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TAPPING MACHINE

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OFF ON

CYCLE  
START

CYCLE  
STOP

RESET

# Leadership you expect. Results you deserve.

2022 Annual Report









## ➤ ONLY AT THE NAM: LEADERSHIP IN 2022

Against the backdrop of economic and political uncertainty that faced our members in 2022, the National Association of Manufacturers proved to be resilient and steady. Over the past year, the organization has distinguished itself in the D.C. advocacy community by delivering strong results that solidify our unrivaled value as a powerful resource for manufacturers of all sizes. We continue to maintain and build our reputation as a trusted, respected voice for the industry, as well as an influential force in shaping critical outcomes for the competitiveness of manufacturing in the United States.

From building up the reputation of the industry with policymakers, media and the public, to growing the manufacturing workforce, to achieving regulatory reforms and legal victories, we have taken action to accomplish transformational manufacturing priorities. We battled back tax increases that would have devastated our industry, achieving important legislative amendments that few outside our organization predicted. We helped secure passage of the CHIPS and Science Act, benefiting every manufacturer in America by supporting competitiveness up and down the supply chain. We led on infrastructure implementation, ensuring that critical funds could be allocated to vital projects that will keep manufacturing moving—today, tomorrow and long into the future. And we continued setting the standard as an extension of manufacturing teams, providing operational resources to help our members protect against cybersecurity threats, overcome supply chain crunches and navigate the digital future.

Throughout 2022, the NAM once again defined itself as a one-stop shop trade association that gets key industry priorities across the finish line and the best intel, analysis and resources to our members and policymakers. No matter the political climate or the parties in power, the NAM has the expertise, the drive and the trust to serve our members and our industry. As we head into a new year, we are already taking on fresh opportunities and exploring new horizons. We are excited about the road ahead and the work to come—and we will continue to lead the way.

Jay Timmons  
President and CEO  
National Association of Manufacturers



## > OUR APPROACH

The NAM provides solutions around advocacy, legal action, workforce development and operational excellence—supporting individual manufacturers and the industry as a whole.

### REPRESENTATION:

We are the trusted voice of manufacturers. With an in-house team of government relations, communications, advocacy/public affairs and brand strategy experts and an Advocacy Ambassador Program that trains members to be champions for manufacturing issues, the NAM makes sure our industry's voice is heard. From the White House to Capitol Hill, to the courts—and from TV screens and news outlets to communities across the nation—the NAM is everywhere our members need us to be.

