

CMA Weekly Update



CMA Weekly Update – July 30, 2021

The only way we defeat COVID-19 and sustain our economic recovery is to support all efforts to get more Americans vaccinated. The rising case numbers demonstrate the urgency of our vaccination goal, and they also mean that other mitigation measures may be needed until we achieve it—such as what we heard this week from the Centers for Disease Control and Prevention.

In light of CDC's new [guidance](#), and the subsequent operating decisions association leaders are now faced with, the CMA issued a flash survey to get feedback on your associations' operations and protocols. The survey closes tomorrow at 12:00 pm and survey results will be shared with participants early next week. Access the survey [here](#).

As always, you can find everything from posters and videos to fact sheets and vaccine locators at NAM.org/ThisIsOurShot.

Key Issues

Historic Infrastructure Proposal Within Reach This week the Senate [voted](#) to advance an historic and bipartisan \$1.2 trillion infrastructure bill in a 67-32 vote. See NAM President and CEO Jay Timmons's statement on this week's developments [here](#).

As the package goes through an amendment process that seeks to maintain bipartisan support for the legislation, manufacturing associations need to keep up the momentum as we work with leaders in both parties to get a final bill passed. Here's what we have on tap:

- **SAVE THE DATE:** On Wednesday, August 4, we're asking our association partners to mobilize on social media to show coordinated support for action on the bipartisan infrastructure framework. Look for more details to your organizations from my colleague [Michael O'Brien](#), or reach out to him yourself.
- **Get Active:** Use the [Building to Win Toolkit](#) to mobilize your members with sample messages, draft letters to the editor and contact Congress tools.
- **Make Use:** Thanks to those of you who joined the [manufacturing infrastructure sign-on letter](#), which was shared with the White House and every office in Congress. It's a terrific tool for you to use in your own organization's advocacy going forward.

But wait, there's more! Don't miss [this research](#) published this week by our friends at the Association of Equipment Manufacturers (AEM) showing the infrastructure deal will create nearly 100,000 new jobs for their industry (direct, indirect and induced effects).

Read more [here](#) about the legislation, which covers a range of priorities including upgrades to roads and bridges, modernizing public transit, expanding broadband access and investments in clean energy transmission.

Manufacturers Support All Efforts to Get Americans Vaccinated Yesterday, President Biden [announced](#) that federal employees must be vaccinated or face strict protocols including increased testing and restricted travel. The administration will also expand paid leave for employees who take off to get vaccinated and offer \$100 to Americans getting vaccinated. The NAM announced our support for these measures and all efforts to get more Americans vaccinated. Details [here](#).

On our own team, the NAM achieved a voluntary vaccination rate of 98%, and to ensure our team mates and those with whom we interact are as safe as possible, we have made the decision to require vaccinations by mid-September.

CMA Member Highlights

[Shared](#) by our friends at **Institute of Scrap Recycling Industries (ISRI)**: All of the medals used for the Olympic Games in Tokyo have been made entirely from recycled materials. That includes 80K tons of recycled cellphones, laptops and other electronics collected over two years.

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

July 30: [D&I Roundtable: Recruiting and Retaining Employees with Differing Physical Abilities](#) (12:00-1:00 p.m. Eastern)

August 4-6: [CMA 2021 Summer Leadership Conference](#) (Online and at the Broadmoor Resort, Colorado Springs, Colorado). Make your plans to [attend](#) in-person or virtually now.

August 13: [D&I Roundtable: Recruiting and Retaining Talent Using Return-to-Work Programs](#) (12:00-1:00 p.m. Eastern)

August 27: [D&I Roundtable: Utilizing ERGs as a Business Imperative](#) (12:00-1:00 p.m. Eastern)

September 1: CMA CEO Monthly Roundtable Discussion (3:00 p.m. – 4:00 p.m.) Save the date. Registration details forthcoming.

September 16: [Key Considerations for Associations Starting a New Research Program](#) (2:00 p.m. – 3:00 p.m. eastern) A well-structured industry market report program can help your members make informed business decisions and stay competitive, while potentially generating valuable non-dues revenue for your association. Join Mike Hayes and Ian Santo Domingo from Vault Consulting to hear some tips and tricks on how to get these programs started and learn from

valuable case studies.

October 6: [Best Practices for Presenting and Sharing Industry Research](#) (1:00 p.m. – 2:00 p.m. eastern) Your research has the potential to increase member engagement, foster new and exciting content, act as a recruiting tool, and become a source for non-dues revenue. This session is geared towards any association that is looking for ways to breathe new life into its research initiatives.

Leadership Reads (and Listens)

A weekly roundup of leadership, operations and productivity articles, podcasts and micro-learning opportunities.

- [How to Win \(And Lose\) at Work with Olympic gold medalist Nastia Liukin](#) *9 to 5ish* (30-minute listen)
- [The Real Difference Between Leadership and Management](#) *Entrepreneur* (5-minute read)
- [Four Strategies for Building a Hybrid Workplace that Works](#) *HBR* (5-minute read)