

CMA Weekly Update



CMA Weekly Update – November 13, 2020

Key Issues

- **The 2020 Elections:** In case you missed it, here is the NAM's [statement](#) on the results of the 2020 election.
- **Remember the Regulators:** Recently, NAM President & CEO Jay Timmons made the case for government-wide regulatory reform in a letter to the House Committee on Oversight and Reform. You can read the full letter with a list of recommendations [here](#).
- **Cybersecurity Protocols for Manufacturers During COVID-19:** Manufacturers are at an increased risk of cyber threats due to COVID-19. A new white paper from the NAM outlines why manufacturers may be more vulnerable to cyberattacks during the pandemic and what they can do about it. This [whitepaper](#) provides best practices to safely connect the remote workforce, minimize cyber risk and mitigate the impact of any incidents.
 - The NAM has also launched a cyber insurance program called NAM Cyber Cover. If you're interested in learning more, please contact me at tmuse@nam.org.
- **Register for the CMA Winter Leadership Conference:** Registration is now open for the virtual CMA Winter Leadership Conference, January 13-14, 2021. This conference is open to all association executives. As associations are learning to operate in a virtual world, member engagement, communications strategies, creating new revenue streams and addressing workplace culture are just some of the topics of discussion at this year's conference.
 - *New this conference is a Team Bundle registration fee.* To help you and your teams prepare for the year ahead at a time of change, we're offering a new registration option. An organization can register up to four staff members for just \$500. Visit the CMA Winter Leadership Conference website [here](#).

CMA Member Highlights

The NAM is interested in sharing new programs, initiatives or campaigns your organization has launched. Please send them to me to include in the CMA Weekly Update.

- The **Consumer Brands Association** released its [CPG Pulse: 2020 Holiday Forecast](#), announcing its estimate that CPG purchases will be up between 9.5-11.5% for the season, which includes the months of November and December. The anticipated growth

factors in the continued expectation that Americans will remain homebound in response to the COVID-19 pandemic — which has pushed year-over-year CPG sales up more than 10% in three of the last four months — and a marginal gain resulting from holiday purchases, which resulted in a 3% rise last year.

Forty-four percent of Americans believe they will spend the same on CPG purchases this holiday season as they did last year. Forty percent believe they will spend less and 15% anticipate they will spend more — all during a time when spending is up in response to the pandemic.

- Members of the **American Beverage Association** – Coca-Cola, Dr. Pepper and Pepsi, have come together to support a family's effort to balance what you eat, drink and do. Check out their latest [campaign](#).
- **IPC** – the global association for electronics manufacturing launched its new user-friendly website with branding that reflects the diversity of its program offerings. Check it out [here](#).
- Read **Steve Caldeira's, President & CEO, Household & Commercial Products Association**, recent op-ed on [Sanitation Needs Will Outlive the Pandemic](#).

Manufacturing Institute

Invitation: Virtual Step Forward: Advancing Women in Automotive Manufacturing

Thursday, November 19, 2020, 3- 4:30 pm ET

Sponsored by Arconic Foundation

The Manufacturing Institute is hosting an informative, thought-provoking, and best practices focused session on advancing Women in Automotive Manufacturing. The program features a panel of manufacturing workforce leaders at the forefront of shaping and leading efforts towards advancing women in automotive manufacturing and engaging the next generation in the sector.

After the panel discussion, make plans to participate in one of three Solutions Forums, where participants will share their personal experiences and best practices in:

- Best Practices in **Retaining Women in Automotive Manufacturing**
- Best Practices in **Leveraging Mentoring and Sponsorship Programs**
- Best Practices in **Inspiring the Next Generation**

Don't miss this chance to hear from leading automotive manufacturing workforce leaders, network with your industry peers, and learn best practices aimed at advancing the current and attracting the next generation of female leaders in automotive manufacturing. [Register Today!](#)

Invitation and Resources: Diversity, Equity & Inclusion

The Manufacturing Institute and the National Association of Manufacturers began a series of roundtable discussions on diversity and inclusion (D&I), including topics such as Racial Inequity,

Courageous Conversations, ERGs, Supplier Diversity, Allies and more. You can find all of our resources [here](#).

Next in our D&I Roundtable series is "Strategies Changing the Perception for Diverse Youth" on Friday, November 20, from 12:00 to 1:00 p.m. EDT. If you can attend this important discussion, please **[RSVP here](#)**. This discussion is available on to NAM members.

As part of the Manufacturing Institute's D&I efforts, our panel will focus on best practices that can be adapted and implemented at manufacturing facilities, and the key steps leading manufacturers are taking to create inclusive workplaces and the communities they operate in. To register for upcoming D&I roundtables as well as the Virtual D&I Summit, please visit <http://www.themanufacturinginstitute.org/events>.

Read **Steve Caldeira's, President & CEO, Household & Commercial Products Association**, recent op-ed on [Sanitation Needs Will Outlive the Pandemic](#).