



NATIONAL ASSOCIATION OF MANUFACTURERS

COVID-19: Leading in Crisis





The manufacturing industry and the entire world have been rocked by the COVID-19 pandemic. Amid this disaster, the National Association of Manufacturers emerged as both a trusted national leader and coordinating relief agency, helping to mobilize the manufacturing industry to respond to the unprecedented health and economic crisis. The NAM repurposed our operations to meet the urgent needs of NAM members, providing resources and advocacy that made the difference between shutting down operations and keeping workers safe and employed. Through that leadership, the NAM ensured manufacturers could continue to deliver their essential products and services. And to support relief efforts, the NAM brought together vital information on companies' ability to provide and produce emergency supplies, marshalling the resources of the industry to help the government move tens of millions of pieces of personal protective equipment. Our work has undoubtedly saved lives and livelihoods and put our country on a path to recovery and renewal.

Creators Respond

MOBILIZING TENS OF MILLIONS OF PIECES OF PPE

- Helping NAM members break through government red tape to get millions of gloves, masks and medical supplies to hospitals in need
- Convening conference calls with NAM members and FEMA to guide PPE mobilization efforts and ventilator production
- Partnering with the Business Roundtable to identify manufacturers that could provide or produce PPE, including supplies of 11 million gloves, 1.2 million respirators, 6 million gowns and much more—and providing that data to federal and state officials
- Utilizing the Manufacturers Marketplace, the NAM's online buyer and seller network, so NAM members can identify customers and producers of industrial PPE



In just one day, for example, the NAM helped members move 50,000 gloves, hundreds of pairs of eyewear, 500 Tyvek suits and 1,000 N95 masks to just one hospital in Detroit.



Operational Support

KEEPING MANUFACTURERS OPEN, SUPPLYING AMERICA

- Shaping state and municipal orders affecting business operations to ensure that manufacturers are designated as “essential”
- Ensuring the Department of Homeland Security deemed manufacturers and their supply chains “essential”
- Working with state association partners and governors to revise business restrictions—and ensure manufacturers could continue operating
- Leading the business community in the effort to ease Mexico’s restrictions on essential business, protecting the North American supply chain
- Providing real-time state-by-state updates and interactive maps on the latest operating requirements throughout lockdown and reopening phases

“We’ve never worked harder or more closely with the NAM—and we are in need of and appreciate their information, resources and partnership more than ever.”

– Kurt Bauer, Chair, Conference of State Manufacturers Associations, and President and CEO, Wisconsin Manufacturers & Commerce



THE WALL STREET JOURNAL.

May 5, 2020

More than 300 U.S. chief executives signed a letter last month from the Washington-based National Association of Manufacturers to Mexican President Andrés Manuel López Obrador...

ARMING MANUFACTURERS WITH VITAL RESOURCES

- Leveraging NAM relationships to secure vital health and safety guidance for manufacturers from the CDC
- Through the Manufacturing Leadership Council, providing a centralized resource of operational and safety practices for manufacturers
- Hosting dozens of webinars and conference calls, with more than 17,000 total participants, to keep NAM members informed on operational and safety practices; this includes webinars with The Manufacturing Institute to share best practices for engaging and retaining workers
- Centralizing government health and safety guidance resources for members on nam.org/coronavirus
- Helping manufacturers navigate the Paycheck Protection Program, Main Street Lending Program and other tax credits and liquidity programs with NAM-published guides and FAQs and 24/7 direct support
- Updating members regularly with emails directly from NAM President and CEO Jay Timmons
- Disseminating industry intel and pandemic-related news to 22,000 manufacturing leaders via the NAM's Input and Power of Small email newsletters



WANE News – Fort Wayne, Indiana

May 8, 2020

Formula Boats stopped production for 6 1/2 weeks. President Scott Porter says during that time, company leaders sat in on a webinar by the National Association of Manufacturers to learn what to do to start back up safely.

Policy Results

In early March 2020, the NAM released its [“COVID-19 Policy Action Plan Recommendations,”](#) many provisions of which were included in the Families First Act and CARES Act, ensuring that manufacturers received strong support in these relief bills. The administration has also taken action on many recommendations, as well as on provisions of the NAM’s subsequent [“American Renewal Action Plan.”](#) Key accomplishments include the following:

- Securing a total of \$660 billion for the PPP
- Making progress toward the NAM’s call for a \$1.4 trillion loan program through the PPP, Main Street Lending Program and other new facilities
- Strengthening oversight to ensure fair distribution of PPP funds
- Lowering the minimum size of Main Street loans
- Creating an employee retention tax credit and delaying 2019 tax payment deadlines
- Increasing capital access and supply chain financing through the Export-Import Bank
- Retroactively allowing businesses to use tax losses to offset prior year income
- Suspending contributions to pension plans for calendar year 2020
- Allowing workers facing reduced hours to receive unemployment benefits

