

CMA Weekly Update



CMA Weekly Update – October 15, 2021

We continue to celebrate [#MGFDAY21](#) through the month of October. The **NAM** and the **MI's Creators Wanted initiative** has rolled out a new online game for students, teachers, parents, guidance counselors and emerging workers nationwide. The “Making the Future” experience is a choose-your-own-adventure video that helps gamers think better of modern manufacturing. The experience aims to address misperceptions about the industry and to connect with today’s tech-savvy student and job seeker.

[Click here](#) to experience modern manufacturing in a whole new way.

Key Issues

Manufacturers Warn Lawmakers Against Tax Hikes 500 association partners, manufacturers and business organizations together [warned](#) congressional leaders that damaging tax increases on manufacturers being considered in Congress “pose a significant threat to the U.S. economy and millions of manufacturing jobs.”

- **The message:** “Higher individual and corporate tax rates would reduce capital that small manufacturers could reinvest in their firms; changes to the international tax system would negatively impact globally engaged companies by undermining their ability to successfully compete in foreign markets and thus directly harming U.S. job creation and investment; limits on deductions (such as deductions for income earned by pass-through entities and interest on business loans) would make it more difficult to fund new equipment purchases; and proposals to tax the transfer of firms to the next generation of manufacturing leaders—such as repealing stepped-up basis, taxing unrealized capital gains at death, increasing capital gains taxes and expanding the reach of the estate tax—would harm family-owned businesses.”
- **Share your story:** Now is the time to [share](#) your members’ tax reform stories, through Manufacturers United, on how manufacturers have kept their promises to create jobs, increase wages and invest in their facilities and communities.
- **Take action:** Visit the NAM’s [Tax Action Center](#), which includes tools and resources for you and your members to take action. For more information on how to get involved, click [here](#) to contact the NAM’s advocacy team.

OSHA Sends COVID-19 Vaccination and Testing ETS to OMB for Review This week, the U.S. Department of Labor’s Occupational Health and Safety Administration sent its emergency temporary standard (ETS) to the Office of Information and Regulatory Affairs (OIRA) at the Office of Management and Budget for review. OSHA’s plan has not been made public yet, but the OIRA review is typically the final step before a rule is officially published. While the typical regulatory review process can take months, the White House has expedited this process in preparation for issuance of a final rule to

support the administration's pandemic strategy to vaccinate the unvaccinated.

NAM Forms Port and Ocean Shipping Task Force For several months, the NAM has worked with member companies and federal policymakers to offer solutions to the challenges facing the ocean shipping supply chain. Shipping cost increases and delivery delays continue to grow by the day. Communication with federal agencies and Capitol Hill allies has built momentum, and President Biden's collaboration with stakeholders this week, leading to [expanded operating hours at the Port of Los Angeles](#), is both a welcome response and a positive sign that the NAM's engagement is making a difference. The NAM is in the process of launching a Port and Ocean Shipping Task Force. This working group will provide a forum for industry dialogue and further engagement with federal representatives and serve as a setting to discuss both short- and long-term action related to the supply chain and efficiency with a specific focus on ocean shipping and port operations.

If your association would like to be a part of this task force, please [let us know](#).

CMA Member Highlights

- Please welcome new member **National Propane Gas Association** and returning member **Brewers Association**.
- We join our many association partners in food and ag in celebrating [#WorldFoodDay](#) and the food heroes that keep Americans fed.

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 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.

- [Transforming the Future at Shell](#) *Manufacturing Leadership Journal* (10-minute read)
- [Making Hard Choices About Hybrid Work](#) *SHRM* (5-minute read)
- [Space, Pace and Grace: How to Handle Challenging Conversations](#) *Think Fast, Talk Smart Podcast* (20-minute listen)

Also Trending...

The Not-Too-Distant Future. Specifically, 2030. The Manufacturing Leadership Council will soon launch the Manufacturing in 2030 Project to explore new technologies on the horizon, discover what the virtual manufacturing enterprise of the future will look like, and understand what skills and competencies will define future manufacturing leaders. Association leaders can help our members compete by understanding the trajectory of key demographic, economic, technology and workforce trends. You're invited to join the project kick-off, [The Shape of Things to Come](#), on December 8-9 virtually or in-person in New Orleans to hear from and network with some of the best minds in the industry. Click [here](#) to learn more about the project.