**\$16 MILLION+ IN POSITIVE EARNED MEDIA SECURED FOR THE INDUSTRY**



The New York Times



The Washington Post

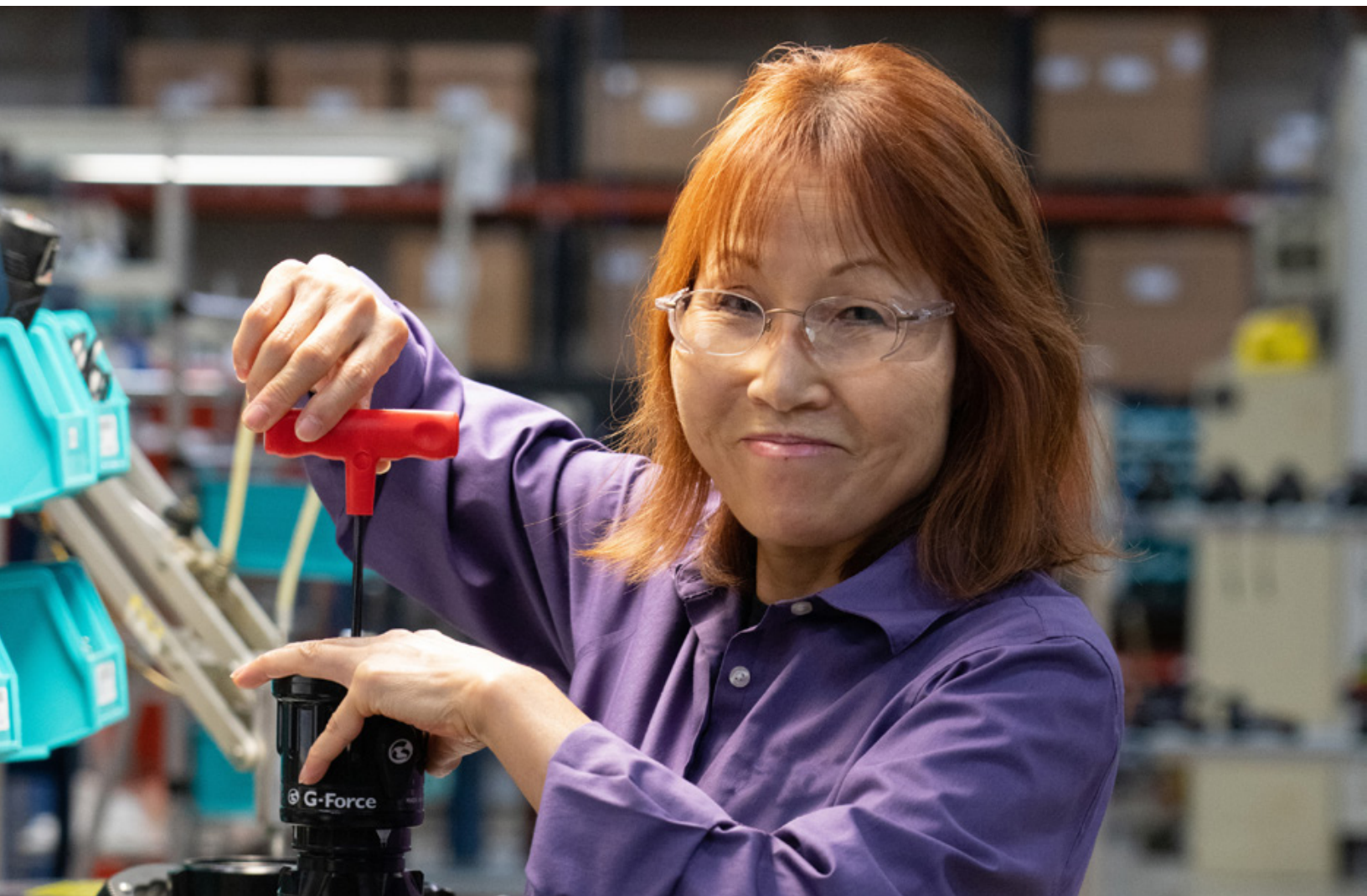


THE WALL STREET JOURNAL

CBS NEWS



NEWS





## INSIGHTS:

**We analyze breaking news and offer critical information.** With tools for manufacturing executives like our Input newsletter, small business resource Power of Small, Monday Economic Report, policy reports and operational digital publications, we're providing real-time updates on vital issues so manufacturers can make informed decisions that help their bottom lines.

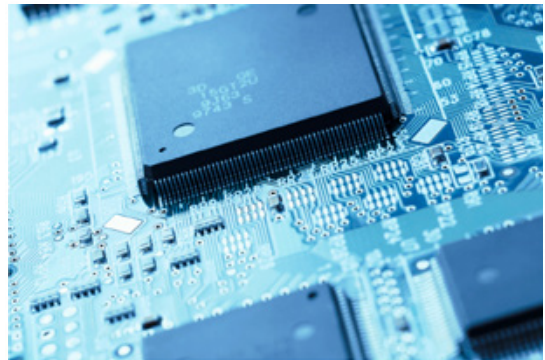
**INPUT READERSHIP IS UP 8%, AND POWER OF SMALL READERSHIP IS UP 14% SINCE THE END OF 2021.**

### NAM Takes Proxy Battle to Court



The NAM Legal Center stood up for manufacturers in federal court this week, arguing that the Securities and Exchange Commission unlawfully suspended a rule governing proxy advisory firms.

### CHIPS and Science Act Becomes Law



President Biden has [signed](#) into law the CHIPS and Science Act of 2022, legislation that promises to bolster manufacturers' competitiveness, according to the NAM.

## SUPPORT:

**We are an extension of our members' teams.** As on-call advisers, we help manufacturers navigate critical issues with expert guidance and valuable resources and serve as a full PR team to make sure the people who matter understand the impact and importance of manufacturers.







## OUR VALUE

The NAM is dedicated to serving the manufacturing industry. From our extraordinary scope to our economic impact, to the access we provide to media and policymakers, the NAM demonstrated value in 2022 that doesn't exist anywhere else.

**OUR SCOPE:** The manufacturing industry comes together at the NAM.

- 79.4% of Fortune 100 manufacturers are NAM members.
- 54.4% of Fortune 500 manufacturers are NAM members.
- 90% of NAM members are small and medium-sized manufacturers.

