

# CMA Weekly Update



## CMA Weekly Update – October 9, 2020

### Key Issues

- **COVID – 19 Update:** Here is the latest update from the Centers for Disease Control and Prevention on how COVID-19 spreads through the air. A freshly updated CDC [webpage](#) now acknowledges that the virus can spread through airborne transmission, which means that infected droplets can suspend in the air for minutes or hours, even if the infected person has left the room.

This also means that ventilation strategies play an important role in reducing the airborne risk of COVID-19, and the NAM is tracking new approaches being deployed in manufacturing facilities to increase circulation and outdoor air. The NAM is working closely with a public-private partnership connected to the CDC's National Institute for Occupational Safety and Health to share data, research and best practices. If you would like additional details or if you have information on how your member companies are using ventilation systems to reduce the risk of spread, please let me know.

- **“Thank You” to Manufacturers:** The NAM has compiled messages of appreciation from state and federal government officials and agency heads for manufacturers' work in keeping the country supplied with personal protective equipment and other critical goods. You can view the video message [here](#). It is a testament to the critical work all manufacturers have been doing and further proof that your collective efforts are not going unnoticed.
- **Manufacturers Lead by Example:** Earlier this week the Board leadership of the NAM issued a call to all Americans to observe COVID-19 safety protocols so manufacturers can continue to work to rebuild the economy. The message is clear; manufacturers know the science, and we have the tools. We all must follow best practices and look out for each other so we can keep the country open, supply the world and defeat this invisible enemy. You can access the [statement here](#).
- **October Kicks off Cybersecurity Awareness Month:** With the shift of how employees work due to the pandemic, ensuring your association is adequately prepared for an increase in threats is more important than ever. While increased connectivity is readily available, the pathways for threat actors to exploit these connections also increase. As we move further into a digital age with remote access and real-time supply chain visibility, it is crucial to understand how these resources should be secured. For many associations, governance and audit committees may take a hard look at cyber protection.

The NAM is hosting a candid discussion for our association partners on **Wednesday, October 14, 3:00 pm – 3:45 pm ET**, with executives from two associations to learn what each discovered about their own association's risk mitigation practices and cyber posture. Discover how you prevent being blindsided by your board or audit committee in the event a breach does occur. [RSVP by October 12](#). *This webinar is for CMA association partners exclusively.*

- **NAM Elections Webinar Series:** Mark your calendar for the following election updates we've planned for NAM members:
  - **October 15 @ 1 p.m. EDT:** Inside Elections Editor **Nathan Gonzales** joins NAM VP of Government Relations Jordan Stoick and NAM-PAC Director Bryan Spadaro for a deep dive preview of the elections | [Register Here](#)
  - **October 22 @ 11 a.m. EDT:** "It's the economy, stupid." How well will this classic paradigm hold up in the 2020 elections, amid a recession spurred by the onset of the COVID-19 pandemic followed by a sharp recovery? Join NAM Chief Economist **Dr. Chad Moutray** and the NAM Advocacy Department for a look at some of the key economic indicators shaping the battle for control of Congress and the White House. | [Register Here](#)
  - **Just Announced! October 27 @ 1 p.m. EDT:** Amy Walter of the Cook Political Report will join the NAM team for a look at the major themes and takeaways from the campaign just a week out from Election Day 2020. [Join us and register here.](#)
- **Election Guide 2020:** Since Election Day is right around the corner, MultiState has been hard at work preparing the information, analysis, and resources you need to make sense of all the races. They've launched their 2020 Election Guide which you can find [here](#). This guide is a source for up-to-date and accurate state election analysis and results. To receive additional updates from the NAM on election related resources you can sign up [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 [American Cleaning Institute](#) released a new report, [Rising to an Unprecedented Challenge: The cleaning products industry's response to COVID-19](#), which outlines the actions industry leaders have taken in response to the increased demand for cleaning and hand hygiene products and the urgent need to reduce the spread of the virus in hospitals, public transit systems and other public spaces.

### **Manufacturing Institute**

- **#MFGDay20:** MFG Day is over, but MFG Month is continuing! You can watch an event for [students here](#) and one for [teachers here](#).
- The next live event is on October 13 at 12pm ET – an exciting [conversation with America's creators](#) moderated by Elvis Duran of *Elvis Duran and the Morning Show*.

## **Manufacturing Leadership Council**

- **Rethink: The Manufacturing Leadership Council Summit:** Throughout the COVID-19 crisis, the NAM's Manufacturing Leadership Council has endeavored to be an example for other associations with their ability to react to meet the needs of manufacturers. We have been a partner and a resource to your association during these difficult times, and we will continue to be a resource into the future.
  - That is why I am sharing this opportunity with you about Rethink: The Manufacturing Leadership Council Summit, October 27-29. This virtual conference will give you insights, tools, and connections to help you navigate disruption and advance in the digital era.
  - Because your association is a partner of the NAM, you and your members can attend for a special rate. Register for a discounted rate of \$295 or sign up for sponsor briefings to get your registration for free. You can also purchase an \$895 Team Pass to bring up to 25 colleagues.
  - Registration and event details are at <https://mlcrethink.com>.
- **The Race for Digital Advantage** – On Wednesday, October 14, the Manufacturing Leadership Council is hosting this webinar to address key questions on this critical topic for the future of the manufacturing industry, including:
  - What technologies will be instrumental in shaping the future of manufacturing operations?
  - What lessons can be learned from the World Economic Forum's advanced "Lighthouse" factories?
  - How does the industry avoid a "digital divide" in which small companies struggle to compete effectively with larger companies that have greater resources?  
[Register now](#)