

CMA Weekly Update



CMA Weekly Update – October 8, 2021

While the NAM works to ensure OSHA's new rules don't impose undue compliance costs, harm manufacturing operations or jeopardize our progress in keeping employees safe, we continue to equip the industry with resources to promote vaccination in the workplace through our [This Is Our Shot](#) project.

Next Tuesday, the NAM, Manufacturing Institute, the CDC and the University of Florida's Center for Public Interest Communications will hold a special event "This Is Our Shot: Vaccine Confidence Virtual Bootcamp." Our virtual bootcamp will include presentations from the CDC and University of Florida on the state of vaccine confidence as well as tools and strategies to help increase uptake of COVID-19 vaccines. You will also hear about policies and initiatives that have worked for manufacturers. The bootcamp will include an interactive session that will help you identify science-informed strategies to help build vaccine confidence among the manufacturing workforce. Click [here](#) to register and as always, visit nam.org/thisisourshot for the latest vaccine resources—tips for communicating with employees, vaccine locators, signs, videos, FAQs and more.

Key Issues

Last Call: Protect Tax Reform Sign-On Letter: The bipartisan bill passed by the Senate is the type of infrastructure investment [manufacturers have long championed](#) and shows that our legislators can indeed still come together to accomplish transformational change--that through compromise and negotiation we can put process ahead of politics for the betterment of the nation. The NAM supports the robust infrastructure investments in the bipartisan infrastructure legislation and continues to oppose the harmful tax increases proposed to fund the President's budget reconciliation package.

The next few weeks will be pivotal to defend manufacturers from jobs killing tax increases. We are finalizing a joint manufacturing message to Congress urging congressional leadership to protect tax reform. To date, more than 400 association partners and manufacturing companies have signed the letter. Lawmakers need to hear from every sector of manufacturing about the importance of keeping manufacturing competitive. The manufacturing community must continue to send a clear [message](#) to Congress to vote against these tax hikes and protect the 2017 tax reform law. **The deadline to participate in the sign-on letter to Congress is today.**

In addition to the sign-on opportunity, we are also collaborating with association partners to provide briefings that help activate your members. Michael O'Brien from the NAM Advocacy Team participated in an Electronic Components Industry Association (ECIA) webinar last week and will soon be speaking on a webinar for American Composites Manufacturers Association (ACMA). If

you would like the NAM team to provide your members with an update on the state of play and how they can be effective advocates on this issue, [please let us know](#).

EPA Announces Further Regulation of Manufactured Goods Under TSCA: Last week, the head of EPA's Office of Chemical Safety and Pollution Prevention announced a shift in policy to further regulate chemicals within manufactured goods or finished products. An agency official stated that EPA already viewed chemicals in manufactured or finished goods as subject to the Toxic Substances Control Act (TSCA). This is a shift of years of policy in which EPA carved out exemptions for manufactured goods or finished products, regulated as "articles" in TSCA regulations. Recognized exemptions for articles include those for import certification and Chemical Data Reporting (CDR). Freedhoff emphasized that EPA has always had this authority under TSCA and noted that European Union requirements already apply similarly to articles. Read more [here](#).

Biden Administration's China Strategy: On Monday, U.S. Trade Representative Katherine Tai outlined the Administration's long-awaited [U.S-China trade policy](#), broadly signaling the need for a "new, holistic and pragmatic" approach to the U.S.-China relationship to strengthen U.S. competitiveness. In [remarks](#) at the Center for Strategic and International Studies (CSIS), Amb. Tai focused on four key starting points for action:

1. [Direct engagement with China on its adherence to commitments made under the January 2020 U.S.-China "Phase One" agreement](#), including annual purchasing agreements and structural commitments on areas such as intellectual property and market access.
2. [Plans to raise broader concerns with China's "state-centered and non-market trade practices"](#), such as industrial policies and industrial overcapacity, beyond the scope of the "Phase One" agreement as they engage with their Chinese counterparts to enforce that agreement.
3. [Launch of a "targeted" tariff exclusion process to allow some relief for businesses while preserving the broader Section 301 tariff structure](#). In a win for manufacturers, the United States will resume a process that allows U.S. companies to request exemptions from tariffs. The process had been closed initially at the beginning of the Biden administration, creating challenges for manufacturers in the U.S. that do not have cost-effective alternatives to specific materials sourced from China.
4. [Close engagement with allies to "shape the rules for fair trade"](#) that would enable a "race to the top" among market-oriented, democratic countries, and address Chinese market-distorting practices

In a [statement](#), NAM President and CEO Jay Timmons stressed that manufacturers share the view "that we need a new, holistic and pragmatic approach to our relationship with China" as well as clear steps to address not only unmet commitments under Phase One as well as other problematic trade behaviors that harm manufacturers and workers. Contact [Ryan Ong](#), NAM's Director of International Business Policy, for more information.

Bipartisan Anti-counterfeiting Bill Introduced in the House: In a win for manufacturers, a bipartisan piece of anti-counterfeiting legislation—formally called the Integrity, Notification and

Fairness in Online Retail Marketplaces for Consumers (INFORM Consumers) Act—was introduced in the House of Representatives. The legislation instructs online platforms to verify the identity of high-volume third-party sellers of consumer products to help prevent the sale of counterfeits and stolen goods. It would also help consumers verify these sellers' identification and contact information so that they can avoid purchasing counterfeit products.

Currently, third-party sellers are able to push massive amounts of stolen, counterfeit and unsafe products through online marketplaces with relative impunity. [According](#) to the Office of the U.S. Trade Representative, the fast growth of these e-commerce platforms has turned counterfeiting into a half trillion-dollar industry, fueling the sale of goods that threaten public health and safety while also impacting legitimate manufacturers that sell safe and original products.