**OUR RETURN:** The NAM helps members and manufacturers strengthen their bottom line.

- Billions in economic benefits for the industry in 2022 (based on legislation secured or defeated and regulatory measures protected or advanced)
- Millions in savings on important services
- Millions in free news coverage/advertising and social media amplification

**OUR IMPACT:** The NAM is respected and effective everywhere we operate.

- "The NAM's lobbyists are seen by senior policymakers as the most effective in Washington, D.C." – Ballast Research

**OUR REPUTATION:** The NAM has the credibility to make progress—and the results to show for it.

- "It's incredibly impressive what you guys secured within a week from a Democratic Senate. I hope your members realize how unique this is both historically and strategically." – A policy head at a fellow trade association
- "Everyone up here is saying NAM is the best on the field right now. Big kudos." – A senior House GOP leadership staffer

**ADMIRERED AND RESPECTED: 82% OF NAM MENTIONS ON THE WEB ARE POSITIVE—AND NO OTHER PEER TRADE ASSOCIATION COMES CLOSE.**

# THE NAM ADVOCATES FOR MANUFACTURERS

## WE SET A CLEAR AGENDA:

The NAM lays down a marker for a competitive, pro-manufacturing policy agenda. With roadmaps for issues including tax, trade, sustainability, energy, infrastructure, workforce, immigration, health care, research and development, corporate governance and regulatory reform, the NAM made sure our proposals led the way.

## WE BUILD POWERFUL COALITIONS:

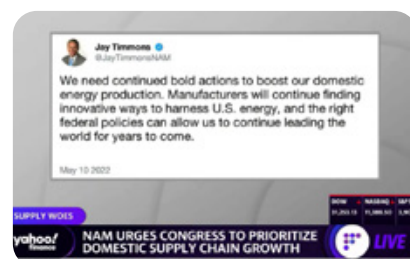
The NAM knows that relationships are the key to getting things done. Over the past year, we've continued building and harnessed strong coalitions that can deliver results across the country, whether that's in local communities, statehouses or the halls of power in Washington.

- Our Council of Manufacturing Associations brings together more than 210 national manufacturing trade associations representing 130,000 companies, building a unified voice to deliver powerful messages.
- Members of the Conference of State Manufacturers Associations serve as the NAM's official state partners and amplify the NAM's message by mobilizing local communities to help move federal policy from the ground up in all 50 states and Puerto Rico.
- Our Allied Associations Group coordinates regional manufacturing associations, leveraging relationships with congressional delegations and state officials to make an impact.
- Our Manufacturers State Affairs Program leverages our alliances with association partners to connect manufacturers with industry experts on state-based and industry-specific policy issues, demonstrating manufacturers' strength in our communities.

## WE EXECUTE EFFECTIVE CAMPAIGNS:

The NAM leverages cutting-edge tools to ensure the right audiences see our content and that decision-makers get the message.

- The engagement rate of all our paid and organic social media posts rose by 47% in 2022 compared to 2021.
- Organic follower growth—meaning the number of followers we earned without paid promotion—rose at a rate of 5% across all platforms in 2022, while our year-to-date impressions count rose from 1.5 million in 2021 to 2.6 million in 2022—an increase of 73%.
- In the week leading up to the Inflation Reduction Act vote, one key senator's staff saw our video ad a total of 3,000 times—helping us reshape certain problematic provisions.



## WE ACHIEVE ESSENTIAL RESULTS:

The NAM shapes the conversation and drives action on priorities that matter to our members.

