

CMA Weekly Update



CMA Weekly Update – March 26, 2021

Krispy Kreme announced this week they will provide **free donuts** to any guest who shows a valid COVID-19 vaccination card at all Krispy Kreme stores throughout the US through the remainder of 2021. While not as tasty as a donut, our latest vaccine acceptance campaign also went live this week. Read on for more info on our zero-calorie initiative.

Key Issues

Fighting Vaccine Hesitancy This week the NAM and The Manufacturing Institute launched our Yellow and Red Ribbon Initiative. We are encouraging manufacturing employees and their families to wear a ribbon pin that lets everyone know they have been vaccinated. It's about keeping all Americans safe, showing we support (yellow) and care (red) for each other.

The initiative's [website](#) is now live, featuring posters, sample email text and social media materials you can share with your members. CMA partners can click [here](#) to preorder red and yellow ribbon pins and help show everyone that we're all in this together, committed and determined to arming ourselves against COVID-19 and ending this pandemic.

Seeking Input on Supply Chain On February 24, President Biden Issued [Executive Order 14017](#), "America's Supply Chains," focused on the need for resilient, diverse, and secure supply chains to ensure U.S. economic prosperity and national security. As part of that E.O., the President called for a 100-day supply chain review, and the Secretary of Commerce is responsible for providing a report "identifying the risks in the semiconductor manufacturing and advanced packaging supply chains and policy recommendations to address these risks." The Secretary is also seeking input as they "assess the capabilities of the U.S. microelectronics industrial base to support the national defense, in light of the global nature and interdependence of the supply chain with respect to manufacture, design, and end use."

Additional details about the scope of the Department's request are available in the Federal Register notice [here](#).

We are seeking input and comments to inform the NAM's response. **If you are interested in providing input, please share those with the NAM team [here](#) by COB**

on Tuesday, March 30.

Executive Insights Series (EIS) You are invited to join us for the April installment of the series on **April 13 at 2:00 p.m. EDT** featuring **PTC President and CEO Jim Heppelmann** for a discussion around the innovations and best practices he and his teams have uncovered for leading manufacturers.

EIS provides a virtual off-the-record forum where industry leaders share their perspectives on critical policy and business issues that impact the manufacturing economy. Executives from all regions of the country join to listen and learn, pose questions and share their own viewpoints. **Click [here](#) to register.**

Advocacy Opportunities

First for CMA Members: Before it goes out broadly next week, CMA members [have a first crack at joining](#) the NAM's next sign-on opportunity in support of a permanent solution for the Dreamer and Temporary Protected Status (TPS) migrant populations. The manufacturing community has rallied together on a number of priorities this year, and we hope for your support on this issue soon.

PIP up now: Many CMA associations are currently plugged into our working group related to a pending EPA ruling on the substance PIP (3:1), a ban on which would badly disrupt manufacturing supply chains. If you're interested in getting involved with the NAM's advocacy efforts contact NAM's [Michael O'Brien](#) to learn more.

Protecting our Ability to Innovate Life-saving Cures: The economic uncertainty arising from the pandemic along with the new political climate has revived some policymakers push for price controls on biopharmaceuticals to address healthcare costs and as a potential means to pay for economic stimulus proposals.

Manufacturers' herculean efforts to develop COVID-19 vaccines and treatments safely, and in record time, have highlighted the vital importance of creating an environment that fosters innovation and collaboration to develop life-saving cures – quickly and safely. To help shine a spotlight on this story, the NAM launched a significant paid advertising campaign this week in the DC area to urge policymakers to oppose misguided price controls that will harm manufacturers' ability to develop solutions to address our current pandemic and future crises. **Check our latest ad [here](#).**

CMA Member Highlights

- The American Chemistry Council (ACC) joined industry leaders to push back on the Break Free From Plastic Pollution Act asserting that the bill would stall the industry's environmental efforts and potentially cause widespread disruption to

supply chains, daily business operations and the global response to COVID-19. Read more highlights [here](#).

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.