

# CMA Weekly Update



## CMA Weekly Update – April 30, 2021

In his first address to Congress this week, President Biden laid out his Administration’s legislative and policy priorities. While President Biden marks his first 100 days in office today, we are looking at what lies ahead for manufacturers. The NAM’s [response](#) to the President’s speech made clear manufacturers’ focus on “building the next, post-pandemic world”.

Manufacturers will continue to call for historic infrastructure investments and providing possible funding solutions. However, raising taxes on manufacturers would stop our recovery in its tracks and simply is not the way to build our future. In fact, manufacturers already have a [plan](#) to build the future without sacrificing our progress and CMA members continue to be a critical partner in making sure that message is heard. You can use #BuildingToWin to share manufacturers’ [strategy](#) to rebuild a stronger, healthier, and more prosperous America.

### Key Issues

**NAM Launches Ad Campaign to Protect American Jobs.** Following the release of our [study](#) on the impact of proposed tax increases under consideration in Congress, the NAM launched a six-figure ad campaign calling on lawmakers to protect manufacturing jobs. While the tax reform of 2017 added 263,000 new jobs, the NAM study found that the proposed tax reform would cost 1 million jobs in the first year alone. The print, radio and [digital ads](#) are running in Washington, D.C., and in key states. Click [here](#) for details.

**Manufacturers’ Priorities for the Incoming U.S. Ambassador to U.N.** The NAM and many CMA partners recently relayed a set of manufacturing priorities in a [letter](#) to new U.S. Ambassador to the United Nations Linda Thomas-Greenfield, on behalf of the **Engaging America’s Global Leadership (EAGL) Coalition**. The message stressed strong support for “American leadership on the global stage,” “a robust international system and effective multilateral institutions” working with the business community and other key stakeholders. We also highlighted the critical importance of ensuring that these organizations are transparent, inclusive and mission-focused, with policy recommendations based on science- and evidence-

based approaches—important principles given a busy upcoming U.N. calendar and pending events such as the U.N. Food Systems Summit.

- This letter follows active NAM and EAGL advocacy with the new Biden administration on specific multilateral organization issues
- To get involved with our efforts to engage the new Administration on multilateral issues, please reach out to [me](#) or my colleague [Ryan Ong](#) to join the EAGL Coalition.

**OSHA Emergency Temporary Standard Moves Ahead.** The Occupational Safety and Health Administration is finalizing its emergency temporary standard for COVID-19 safety in the workplace. While the specific requirements are not yet known, it may include the establishment of a COVID-19 prevention plan, which would require manufacturers to conduct hazard assessments, identify measures to limit transmission, adopt absence policies that don't punish employees for staying home when they're sick and ensure that COVID-19 policies and procedures are communicated to all workers, regardless of fluency in English. The standard could be issued in as soon as two weeks—and will take effect immediately. The NAM is working with the White House, as well as policymakers and stakeholders, to discuss the likely impacts on the manufacturing community.

### **Advocacy Opportunities**

**Defend Against Proposed Tax Hikes.** The NAM's tax campaign continues, and we are seeking stories regarding how the Tax Cuts and Jobs Act of 2017 helped manufacturers invest in their U.S. workers and operations.

- For an example of what we're seeking, check out this [member story](#) and please [reach out](#) if you have a member story to recommend.
- We also have a range of tools available for you to share with you members [here](#).

**Are Your Members Fired Up About the “PRO Act”?** As the Senate prepares to take up sweeping labor legislation in the form of the PRO Act, the NAM is mobilizing the business community against this union power grab. We are ramping up our efforts to engage manufacturers, especially in the key states of Arizona and Virginia. Please contact my colleague [Michael O'Brien](#) to find out how you can plug into our ongoing advocacy efforts focused on those states.

*[Let us know](#) if we can provide you with additional resources to engage your members.*

### **CMA Member Highlights**

The **American Forest & Paper Association (AF&PA)** was featured in the premiere episode of the NAM and Manufacturing Institute's "Creating the Future" series, part of the Creators Wanted campaign. The digital-short showcases the resourcefulness and hard work of the manufacturing industry and provides first-hand accounts from AF&PA's Heidi Brock and Procter & Gamble's Rick McLeod, discussing how modern manufacturers saved the day during last year's surge in demand for toilet paper and other tissue products. [Watch](#) the episode now!

*The NAM provides this weekly update with key content for our association partners. This is also a platform to highlight work of our CMA partners. [Shoot us a note](#) on any initiatives or messages that your organization has launched that we can share with others.*

## Coming up

- May 3: CMA CEO Roundtable: ***Is it Time to Update Your Strategic Response Plan?*** (3:00 - 4:00 pm EDT). **CMA CEO's can click [here](#) to register.**
- May 6: PIP Work Group Meeting to discuss ongoing comment development on EPA's reopened [PIP \(3:1\) rule](#). **Click [here](#) to register.**
- May 6: Beyond Reskilling in Manufacturing: Creating Pathways for Tomorrow's Workforce Today. This session will explore the depth of the current skills gap, how the pace of digital transformation will continue to redefine work, and why diversity, equity and inclusion are imperative for manufacturers. (1:00pm EDT). **Click [here](#) to register.**
- May 7: D&I Roundtable: Addressing Racial Inequities for Asian Americans and Pacific Islanders (AAPI). (12:00 -1:00 p.m. EDT). **Click [here](#) to register.**
- May 27: Congressional Roundtable with Rep. Lisa McClain (MI-10) (1:00 – 1:45 p.m. EDT). **Click [here](#) to register.**
- May 28: D&I Roundtable: Workplace Re-Entry. The discussion will focus on best practices that can be adapted and implemented at your facilities, and the key steps leading manufacturers are taking to create inclusive workplaces and the communities they operate in. (12:00pm Eastern) **Click [here](#) to register.**
- June 1: CMA CEO Roundtable (3:00 – 4:00 p.m. EDT). *Registration details forthcoming.*

- June 14: Executive Insights Series. The next edition in the Executive Insights Series features Caterpillar Group President, Denise Johnson (2:00 – 3:00 p.m. EDT). **Click [here](#) to register.**
- June 22-24: Did you know all CMA partners receive one complimentary registration to attend Rethink: The Manufacturing Leadership Council Summit? Devoted to digital manufacturing, Rethink brings manufacturers and experts together virtually to discuss transformational case studies and share best practices. **Click [here](#) to view the agenda and register as an NAM member for your complimentary pass.**
- August 4-6: CMA's 2021 Summer Leadership Conference (Broadmoor Resort in Colorado Springs, Colorado). **Be sure to Mark Your Calendar.** Add to Calendar: [Apple](#) | [Google](#) | [Office 365](#) | [Outlook](#) | [Outlook.com](#) | [Yahoo](#)

A close look at the Red Carpet during the Oscar's on Sunday revealed several members of the glitterati sporting pins from the NAM and Manufacturing Institute's Yellow and Red Ribbon [project](#). Pins were [spotted](#) on Charlene Swankie, who appeared in Best Picture winner Nomadland, and on director Steven Soderbergh, who served as an executive producer of the ceremony, along with many members of the production crew.

The important message here isn't about Hollywood—it's that our effort to spread awareness about the importance of getting safely vaccinated is catching on. If you'd like to order yellow and red ribbons for yourself, your employees or members to wear once you've gotten armed against COVID-19, you can click [here](#). We hope you'll proudly wear your statement pins to show you've done your part to end the pandemic and power recovery and renewal.