- Initiated a massive grassroots and government affairs mobilization to strip tax hikes from the budget reconciliation bill, saving millions of dollars for manufacturing companies across the United States
- Ensured passage of the CHIPS and Science Act, which delivered funding for domestic semiconductor production and other manufacturing priorities, including the STEM workforce, advanced tech development, energy innovation and more
- Secured the passage of the Ocean Shipping Reform Act, which strengthened supply chains and improved efficiency at vital ports across the country
- Led industry support for the ratification of the Kigali Amendment to the Montreal Protocol, which strengthens our global leadership on the phasedown of hydrofluorocarbons and fights climate change, while creating jobs and making manufacturers in the U.S. more competitive
- Elevated the need for increased domestic energy production through direct communication with the White House, Congress and the public
- Won a two-year delay of an SEC rule requiring unnecessary and unjustified financial disclosures by privately held companies seeking to sell debt instruments to highly sophisticated commercial investors
- Pushed the administration to alleviate the green card backlog, while driving long-term immigration solutions through our “A Way Forward” agenda
- Organized and led opposition to tax hikes on small businesses, corporate governance mandates and misguided disclosure proposals, protecting manufacturers from harmful policies
- Leveraged member stories and expertise to foster bipartisan support for protecting manufacturers’ investments in R&D innovation
- Engaged stakeholders in Washington and Geneva to build support for intellectual property protections necessary to tackle COVID-19 and oppose damaging proposals at the World Trade Organization that would undermine American innovation
- Spoke out to raise the profile of the importance of congressional passage of a fully retroactive Miscellaneous Tariff Bill and a new China 301 tariff exclusions process
- Championed and secured passage of the INFORM Consumers Act, strengthening manufacturers’ ability to fight counterfeiting

## ➤ THE NAM FIGHTS IN THE COURTS

### WE PROMOTE YOUR RIGHTS:

Through the NAM Legal Center, our top-notch legal team reins in regulatory overreach, protects hard-fought legislative gains and fights for manufacturers’ rights.

### WE DELIVER LEGAL VICTORIES:

The NAM will never stop working for the people who make things in America. In 2022, we built a powerful record of vital success and ongoing action.

- We worked to protect manufacturers from unfair and unlawful processes by challenging the Securities and Exchange Commission’s suspension and later rescission of the hard-won proxy advisory firm rule (*NAM v. SEC 2021*; *NAM v. SEC 2022*).



# 37

**amicus briefs filed**



- We stood up against harmful and careless practices by defending oversight of proxy advisory firms (*ISS v. SEC*).
- We safeguarded a critical talent pipeline, the STEM OPT program, from an anti-immigration group's lawsuit (*Washington Alliance of Technology Workers v. DHS*).
- We prevented frivolous and damaging lawsuits against manufacturers by demanding fair standards for class certification (*Earl v. Boeing & Southwest; In re: Du Pont de Nemours & Co. C-8 Personal Injury Litig.*).
- We saved manufacturers' hard-earned resources by pushing back on unreasonable interpretations of the tax code (*Whirlpool v. Comm'r; Little Sandy Coal Co., Inc. v. Comm'r*).
- We kept alive a critical pathway for American energy by opposing attempts to shut down an international pipeline (*Enbridge Energy Ltd. v. Whitmer*).
- We put power in the hands of manufacturers by fighting the National Labor Relations Board's aggressive pro-union agenda (*Stericycle, Inc. and Teamsters Local 628; Ralphs Grocery Co. and Terri Brown*).
- We shielded manufacturers from the impacts of cybersecurity intrusions by ensuring coverage for cyber events under all risk-insurance policies (*Merck & Co., Inc., et al. v. ACE Amer. Insurance Co., et al.*).
- We pushed back on the trial bar's effort to impose liability on employers for "take-home" COVID-19 cases (*Kuciemba v. Victory Woodworks*).
- We defended manufacturers against unreasonable regulations by pushing back on one state's efforts to regulate out-of-state conduct (*Nat'l Pork Producers Council, et al. v. Ross, et al.*).

## WE PROTECT YOUR INTERESTS:

Manufacturers face powerful special interests and deep-pocketed activists seeking to tie up critical projects and weaken the industry. That's why the Manufacturers' Accountability Project works to counter misinformation and politically motivated lawsuits—uniting policymakers and the legal community to protect our members and our industry.

## WE SERVE YOUR NEEDS:

The NAM offers direct, tailored legal support to meet our members' needs. The NAM Legal Advisory Council helps in-house counsel at member companies take on industry-wide issues, while the award-winning NAM Legal Referral Service—in partnership with Meritas—opens the door to free consultations and vital legal support for manufacturers operating in all 50 states and around the globe.



**Environment  
and Energy**



**Labor and  
Employment**



**Product Liability and  
Preemption**



**Corporate Governance and  
Shareholder Liability**



**Immigration**



**Tax and Trade**

# > THE MI DRIVES WORKFORCE SOLUTIONS

## WE PLAN FOR TOMORROW:

As the 501(c)3 nonprofit workforce development and education partner of the NAM, the Manufacturing Institute elevates and advances solutions to support the industry's skilled workers and advance modern manufacturing. The MI's mission is to build, diversify and strengthen the manufacturing workforce for individual opportunity, community prosperity and a competitive manufacturing industry.



