

ONLY AT THE NAM

2019: DELIVERING RESULTS



ADVOCACY ADVANCEMENTS

- Mobilizing coalitions, board leaders, manufacturers and voters to advocate directly with key members of Congress for approval of the **United States–Mexico–Canada Agreement**
- Leading the charge for an enforceable trade agreement with **China** and achieving a “phase one” deal with significant intellectual property protections
- Working with the Treasury Department to protect the **interest deduction**
- Driving SEC reforms for oversight of **proxy advisory firms**
- Ensuring that Treasury fairly implements **tax reform’s new international provisions**
- Forcefully opposing **harmful tariffs** and successfully preventing tariffs on autos and Mexican imports
- Securing House passage of bipartisan **“Cadillac” tax** repeal and working toward removal of medical device and health insurance taxes
- Championing game-changing reforms to **EPA cost-benefit analysis**
- Fighting back against federal and state legislation attacking **pharmaceutical** manufacturers
- Laying the foundation for passage of **America’s Transportation Infrastructure Act**
- Engaging with the WTO and other international organization leaders and ambassadors to improve **global institutions**
- Providing workforce solutions to the administration through the **American Workforce Policy Advisory Board**
- Restoring board quorum at the **Export-Import Bank** and leading efforts for a robust, long-term reauthorization
- Delivering reauthorization of the **Chemical Facility Anti-Terrorism Standards Program**

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A Way Forward

Elements of the NAM’s immigration plan were reflected in the president’s May immigration plan, and “A Way Forward” continues to help shape the immigration debate on Capitol Hill.



Building to Win

With “Building to Win,” released in February, the NAM is a leading advocate and authority on infrastructure investment, helping to bridge partisan divides.



Keeping Our Promises

To protect our progress, the NAM showcases the way manufacturers are keeping our promises to deliver for our people and communities thanks to tax reform and regulatory certainty—and showing leadership on the environment and sustainability.

The Washington Post

The Energy 202: Trump administration is largely following through on manufacturing group’s “wish list”

“In Trump’s Washington, NAM has emerged as an influential player in helping to shape...the regulations its members face.”



Nov. 12, 2019

“Business interest groups led by the National Association of Manufacturers plan to blitz lawmakers Wednesday with messages backing the White House’s replacement for the North American Free Trade Agreement.”



» ADVOCACY ADVANCEMENTS (CONT'D)

- Securing repeal of the overreaching **Waters of the United States** rule, allowing for a new waters rule
- Pushing back against attempts to reinstate **net neutrality**
- Building support and articulating the need for a federal **data privacy** framework
- Persuading the Labor Department to fix rules that promote misuse of the **Family and Medical Leave Act**
- Winning House passage of workforce priorities, such as the **Equality Act** and the **Dreamer immigration bill**
- Achieving transformational reform of the **Universal Postal Union**, enabling the U.S. to fight back against the growing threat of **counterfeit goods**
- Securing high-impact reforms to federal agencies' process for issuing **regulatory guidance** documents
- Winning fair rules for calculating **overtime** for highly compensated engineering employees
- Achieving progress on more than 85% of suggested specific **regulatory reform** actions

MANUFACTURERS' NEWS SOURCE



INPUT

Launched in January 2019, INPUT is the NAM's new morning-read newsletter tailored for manufacturing leaders with top takes on the industry, politics and policy. It has earned positive reviews from executives and unlocked new sponsorship opportunities.