Sens. Richard Durbin (D-IL) and Bill Cassidy (R-LA) published an op-ed in [Roll Call](#) making the case that Congress must take action against counterfeit products sold online.

CMA Member Highlights

- Congratulations to the communications team at **American Cleaning Institute (ACI)** for being named the [Nonprofit Communications Team of the Year](#) by PR Daily.
- Just in time for Halloween season, **National Confectioner's Association (NCA)** has released their new industry impact data. Confectionary manufacturing employs 58,000 workers and supports another 640,000 jobs. Read more about the \$37 billion dollar industry in the report, [Power of Sweet](#).

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

October 12: [Vaccine Confidence Virtual Bootcamp](#) (11:30 am – 12:30 p.m. eastern) The This Is Our Shot webinar series will bring you the most important information you need to know about COVID-19 from experts in government and business.

October 13: [Food and Beverage Industry Group Meeting](#) (2:00 p.m. – 3:00 p.m. eastern) We are excited to welcome [Chris DeLacy](#) and [David Kully](#) from Holland & Knight LLP to share their perspectives on President Biden's executive order on competition policy which includes multiple directives to USDA under the Packers and Stockyards Act and other provisions relevant to food and beverage industries.

October 14: [The State of Cybersecurity: Executive Sentiments & Latest Trends](#) (2:00 p.m. – 3:00 p.m. eastern) Hear the latest from PwC's annual Digital Trust Insights survey, including how executives in manufacturing regard their organization's cybersecurity posture. Then discover the latest trends and most common forms of attack from eSentire's extensive research.

October 14: [Government Relations Council Speaker Series Event feat. Jim Ellis on 2021 Gubernatorial Elections & 2022 Redistricting Update](#) (11:00 a.m. – 12:00 p.m. eastern) This webinar will examine the Virginia and New Jersey gubernatorial races as well as the once-every-10-years congressional redistricting process underway in states across the country.

October 15: [D&I Roundtable: Changing the Perception of Manufacturing for Diverse Youth](#) (12:00 p.m. – 1:00 p.m. eastern)

October 21: [CMA Connect: New Strategies for Non-Dues Revenue](#) (3:00 p.m. – 4:00 p.m. eastern) One of the top questions we receive from our association partners is “What steps have the NAM and other associations taken to diversity revenue beyond your dues base?” This session will feature a brief presentation from NAM’s Strategic Partnership Team on the categories we have explored, followed by an interactive discussion. ***CMA Connect events are opportunities for manufacturing trade association staff to discuss common challenges, learn from each other and build relationships. Please share with your colleagues in Business Development or related areas.***

October 22: [Creating Workforce Solutions: How and Why to Integrate Afghan Refugees Into Your Company](#) (12:00 p.m. – 1:00 p.m. eastern) The discussion will focus on how supporting refugees can strengthen your workforce, as well as provide concrete actions you can take now that support the Afghan community.

October 28: [Go Phish: Building Cyber-Resilience with Managed Phishing and Security Awareness Training](#) (2:00 p.m. – 3:00 p.m. eastern) The majority of crippling cyberattacks begin with a simple phishing email. And while most companies provide some form of annual training, they focus on overly simplistic lures taken from public events that fail to represent the real danger of targeted criminal campaigns. Join Mark Sangster, VP and Industry Security Strategist from eSentire as he explores how to build a comprehensive training and testing program that leverages realistic threat scenarios to foster context-relevant security awareness that drives behavioral change.

November 1: [CMA CEO Monthly Roundtable Discussion](#) (3:00 p.m. – 4:00 p.m. eastern) Save the date; registration details forthcoming.

November 17: [Virtual STEP Forward: Accelerating Women in Transportation and Manufacturing](#) (1:00 p.m. – 2:30 p.m. eastern) This event features a panel of female industry leaders who will discuss lessons learned as they have navigated their careers in the industry to identify best practices for recruiting and retaining talented women.

January 12-14: [CMA Winter Leadership Conference](#) (Four Seasons, Baltimore, MD) Special early bird pricing available now through October 15!

Leadership Reads (and Listens)

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

- [A Futurist's Guide to Preparing Your Company for Constant Change](#) *HBR* (10-minute read)
- [Listen for the Wheel That Isn't Squeaking](#) *Associations Now* (5-minute read)
- [Think, Create and Lead in Unconventional Ways](#) *Everyday MBA* (20-minute listen)

Also Trending...

October is Cybersecurity Awareness month, a campaign started way back in the internet dark ages of 2004 when we suffered barely 100 reported data breaches. Fast-forward to today, when we now have over 1,000 breaches per year and cyber crimes like ransomware attacks also increasing exponentially. The cyber threat has become another disruptor to an already strained supply chain. Last week, Senators Gary Peters (D-Mich.) and Rob Portman (R-Ohio), leaders of the Senate Homeland Security and Governmental Affairs Committee, introduced the “[Cyber Incident Reporting Act of 2021](#)” - legislation that requires critical infrastructure owners and operators to report to the Cybersecurity and Infrastructure Security Agency (CISA) if they experience a cyberattack. The stakes have never been higher.

The NAM is doing our part to [#BeCyberSmart](#) and providing essential resources for our association partners. Consider a complimentary [risk assessment](#) this month to check your cyber hygiene. We also have two programs coming up: [Addressing the State of Cybersecurity](#) on October 14 and [Go Phish: Building Cyber Resilience](#) on October 28.