**NEW SOLUTIONS:** The MI launched its new Solutions Center to provide actionable strategies for recruitment, upskilling and retention. The MI's Center for Manufacturing Research released eight papers in 2022, including studies on compensation practices and closing the gender gap and a future skills outlook.

**NEW CONVENINGS:** The MI's inaugural Workforce Summit brought **300** employers and workforce development partners together in Cincinnati, Ohio, for insights on effective workforce strategies. The MI also launched a new Solutions Series with the first workshop that brought together manufacturing professionals to learn what is working and to exchange ideas and insights on top retention solutions.

## WE BOLSTER YOUR TEAMS:

The people who make things in America are our industry's greatest resource. The MI's diverse initiatives are inspiring new strategies to attract and retain the individuals who will support the manufacturing industry of today and create the industry of tomorrow.

**Women MAKE America** is recruiting and supporting women in manufacturing to close the gender gap.

- **\$1 million** in commitments secured by the MI for a landmark 35x30 campaign to add half a million women and increase women's representation in the manufacturing workforce to 35% by 2030.
- **100 Honorees and 30 Emerging Leaders** were recognized at the MI's 10th Annual STEP Ahead Awards, now known as the Women MAKE Awards.
- **"This. Event. Was. Life. Altering! The workshop lineup was 🍷 the topics were 🔥 and the energy was ⚡"** – Kate Heiken, Drilling Manager, Ovintiv USA Inc.
- **"This was truly an amazing experience, and I am so happy to forever be a part of this group and give back."** – Bonnie Davis, Vice President, Global JEM, JELD-WEN



**Heroes MAKE America** is training and placing transitioning members of the military to help them bring their skills to the manufacturing industry.

- **2022:** 303 graduates hired by 87 companies in 28 states
- **Since 2018:** 957 graduates hired by 250 companies in 44 states
- **"[Heroes] gave me everything I needed."** – Chris Wilf
- **"Every day I learn something new."** – Fernando Gonzalez
- **"The opportunities afforded to you are insane. It's invaluable."** – Nicole Reyna





**The Federation for Advanced Manufacturing Education (FAME)**, founded by Toyota and now operated by the MI, offers technical training and hands-on experience to build the future of the modern manufacturing industry.

- **“FAME set the path for my entire career. I can’t speak highly enough about it.”** – Ellery Kring
- **“The opportunities presented to me during this program were once in a lifetime.”** – Chaise Blisset



- We’re growing! **31** chapters; **13** states; **5** new chapters for 2023; **More than 30** potential new locations under consideration.

**Second chance hiring** initiatives are connecting hardworking, formerly incarcerated individuals with careers in manufacturing.

- Efforts are underway with **11** companies in **7** states. Another 150 companies have engaged in the MI’s second chance trainings and webinars.

**Diversity and inclusion** initiatives are helping manufacturers attract and retain a talented workforce—and more than **3,000** people have used new D&I roundtables and resources from the MI.

- **Update on a Pledge:** In 2020, manufacturers approved a pledge that committed to taking **50,000** tangible actions to increase equity and parity for underrepresented communities by 2025, creating 300,000 pathways to job opportunities for Black people and all people of color. To date, we’ve identified 900,000 pathways—and we’re still moving forward.



## WE EXPAND THE WORKFORCE:

The MI is reaching people across the country, bringing manufacturing careers to new people in new places.

**MFG Day**, the MI’s annual nationwide workforce event, encouraged thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders, showcasing the reality of modern manufacturing careers.

- **More than 620 events hosted**
- **5,350 posts on social media**
- **\$701.3K in earned media**
- **55 million social media impressions**
- **19 state proclamations**





**Creators Wanted**, launched by the NAM and MI, is a year-round effort to shift perceptions about modern manufacturing careers and build the workforce of the future.

## CREATORS WANTED

**Creating the Future: By 2025, Creators Wanted and the MI's ongoing work aims to:**

- Reduce the skills gap in the U.S. **by 600,000;**
- 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%.