- Clarifying liability protections for makers of N95 masks
- Reversing IRS guidance on the treatment of health benefit payments for purposes of the employee retention tax credit
- Expanding the use of telehealth services
- Exempting intracompany PPE transfers from certain export restrictions
- Increasing availability of disinfectant products through EPA action
- Halting oil sales from the Strategic Petroleum Reserve
- Providing regulatory flexibility to businesses dealing with COVID-19 through an executive order
- Launching U.S.–U.K. free trade negotiations
-and more



The NAM leveraged its grassroots network to mobilize more than 11,000 manufacturing voices in a single week for a high-impact campaign to extend the PPP when its funding first expired.



NAM President and CEO Jay Timmons represented manufacturers' perspective and priorities through participation on the White House's **Great American Economic Revival Task Force.**

American Renewal

“AMERICAN RENEWAL ACTION PLAN”

- Guiding Congress and the administration with the NAM's “American Renewal Action Plan,” which has been closely reviewed by top government officials for guidance on the next stages of government response efforts
- Sounding the alarm for the massive need for PPE across all sectors and ensuring manufacturers can continue ramping up production



POLITICO

April 21, 2020

The National Association of Manufacturers wants a slew of new tax breaks to boost the sector's domestic footprint, part of a long list of recommendations the trade association outlined today that it said would help the economy recover from the coronavirus pandemic.

LIABILITY PROTECTIONS

- Launching a comprehensive campaign to put the issue of liability protections for manufacturers and other businesses on the map with Congress and the administration and coordinating efforts to drive state solutions
- Winning the commitment of Senate leaders to address the issue in upcoming legislation
- Mobilizing stakeholders in business, government and labor to win targeted, temporary protections for manufacturers that are doing the right thing
- Equipping NAM state partners with tools and resources to help advance companion efforts in state capitols nationwide



CNN

April 29, 2020

The National Association of Manufacturers is asking Congress to limit state and federal lawsuits against essential manufacturers.



FINANCIAL TIMES

April 23, 2020

The National Association of Manufacturers warned on Tuesday that officials could not restart the economy without providing “strong liability protections” for business.

STRENGTHENING THE SUPPLY CHAIN

- Releasing a comprehensive set of policy recommendations to strengthen the manufacturing supply chain
- Leading the charge for an incentives-based approach to onshoring
- Launching a multimillion-dollar campaign to educate policymakers and voters in key regions on the steps needed to strengthen manufacturing and incentivize investment and job creation in the United States



Showcasing Manufacturers' Leadership

- Educating policymakers, the press and public on the greatest mobilization of the industrial base since World War II
- Promoting more than 900 stories and counting of manufacturing companies supporting relief efforts
- Launching a “We Can Make It” video and digital series to say “thank you” to, and highlight the work of, frontline manufacturing workers, reaching more than 20 million people online



MAKING A LASTING DIFFERENCE

“Your team has been exemplary. We operate in every state and couldn’t possibly have kept pace without your team.”
 – **Melanie Cook, GE Appliances**

“The NAM continues to deliver quality content, and your entire organization is engaged and responsive. You have represented manufacturers extremely well. I like the way you have organized the industry to help support the need for PPE and other support for the COVID-19 crisis.”
 – **Steve Voorhees, WestRock**

“It has been incredibly helpful to us to have immediate support and assistance from the NAM team, as we navigate the evolving federal and state guidance process.”
 – **Barbara Humpton, Siemens USA**

“The NAM team has risen to the occasion as you always do. Our team utilizes the information distribution on a daily basis. The NAM is our primary information and contact source during the crisis. I cannot think of any gaps or room for improvement. You and your team are saving lives. There is no greater calling.”
 – **Karl Glassman, Leggett & Platt**

“I have told anyone who will listen, that the NAM team have been true public servants in all of this.”
 – **Mary Claire Murphy, Textron Inc.**

“The NAM has been simply outstanding, providing clarity on important issues and invaluable information.”
 – **Doug Starrett, The L.S. Starrett Company**

“The information and the webinars that we have received from the NAM are by far the most informative and useful that we have received.”
 – **Laura Grondin, Virginia Industries, Inc.**

“The NAM has returned untold multiples of our investment. There’s no doubt it has saved the jobs of many of our employees and preserved the financial health of our 113-year-old company.”
 – **Rich Gimmel, Atlas Machine & Supply, Inc.**

“The NAM has proven to be an important resource every step of the way through this pandemic. Just last week we discussed your strong leadership and the effectiveness of your team. It’s never been more apparent than now when we need it most.”
 – **Susan Marvin, The Marvin Companies**

