

NAM COVID-19 Update
July 23, 2020

We are encouraged to see that leaders at all levels of government and across industry are getting on board with our message that all Americans should wear face coverings while in public. Today we released the latest additions to our face covering PSA series. Click [here](#) to view our latest ad, “Second Chance,” and click [here](#) to view new social media graphics illustrating how masks can help keep our economy open. Please continue to share the ads and graphics with your companies and communities as we keep raising awareness.

Fighting Counterfeits in a Pandemic

Counterfeiting has always been a significant threat for manufacturers, but it has grown worse during the pandemic as counterfeiters exploit the difficult situation and the growth of online shopping. The NAM ramped up its anti-counterfeiting work this week with the release of new policy solutions in conjunction with an NAM member webinar featuring Sens. Bill Cassidy (R-LA) and Bob Menendez (D-NJ), Director of the United States Patent and Trademark Office Andrei Iancu and NAM member Nite Ize Chief Legal Officer Clint Todd. You can learn more [here](#), watch the webinar recording [here](#) and read the full policy paper [here](#).

NAM Calls for Improved COVID-19 Testing

We consistently hear frustrations from NAM members about the irregularity of testing in parts of the country and concerns about the availability of testing if there is an outbreak in a facility or community. The NAM has joined with numerous organizations in asking Congress for federal funding for testing resources, which is also a component of our “[American Renewal Action Plan](#).” We will keep working to secure these resources because we know how important they are for employers. You can read our call to action [here](#).

NAM Goes to Court Over Immigration Restrictions

In case you missed this in [Input yesterday](#), the NAM has filed a lawsuit to stop the Trump administration’s suspension of nonimmigrant visas. As NAM Senior Vice President and General Counsel Linda Kelly put it, we are going to court as the lead plaintiff because these restrictions are far outside the bounds of the law and would deal a severe blow to our industry—at a time when we need to be focused on leading our recovery from COVID-19. Other business organizations joined us in the case, and you can read more about it [here](#).

Manufacturers Win Proxy Reforms

The Securities and Exchange Commission has finalized new rules regulating proxy advisory firms. Over the past several years, the NAM has been leading the effort to secure these reforms, and they will now allow the industry to better drive our country’s recovery and renewal in the wake of the pandemic. Under the new standards, so-called “proxy advisory firms”—those unregulated actors with tremendous influence over public company decisions—will be subject to SEC oversight, reducing their power and shining a light on their conflicts of interest, flawed methodologies and lack of transparency. This will empower manufacturers to prioritize Main Street investors’ long-term best interests, and it will protect the savings of manufacturing workers and millions more American families at a critical time. You can learn more about the SEC’s actions [here](#).

Webinar: Beat the Odds—Avoid Pitfalls in Automation Projects

The pandemic disruptions have led many companies to explore new technologies or support workers with automated solutions. Next Wednesday, July 29, at 2:00 p.m. EDT, you can join the NAM for a case-study webinar moderated by the Manufacturing Leadership Council—and

featuring EPSOft and Rolland Solutions—focused on how to use process intelligence technology to unlock valuable insights. Despite the far-reaching benefits and rapid adoption of robotic process automation, some two-thirds of implementations will end in failure. Using time and money efficiently is more important than ever, so it's imperative to know the financial impact of automation choices before implementation so that you can increase the chance for project success. You can register for the webinar [here](#).

Please keep visiting the regularly updated nam.org/coronavirus site for the latest information, including operational guidance, our policy plans and resources and an [updated breakdown of state and local orders](#).

If your company is looking for ways to contribute to COVID-19 relief efforts, you can connect with NAM partner [Good360](#). They help companies do good by distributing highly needed product donations to people facing challenging life circumstances—all through their global network of vetted nonprofit partners. Please reference the NAM as your source of referral so we can track the many positive contributions of our members.

Best,

Jay

President and CEO
National Association of Manufacturers