

➤ **Only at the NAM**





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## > WHO WE ARE

The National Association of Manufacturers works for the success of the more than 12 million men and women who make things in America.

Our work is centered around four pillars that have made our industry strong and America exceptional: free enterprise, competitiveness, equal opportunity and individual liberty.

These pillars guide what we do every day—whether it's standing up for manufacturers in Washington, D.C., inspiring the next generation of manufacturing talent or helping members innovate and advance.

Representing 14,000 member companies—from small businesses to global leaders—in every industrial sector, we are the nation's most effective resource and most influential advocate for these values and manufacturers across the country. We are the one-stop shop for the industry—in advocacy, legal action, operational excellence and workforce development.



## > WHAT WE PROVIDE

NAM members receive access to trusted advisers and exclusive services that directly help manufacturers stay competitive and prepare for tomorrow:



### **Advocacy:**

Whether it is working directly with Congress and the White House and building support for our priorities or promoting our agenda in the media and delivering news and insights about the industry, our unmatched advocacy expertise, influence and infrastructure give us the ability to tell manufacturers' story and achieve our priorities. In Washington, D.C., and across the country, we have spent years cultivating trusted relationships so we can be an unbeatable advocate for modern manufacturing—and a voice for positive change.



### **Legal Action:**

The NAM Legal Center's extraordinary team is second to none, with a proven record and an ironclad commitment to safeguarding manufacturers' rights. In response to unthinking regulation or aggressive litigation impacting our members, our team fights back against harmful laws and tirelessly defends and advances our gains in the courts.



### **Operational Excellence:**

We understand the challenges facing manufacturers better than any other organization—and we've used our extensive knowledge to develop purpose-built tools, best practices, programs, plant tours and events that meet manufacturers' most critical needs. With our growing and expanding support system, we are meeting manufacturers where they are and delivering tangible and transformational value.



### **Workforce Development:**

The skills gap and an inability to attract and retain talent are among manufacturers' biggest challenges—and The Manufacturing Institute is leading the industry's efforts to close the gap. The MI is the nonprofit workforce development and education partner of the NAM, and as it continues to expand its suite of programs and initiatives, it is achieving lasting progress in strengthening and building the manufacturing workforce of today and tomorrow.



# > WHAT WE DO

## REPRESENTATION

We represent manufacturers' interests on Capitol Hill, with the administration and with the courts to advocate for smart laws and effective policies.

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## INSIGHTS AND ANALYSIS

We provide real-time updates on the issues that impact manufacturing. Our analysis helps you make informed decisions for your business.

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## EXTENSION OF YOUR TEAM

Each member of the NAM has a dedicated adviser to help you navigate our resources. Our experts are on call to provide guidance on critical issues.



### BY THE NUMBERS:

**79.4%**

Percentage of Fortune 100 manufacturers that are NAM members

**54.4%**

Percentage of Fortune 500 manufacturers that are NAM members

**90%**

Percentage of NAM members that are small and medium-sized manufacturers



## ADVOCACY

When the NAM talks about issues that matter, people listen. That's because we have an advocacy team who gets results, a full in-house communications apparatus that is second to none and a grassroots program that harnesses the power of the entire manufacturing economy in the United States, giving NAM members a robust support system of allies and influencers that can't be found anywhere else.



**“The NAM’s lobbyists are seen by senior policymakers as the most effective in Washington, D.C.”**  
– Ballast Research

From achieving historic bipartisan infrastructure investment to protecting manufacturers’ gains from tax reform, from advancing supply chain solutions to shaping U.S. energy policy, the NAM gets results in all of manufacturers’ priority areas:



Tax



Trade



Energy



Environment and  
Resources



Transportation and  
Infrastructure



Labor and  
Employment



Immigration



Health Care



Research, Innovation  
and Technology



Regulatory and  
Legal Reform



Corporate  
Governance



Workforce and  
Education





The NAM's relationships are key to getting things done. By convening businesses, groups and organizations, we have built targeted and effective partnerships and coalitions that are greater than the sum of their parts—and that are primed to deliver for manufacturers across the country.

**Council of  
Manufacturing  
Associations**

**Conference  
of State  
Manufacturers  
Associations**

**Allied Associations  
Group**

**Manufacturers  
State Affairs  
Program**

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**“With state manufacturing groups and its Council of Manufacturing Associations, the NAM brings together manufacturers and workers in all 50 states and in Puerto Rico. That strengthens my company’s voice in a way that gets results.”**

– Chuck Wetherington, president, BTE Technologies, Inc.



## LEGAL ACTION

The NAM works hand-in-hand with some of the most effective legal experts in the country, who fight and win every day for NAM members and manufacturing priorities in the courts—from lower courts all the way to the Supreme Court.

