

CMA Weekly Update



CMA Weekly Update – May 7, 2021

Next week is Infrastructure Week, and we are excited to have so many association partners joining with the United for Infrastructure Coalition. Participate in the national series of events, press and social media taking place May 10-14 using the theme, #LeadWithInfrastructure, and the [resources](#) available on the event website. It's not too late to sign-up-- you can view the full schedule [here](#) and register to attend [here](#).

Key Issues

Manufacturing Skills Gap: The NAM's workforce development and education partner, the Manufacturing Institute, and Deloitte recently released a [new study](#) on the manufacturing skills gap. As manufacturers grapple with many workforce challenges, the study highlights how the U.S. could see 2.1 million unfilled jobs by 2030, at a cost to the economy of \$1 trillion in 2030 alone. About 1.4 million U.S. manufacturing jobs were lost during the early days of the pandemic, according to the study, setting back the manufacturing labor force by more than a decade. However, the industry has largely recovered those lost jobs and is now urgently seeking more workers.

Fortunately, the study found that diversity, equity and inclusion (DEI) initiatives exert a growing influence on workforce trends and can help manufacturers fill these empty jobs. Manufacturers have more work to do to attract larger numbers of women and diverse workers to the industry, and the Institute is leading an industry-wide effort to close the opportunity gap.

Other key takeaways from the survey include:

- While the manufacturing industry recouped 63% of jobs lost during the pandemic, the remaining 570,000 had not been added back by the end of 2020, despite a near record number of job openings in the sector.
- U.S. manufacturers surveyed reported that finding the right talent is now 36% harder than it was in 2018, even though the unemployment rate has nearly doubled the supply of available workers.
- Seventy-seven percent of surveyed manufacturers say they will have ongoing difficulties in attracting and retaining workers in 2021 and beyond.

The full report, [Creating pathways for tomorrow's workforce today: Beyond reskilling in manufacturing](#), explores new and prevailing contributors to the skills gap and outlines important steps manufacturers can take to attract and retain skilled and diverse workers,

especially women and underrepresented minorities.

Vaccine Patent Protections: The Biden Administration announced that it is backing the waiver of patent protections for COVID-19 vaccines. U.S. Trade Representative Katherine Tai's statement on the decision cited that the extraordinary circumstances of the global pandemic called for extraordinary measures. The NAM [swiftly responded](#) to the development:

- “We are all horrified by the images that we are seeing in India and in other places around the world hard-hit by COVID-19. The proposed WTO/TRIPS waiver would not solve this crisis and would exacerbate the core manufacturing and distribution challenges, as well as introduce serious new safety concerns.
- “Rather than rushing to suspend critical protections and standards, investing in even greater production capacity would result in expanded vaccine access. Pharmaceutical manufacturers continue to work around the clock to help the world get armed against COVID-19. We should do everything possible to build on that heroic work, not undermine the protections that make this innovation possible in the first place.”

The NAM also called for the administration to strengthen efforts to knock down core supply chain, trade and other barriers to ramp up manufacturing of COVID-19 products. The NAM's statement aligns with strong, consistent leadership in opposition to efforts to undermine critical manufacturing innovation and supply chains that the proposed waiver represents, including a March joint association [letter](#) to five senior Biden administration officials, priority advocacy in NAM [submissions](#), [public advocacy](#) and [statements](#) by NAM-led coalitions.

CA Ports Bottleneck Squeezes Manufacturers: There is a massive bottleneck at the ports of Los Angeles and Long Beach. The backup, which has dragged on since late 2020, is a huge problem for manufacturers in the U.S. that is costing our economy billions of dollars. At one point in mid-April, there were 23 [ships waiting to dock at the ports](#), down from around 40 back in February. For comparison, the normal number of ships waiting in harbor is somewhere between 0 and 1. Much of the congestion results from the pandemic—there has been an uptick in e-commerce during the lockdowns, and the economic stimulus has boosted consumption. Meanwhile, the typical increase in shipments during the holiday season just made things worse.

Thanks in large part to the complexity of international shipping, there is no easy answer. Right now, the NAM is in discussions with the many federal agencies involved in international commerce, including the Department of Transportation, the Department of Commerce, the Office of the U.S. Trade Representative and a lesser known but vital agency called the Federal Maritime Commission (FMC). “We're trying to create opportunities for our members to have a dialogue with policymakers,” says NAM Director of Infrastructure, Innovation and Human Resources Policy Ben Siegrist. Ben explains in more [detail](#) on NAM.org.