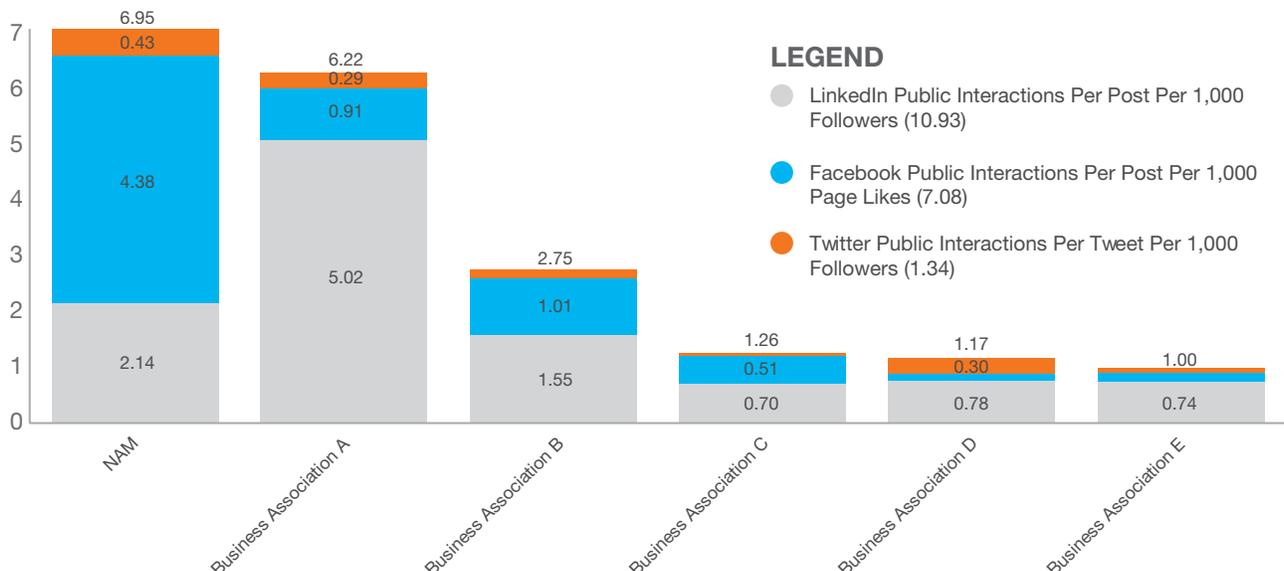


NAM.org

The reimagined and redesigned NAM.org went live in May to serve as the leading source for manufacturing news and a dynamic platform for NAM members to tell their stories.

DIGITAL INFLUENCE: 2018-2019

The NAM outpaces other leading associations in social media interactions across multiple platforms.



WORKFORCE DEVELOPMENT



The Manufacturing Institute Federation for Advanced Manufacturing Education

- Toyota announced the transition of FAME operations and stewardship to The Manufacturing Institute to expand training for skilled workers



NAM State of Manufacturing Tour

- \$5.5 million worth of earned media to enhance industry perception
- Reached more than 15 million on social media



The Manufacturing Institute Heroes MAKE America

- Now at Fort Hood, Texas; Fort Riley, Kansas; Fort Bragg, North Carolina; Fort Campbell, Kentucky; and Fort Benning, Georgia



The Manufacturing Institute STEP Women's Initiative

- Record-setting STEP Ahead gala
- Empowering thousands of women to grow and thrive in manufacturing



CREATORS
WANTED

- An unprecedented capital campaign to enhance manufacturing's perception and attack the skills gap
- Mobile tour and festival in 2020, digital storytelling and sustained efforts by The Manufacturing Institute to close the skills gap by 25% by 2025



MFG Day 2019

- \$1.1 million+ in earned media
- 325,000+ students at events
- 163,000+ social media engagements
- 67% increase in social media impressions, year-over-year

LEGAL ACTION

- Tackling tough, diverse issues in the courts:
 - ▶ Blocking efforts to expand labor and disability law liability
 - ▶ Defending recent regulatory reforms against efforts to roll back progress
 - ▶ Safeguarding access to a skilled workforce by defending worker visa programs and protections for Dreamers
 - ▶ Preserving tax incentives for exports
 - ▶ Standing against municipal public nuisance suits
- Winning pivotal cases on key business issues:
 - ▶ Invalidating the overreaching 2015 Waters of the United States rule
 - ▶ Preserving energy infrastructure projects and energy development
 - ▶ Protecting pro-manufacturing Clean Air Act permitting reforms
 - ▶ Reversing overbroad collective bargaining interpretations by the National Labor Relations Board
 - ▶ Limiting the power of federal agencies to change the law without fair notice
 - ▶ Upholding pro-manufacturing rules governing chemical manufacturing and use
 - ▶ Successfully defending against overreaching retiree benefit claims
 - ▶ Securing manufacturers' rights against government-compelled speech
- Filing 73 amicus briefs in 2019
- Turning the tide on public nuisance lawsuits against manufacturers through the Manufacturers' Accountability Project



OPERATIONAL EXCELLENCE

- Expanding resources to assist manufacturing innovation—on emerging technologies, AI, AR, cybersecurity and more
- Launching NAM Health Care, health insurance and ancillary benefits to reduce costs for small manufacturers and make them more competitive in attracting and retaining employees. NAM Health Care is now available in 39 states and includes more than 22 affiliated associations and counting
- Providing programming and access to experts from innovation leaders like Ecolab, PTC, PwC, eSentire, Salesforce and Microsoft
- Building the second Leading Edge Cybersecurity Forum in spring 2020
- Delivering new and expanded member benefits for small and medium-sized manufacturers to save time and money

**MANUFACTURING
LEADERSHIP COUNCIL**
NATIONAL ASSOCIATION OF MANUFACTURERS

In June, the MLC exceeded the previous year's numbers in attendance and participation at its 15th annual Manufacturing Leadership Summit and presented the Manufacturing Leadership Awards to the most innovative companies and professionals in the industry. We have met—and exceeded—our projections from the landmark acquisition of the MLC.