

# CMA Weekly Update



## CMA Weekly Update – September 10, 2021

Amidst a stall in the pace of vaccinations, the Biden Administration [announced](#) plans yesterday to issue a new OSHA Emergency Temporary Standard that mandates COVID-19 vaccination or weekly testing for the workers of companies with over 100 employees. The rule would cover 80 million American workers. The President will also issue an Executive Order laying out vaccination requirements that will apply to most federal employees and contractors.

The NAM [stated](#) after the announcement that manufacturers share in the commitment to vaccination and we will work with the administration to ensure any vaccine requirements are structured in a way that does not negatively impact the operations of manufacturers. Getting Americans vaccinated is economic imperative in that our recovery and quality of life depend on our ability to end this pandemic. This is why the NAM, The Manufacturing Institute and CMA members continue equipping manufacturers of all sizes with resources to promote vaccination through our [‘This Is Our Shot’ project.](#)”

### Key Issues

**NAM Launches Campaign to Oppose Tax Hikes:** As the third quarter [Manufacturers’ Outlook Survey](#) showed continued optimism among manufacturers, the survey also reflected deep concern about the harmful impact of tax increases, with **over 90% of manufacturers saying increased taxes would make it more difficult to raise wages and invest in their business**. The NAM is launching a major campaign calling on Congress to protect manufacturing jobs by opposing tax increases in the budget resolution, with print, radio and digital ads now running in Washington, D.C., and in key states across the country. Look for more information from me soon about how your association can join the fight — and a big thanks to those organizations who have done so already.

### Other survey highlights:

- Nearly 94% of manufacturers said that higher taxes would be harmful to their businesses.
- Roughly 90% of respondents said that their company would find it more difficult to expand their workforce, invest in new equipment or expand facilities if the tax burden on income from manufacturing activities increased.
- Nearly 91% said that higher taxes would also make it more difficult to raise employee wages.
- The top three challenges facing manufacturers are increased raw material costs (86.4%), attracting and retaining a quality workforce (80.0%) and supply chain challenges (79.8%).

- Respondents predicted employment and wage growth to rise at the fastest rates in the survey's 24-year history.

Read the full Q3 2021 Manufacturers' Outlook Survey results [here](#).

**NAM Launches Manufacturers United:** The NAM launched a rebooted portal for its grassroots advocacy — [Manufacturers United](#) — which is now online, and we're hoping it can supercharge our CMA members' advocacy too. Check out [this news article](#) explaining how the platform works. With these resources now online, CMA members can utilize any of these tools to engage your own members and explore cobranded opportunities to share these tools to your members and activate on shared priorities.

Reach out to [Shonzia Thompson](#) for more information on how to navigate and make effective use of these advocacy tools and opportunities.



*Click on the logo to get a look at the new platform!*

### **CMA Member Highlights**

- We welcome Bradley McKinney, starting next week as the new Executive Director at **International Wood Products Association (IWPA)**. Bradley most recently served as the Vice President of Economic Security and Operations for the Export-Import Bank of the United States. He succeeds Cindy Squires who is now President and CEO of the **American Composites Manufacturers Association (ACMA)**.
- After a decade with **National Confectioners Association**, Liz Clarke is moving to head up a fitness industry trade group. A recent Wall Street Journal [article](#) highlights her move from candy to fitness and why the two are not as incongruous as they may seem.
- September is [Baby Safety Month](#). Sponsored by the **Juvenile Products Manufacturers Association (JPMA)**, the annual campaign will educate parents and caregivers on the safe selection and use of juvenile products.

*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.*

### **Asking for a (CMA) Friend...**

- Bob Weidner at **Metals Service Center Institute** (MSCI) would like to know the various membership dues models and pricing methodologies associations are using. Please reach out to [share](#) your thoughts with Bob.

## Coming up

September 15: [Non-profit Governance: What's Next Post-Pandemic](#) (2:00 p.m. – 3:00 p.m. eastern) Panelists, including NAM's COO Todd Boppell, will discuss the impact COVID-19 had on the governance and operations of not-for-profit organizations, identify governance trends in the post-pandemic world (including insights from legal and operational perspectives) and identify tools and techniques to manage and monitor challenges in this new landscape.

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.

September 30: [Quarterly Economic & Workforce Survey Update](#) (2:00 p.m. – 3:00 p.m. – eastern)

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

October 1: [MFG Day](#) Launched annually on the first Friday in October with events that continue throughout the month, MFG Day helps show the reality of modern manufacturing careers by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders. MFG Day empowers the manufacturing community to come together to address their collective challenges so they can help their communities and future generations thrive.

October 6: [Best Practices for Associations: 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 round-up of leadership, operations and productivity articles, podcasts, and micro-learning opportunities.

- [The War for Engagement is Driving the Great Resignation](#) *Axios* (5-minute read)
- [The Power of Certifications](#) *ASAE Stronger by Association* (30-minute listen)
- [The Power of Pressure: Why Pressure Isn't the Problem, It's the Solution](#) *Leadership Now* (5-minute read)

- [How to Thrive in a Hybrid Set-up](#) *NPR Life Kit* (20-minute listen)

### **Also Trending...**

Ned Monroe and his team at the **Vinyl Institute** (VI) made a very real [difference](#) in the lives of a Virginia family. After receiving a call for help for a family of five without access to potable water, VI joined forces with a nonprofit group to install a new well system, with PVC piping, for their home. Like many Americans (over 2 million) the family relied on bottled water for years because they live in an area without reliable drinking water. The bipartisan infrastructure bill, with more than \$48 million in new spending for drinking water and waste water projects has the potential to help these and another 20 million Americans getting their water from lead contaminated pipes. Learn more about the bill's potential impact on access to clean water [here](#).