The NAM Legal Center doesn't shrink from challenges; we bring them. In every case and every instance, we are prepared to stand up in court for our members' priorities:



**Environment and  
Energy**



**Labor and  
Employment**



**Product Liability and  
Preemption**



**Corporate Governance  
and Shareholder Liability**



**Immigration**



**Tax and Trade**

- **Accessible Support:** In addition to leading our litigation efforts, the NAM Legal Center keeps members informed through conference calls, webinars and roundtables, educates the public on critical issues and serves as a leading voice in the courts and in the court of public opinion about the toughest legal challenges facing manufacturers.
- **Manufacturers' Accountability Project:** MAP is an intensive campaign to push back on trial lawyer efforts to monetize some of the biggest problems facing our country by seeking to transform them from complex public policy issues into big money tort lawsuits targeting manufacturers.
- **NAM Legal Referral Service:** Our award-winning NAM Legal Referral Service provides legal and regulatory compliance guidance to NAM members through our partnership with Meritas, giving our members access to free consultations to help them find the best possible legal assistance to navigate their compliance obligations—across all 50 states and around the globe.
- **NAM Legal Advisory Council:** In-house counsel for NAM member companies engage regularly with the NAM Legal Center team to stay on top of emerging issues.





# OPERATIONAL EXCELLENCE

## Thought Leadership, Best Practices and Beyond

The **Manufacturing Leadership Council** is the world's first member-driven, global business leadership network dedicated to senior executives in the manufacturing industry. As the NAM's digital transformation arm, it is preparing manufacturers for the challenges to come by providing exclusive content, compelling events, plant tours, awards and programs that chart the way forward for Manufacturing 4.0.



The **Innovation Research Interchange** is a leader in helping companies drive innovation and develop the research and development roadmaps and investments that keep manufacturing at the forefront of advancing technologies and improving the quality of life. It boasts hundreds of global members in private-sector companies, federally funded laboratories, universities and others.



**Leading Edge** is our thought leadership series that connects manufacturing executives to collaborate on today's critical operational issues impacting business—including sustainability, supply chain issues, cybersecurity and growth.



Our **Executive Insights Series** brings exclusive conversations with CEOs of the world's top manufacturing companies directly to our members, delivering insights on the entire supply chain and providing access and singular networking for our members in a series of fireside chats that can't be found anywhere else.

## Executive [insights]





## Tools to Strengthen Our Members' Balance Sheets

### NAM CYBER COVER

Cyber insurance and risk mitigation for manufacturers

**NAM Cyber Cover:** Developed in partnership with AHT Insurance and Coalition, this exclusive cybersecurity program for NAM member companies and organizations is designed specifically to help manufacturers mitigate cyber risk and respond to and recover from threats and cyberattacks when needed, with unique manufacturing-specific coverages, such as bodily harm and pollution, in the event of an attack.

### NAM INCENTIVES LOCATOR

powered by ATLAS Insight

**NAM Incentives Locator Powered by Atlas Insight:** Our incentives locator helps our members navigate the complex world of incentives to reduce operating costs, manage compliance, access cost-competitive data and claim critical funding that is available from the U.S. government. This is worth a look for any manufacturer that is hiring or expanding.

### NAM MANUFACTURERS RETIREMENT

401(k) & Savings Plan

#### **Manufacturers Retirement and Savings Plan:**

Developed for manufacturers by Principal Financial Group® and HUB International LLC, this multiple employer 401(k) plan is available to all NAM member companies and associations, reducing administrative burdens while creating new financial opportunities and offering retirement security to the millions of men and women who make things in America.

### NAM SHIPPING

**Office and Shipping Discounts:** Members save on shipping and office supplies with exclusive member discounts with UPS, YRC Freight, Staples and FedEx and can take advantage of a dedicated shipping specialist.



**CONNEX Marketplace:** This online platform connects manufacturers in the U.S. to help each other find what they need. It is the most advanced buyer/seller digital network in America, customized for manufacturers to search by certifications, capabilities, equipment and other unique parameters.

### NAM ENERGY

powered by APPI Energy

**NAM Energy Powered by APPI Energy:** Created in partnership with experts at APPI Energy, the NAM Energy program draws on the expertise of the knowledgeable specialists at APPI Energy to help manufacturers make sure they get the best energy supplier contracts possible and are utilizing the latest developments in energy management systems to increase efficiency and sustainability and reduce costs.



## WORKFORCE DEVELOPMENT

The Manufacturing Institute focuses on helping members inspire, educate and empower the workforce of today and tomorrow. The MI develops programs targeted to reach crucial groups—from young people to women and veterans—and pioneers practical new approaches to help manufacturers recruit, train and retain talent.

