/Revolve, Gilt, Kohl’s, La Garconne, Mia Belle Baby, Neiman Marcus, Nordstrom, Ross, Ruelala, Searle and Stein Mart.

“Consumers would be horrified to know they have been duped into purchasing animal fur when they thought they were buying a humane alternative,” said Pierre Grzybowski, Research and Enforcement manager of The HSUS’s Fur-Free Campaign. “The FTC must crack down on this industry-wide problem of misrepresentation that The HSUS has been uncovering and documenting year-after-year for a decade.”

The sale of these coats, footwear, key chains, handbags and cardigans as “faux fur,” when in fact they include animal fur, is a violation of the Fur Products Labeling Act, The Federal Trade Commission Act, and in some cases a violation of outstanding cease-and-desist orders already issued by the agency. Violations can carry penalties of up to one year in prison and/or fines of up to \$40,000.

MICHAEL Michael Kors, Marc by Marc Jacobs, Burberry Brit, Canada Goose, Rebecca Minkoff, Elie Tahari and Rag & Bone are among the 32 different brands of apparel and accessories sold by the retailers named in the petition.

The submission represents the latest in a series of HSUS investigations and actions regarding rampant false advertising and labeling in the animal fur apparel industry. The HSUS previously sought FTC action on the problem in March 2007, April 2008, November 2011, July 2014 and April 2015. But lack of vigorous industry-wide enforcement has allowed widespread violations to go unchecked.

Neiman Marcus and Eminent/Revolve are already under 20-year cease-and-desist orders from the FTC following an HSUS petition that identified similar violations in 2011.

More details can be found in the links below:

- [Enforcement petition](#)
- [Graphical summary](#)

P.J. Smith

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