The FMC will release its investigation into pandemic-related shipping delays in the coming

weeks. If you're interested in sharing your sector's story of shipping troubles with the NAM or the FMC, contact Siegrist at BSiegrist@nam.org.

Advocacy Opportunities

Are Your Members Fired Up About the "PRO Act"? With 47 senators now co-sponsoring the PRO Act, the hard-earned trust that manufacturers have built with employees during the COVID-19 pandemic is facing swift erosion if the act becomes law. Not since the Employee Free Choice Act ('Card Check') in 2009 have manufacturers faced such an urgent threat to business operations and employee relations. Your members should contact Senators [now](#).

For more information, please see the following NAM resources and reach out to [me](#) if you would like to know how the PRO Act would impact your members and their employees.

- [NAM PRO Act opposition letter](#)
- [NAM press release and survey opposing the PRO Act](#)
- [Manufacturing industry PRO Act opposition letter](#)
- [NAM PRO Act fact sheet](#)

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

CMA Member Highlights

- The **American Cleaning Institute (ACI)** recently introduced their "Cleaning is Caring" initiative to communicate consumers' shifting perception of cleaning from "just a chore" to an expression of care for others. As a part of *Cleaning is Caring*, ACI will offer subject matter expertise, tools, best practices and the campaign centerpiece, a new national PSA, to serve as the message's primary vehicle. Read more and view the PSA [here](#).
- [BIO](#) and [PhRMA](#) responded to the Administration's announcement on WTO TRIPs waiver of IP protections for COVID-19 vaccines and the impact it would have on manufacturers.

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 14: Mark Your Calendar: 2021 State of Manufacturing Address.** Watch NAM President and CEO Jay Timmons deliver the 2021 NAM State of Manufacturing Address from the shop floor of Marlin Steel Wire Products on Friday, May 14, at 12:00 p.m. EDT, featuring manufacturing leaders and team members from across the United States and Maryland Gov. Larry Hogan.
 - Viewers will also get a brief look at a [vaccination clinic](#) for frontline manufacturers hosted at nearby Orlando Products.

- Click [here](#) to tune in.
- May 19: RSVP now for the **2021 Manufacturing Leadership Awards Virtual Gala**, at 4:30 pm EDT. Come join the celebration of manufacturing's most innovative companies and inspiring leaders. Click [here](#) to register.
- May 20: **Virtual STEP Forward: The Confidence Gap**. Hear from women leaders share how the Confidence Gap impacts and exacerbates the industry's gender gap and address challenges and opportunities to create a more supportive culture in our workplaces. (2:00 – 3:00 pm Eastern) Click [here](#) to register.
- May 21: **Virtual Roundtable with Rep. Greg Stanton (AZ-09)**. As a follow up to the United for Infrastructure Week, we invite you to join us for a conversation with Arizona Congressman Stanton and local manufacturers and business leaders to discuss the state of our nation's infrastructure and the projects, policies, and ideas critical to ensuring every family, worker, business and community is competitive, prosperous, and safe. (11:30 a.m. – 12:30 p.m. Pacific) Click [here](#) to register.
- May 21: **Goodbye Right to Work, Hello Card Check: What the PRO Act Means for Manufacturers and How We Stop It**. (11:00 a.m. – 12:15 p.m. Eastern) 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. Eastern) *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. Eastern) 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 2021 Summer Leadership Conference** (Broadmoor Resort in Colorado Springs, Colorado). **Mark Your Calendar.**

Add to Calendar: [Apple](#) | [Google](#) | [Office 365](#) | [Outlook](#) | [Outlook.com](#) | [Yahoo](#)

Leadership Reads (and Listens)

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

- [No College, No Problem. Some Employers Drop Degree Requirements To Diversity Staffs](#) (4 minute listen)
- [How to Persuade with the 7 Universal Principles of Influence](#) (45 minute listen)
- [The Most Important Conversation You Should have with Your Team](#) (4 minute read)
- [HBR Ideacast CEO Series: Mary Barra of General Motors on Committing to an Eco-Friendly Future](#) (24 minute listen)
- [MLC Journal: Innovating for the Future](#) (10 minute read)

Manufacturing continues to use digitization to come up with new innovations that improve our lives. Over the past year, we have all struggled with the need to fit in a break between virtual meetings. Charmin has developed the innovation you didn't know you needed, [unveiling](#) an AI-powered bot that looks to solve the problem by listening to your video calls and providing appropriate reactions while you are away. The prototype – BRB Bot – works by swapping your live video feed with a pre-recorded AI version of yourself. Unfortunately, the app is in beta-mode and there are no indications of when and if the technology will be made widely available. You can view the technology in action in a recent Jimmy Kimmel [clip](#).