

CMA Weekly Update



CMA Weekly Update – October 23, 2020

Key Issues

- **NAM Files Suit Against New H-1B Rules:** This week, the NAM joined several business organizations and academic institutions in filing a [lawsuit](#) in federal court against harmful and haphazard rules on H-1B visas that, if left in place, would affect hundreds of thousands of American-based workers and disrupt manufacturers' ability to hire and retain critical high-skilled talent. As NAM Senior Vice President and General Counsel Linda Kelly [put it](#), rushing these rules forward without properly considering their impact on thousands of people on the front lines of developing vaccines and treatments and making critical supplies, as well as saving lives in our hospitals, could have devastating consequences. You can click [here](#) to read the lawsuit, and click [here](#) to learn more about the efforts of the Manufacturers' Center for Legal Action.
- **NAM Elections Webinar Series:** Mark your calendar for the following election updates we've planned for NAM members:
 - **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.](#)
- **2020 Elections & Business Leadership:** The 2020 elections have seen an explosion in civic engagement efforts across professional sports leagues, popular culture and pillars of the business community. As readers of this email huddle with their C-Suite executives and plot out pre-election and post-election messages, here are some themes we've seen from organizations with whom we've been working:
 - [Be proactive with employee outreach:](#) The [Civic Alliance](#) has a terrific guide for employers underscoring the need to reassure employees *before* Election Day with messages about the importance of a fair and transparent election and communicating the need to give election officials the time to get the results right.
 - [Build up faith in U.S. elections:](#) The group [Democracy for President](#) stresses the need to cast U.S. elections as the best in the world, having withstood civil unrest and world wars without incident and the expectation that we'll do so again.

- Help make civic engagement easier for employees: And finally, the bipartisan group Fix the System has convened a [Business for Elections](#) group recommending steps like encouraging employees to become poll workers or giving paid time off for voting to help foster employees' involvement in non-partisan civic activities

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 Forest & Paper Association** and **Paperboard Packaging Council** recently [announced the winners](#) of the Paperboard Packaging Alliance Student Design Challenge. This annual competition is designed to foster awareness and appreciation of paperboard packaging with university educators and students, the next generation of packaging design decision-makers. All submitted designs can be viewed on the PPA Website. Congrats to this year's [winners](#)!

AF&PA also released a [video series](#) featuring an inquisitive group of kids with questions on [forestry](#) and [forest products](#). The video series is part of [National Forest Products Week](#).

- The **Associated Equipment Distributors Foundation** released this [video](#) that promotes a pathway for students to become qualified industry technicians.

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>.