**Women MAKE America:** This is the industry's premier effort to close the gender gap and includes networking opportunities, regional and online events, mentoring and an annual awards gala honoring women in the industry. Beginning in 2022, the MI launched its "35x30" campaign, which aims to increase the percentage of women in manufacturing to 35% by 2030.



**Heroes MAKE America:** Our military and veterans initiative assists in the training and placement of transitioning service members, veterans and military spouses—on military bases and virtually—and helps them translate their military skills and experience to secure rewarding careers in the manufacturing and supply chain industry.



**FAME USA:** The Federation for Advanced Manufacturing Education (FAME), founded by Toyota and now managed by the MI, provides global-best workforce development through strong technical training and hands-on experience to build the future of the modern manufacturing industry.



**FAME Gets Results:** A 2020 study by the Brookings Institution and Opportunity America found that the FAME program achieved 80% associate degree completion rates, and graduates earned nearly \$60,000 in their first year of employment and nearly \$100,000 in their fifth year—significantly better outcomes than traditional community college technical programs or traditional manufacturing apprenticeships typically achieve.



## Diversity +Inclusion

**Diversity and Inclusion:** The MI provides leadership, resources and expert advice to promote D&I in the workplace, including summits, webinars and best practices to help manufacturers attract and retain a talented and diverse workforce.

### Second Chance Hiring

**Second Chance Initiative:** Partnering with Stand Together Trust, the MI is helping manufacturers welcome new employees who are among the one-in-four Americans who possess a criminal record and are ready and willing to develop their skills and seize the second chance for a promising career.



**MFG Day:** Our annual nationwide workforce event helps show the reality of modern manufacturing careers by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders.



**Center for Manufacturing Research:** The MI's Center for Manufacturing Research publishes research and analyses to help our industry understand the current workforce landscape, react to ongoing changes and anticipate future trends. The center also partners with leading experts to produce cutting-edge, actionable findings.

## CREATORS WANTED

The NAM and the MI launched the Creators Wanted campaign and tour. Creators Wanted is the industry's year-round effort to build the workforce of the future. By 2025, Creators Wanted and the MI's ongoing work aims to reduce the skills gap in the United States by 600,000, as well as increase the number of students enrolling in technical and vocational schools or reskilling programs by 25% and increase the positive perception of the industry among parents to 50% from 27%.







## AND MORE ...

The NAM is the manufacturing industry's most effective PR team, delivering a compelling message in a strategic way to the people who need to hear it. Whether we're winning coverage in traditional media or creating original content that you need to see, we're providing a unique and powerful service for our members and the industry.



### Shaping the Narrative:

No other industry advocate has the reach and influence of the NAM. We understand what it takes to tell a compelling story and to put your efforts and interests front and center to get the attention and impact you deserve.



### Delivering the Message:

With our first-rate PR professionals, we drive our message in a way that is effective and compelling, showing the critical work that our members do and building a groundswell of support for our most important priorities.



### Making the News:

In thousands of news articles and TV appearances each year, the NAM draws attention to the industry's successes and advocates our members' priorities. Our media relations professionals have some of the strongest relationships in the business and know how to create effective stories, and reporters know that the NAM is the most trusted source of news about manufacturing.



### Engaging on Social Media:

The NAM leads in social media impact, regularly driving more social interactions than our peers and reaching a wider and more influential audience.



### Offering Counsel:

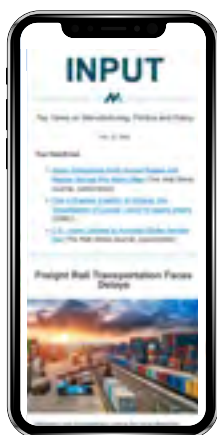
When manufacturers face a public relations challenge, the NAM team can spring into action, offering battle-tested strategies and expert advice to help companies navigate the unexpected.



## Producing Content:

The NAM is the news source for manufacturers and about manufacturers. We're creating our own content to ensure our members and the public hear important news straight from the industry.

- **Input:** Input is the must-read morning newsletter for more than 26,000 manufacturing leaders and allies, delivering breaking news and exclusive coverage of manufacturing issues so they have the first-look information they need to succeed and thrive.
- **Power of Small:** The NAM built an exclusive resource network, including a weekly newsletter delivered to more than 10,000 business leaders, specifically tailored to small and medium-sized manufacturers.
- **NAM.org:** With 1 million annual users, NAM.org offers expanded news coverage, providing a one-stop shop for manufacturers and others who care about making things in America.
- **Monday Economic Report:** The NAM's chief economist provides topline analysis and insights from key economic indicators affecting the manufacturing economy and businesses.





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The NAM isn't just another trade association. It is your support system, your network, your champion and your voice.

Now more than ever, there is only one place where manufacturers can find everything they need to build, to grow, to succeed and to thrive.

**Only at the NAM.**

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**Connect with Us**



[www.nam.org](http://www.nam.org)