**Moving toward our goals:**

- 840,000+ students and career mentors have signed up to learn more about modern manufacturing careers.
- 7,900+ students have participated in the Creators Wanted Tour, and 75% of tour attendees exit the experience with a significantly improved view of modern manufacturing careers.
- The campaign has generated more than \$5 million in positive earned media about industry careers and opportunities.
- Creators Connect launched on CreatorsWanted.org, providing a career pathways and jobs board to accelerate journeys from Creators Wanted events and online engagement to education, training and jobs placement.



## WE CHANGE PERCEPTIONS:

The MI's work is transforming the way people think about manufacturing. New research from the MI and Deloitte found that **40%** of respondents are likely to encourage their child or other youth to pursue a career in manufacturing—up from 27% in 2017.



# THE NAM ADVANCES MANUFACTURERS' OPERATIONS

## WE PROVIDE EXCLUSIVE INTEL:

The NAM plays a vital role in informing and leveling up the entire industry.

- The Manufacturing Leadership Council prepares senior executives for Manufacturing 4.0 through content, best practices, plant tours and compelling events, including the 2022 Rethink Summit and the Manufacturing in 2030 conference.
- Leading Edge connects manufacturing executives around new developments and best practices in critical operational areas like sustainability, supply chains and cybersecurity.
- The Innovation Research Interchange is dedicated to helping companies accelerate impactful innovation and achieve top-line growth.

## WE DRIVE VALUE:

The NAM's operational tools support individual members and strengthen the industry. With innovative programs and unbeatable resources, we help manufacturers improve their work and grow their bottom line.

- In 2022, NAM Energy powered by APPI Energy continued to help manufacturers get the best energy supplier contracts, increase efficiency and sustainability and reduce costs amid global supply concerns.
- NAM Incentives Locator powered by Atlas Insight has helped members access incentives, reduce operating costs and claim critical funding to strengthen their balance sheets—as more companies focus on domestic expansion.
- Office and shipping discounts provided manufacturers with exclusive discounted rates and dedicated shipping specialists to save resources and improve outcomes during a time of rising costs and strained supply chains.

**Over the past year, the top five users of the NAM shipping program (based on number of shipments) have each saved an average of \$25,000 per year over the standard UPS price.**

- CONNEX Marketplace, the most advanced buyer/seller digital network in America, connected manufacturers to help them find what they need amid disruptions.





**Northrop Grumman identified and found the most qualified suppliers and set up interviews through CONNEX. The results were:**

- 26 matching suppliers quickly identified;
- 25 qualified suppliers interviewed (no time wasted on unqualified suppliers);
- 15 suppliers identified as immediately qualified; and
- 8 new suppliers identified (were previously unknown to Northrop Grumman).

**“CONNEX eliminates some of the time and cost to market capabilities, reduces time to turn new opportunities into customers who are engaged with us and provides an additional channel to help fill the pipeline. CONNEX provided us a platform to better market our services and find new contract opportunities. Large aerospace OEMs have discovered our EDM machining capabilities through CONNEX, and it’s led to many manufacturing opportunities with them.” – Mark Nys, Director of Business Development, Parametric Solutions**

## **WE OFFER SUPPORT AT CRITICAL SCALE:**

Because of the NAM’s scale and scope, we can deliver benefits that small and medium-sized manufacturers can’t access on their own.

- With cyber threats growing more complex, NAM Cyber Cover has helped manufacturers mitigate cyber risks and respond to cyberattacks with enhanced insurance policies that cover bodily harm, integrated computer systems and pollution.

**“We were required to perform some upgrades to our system as a result of the [NAM Cyber Cover] assessment, and we’ve dramatically increased the security of our domain. We are much stronger now as a result of working with [the insurer] Coalition, who is knowledgeable about cyber risk and approachable. This helps small manufacturers who don’t have the resources to do this on their own.” – Roy Lydic, CFO, EWI**

- The Manufacturers Retirement and Savings Plan helped members provide retirement security for their employees through a 401(k) plan available to the millions of men and women who make things in America.

**“I thought I was paying very little before, but you do get what you pay for. I have a much better overall product now at the same price or less.” – Lisa Winton, CEO and Co-Owner, Winton Machine Company and NAM Board Member**





Manufacturing in 2030: Let's Talk About AI, Manufacturing Leadership Council event, Nashville, Tenn. (Dec. 8, 2022)

## ➤ THE NAM MAKES TOMORROW

From skilled advocacy to expert legal efforts, and from cutting-edge operations to modern workforce development, the NAM is seizing opportunities, leading movements and delivering results for the men and women who make things in America. Through exclusive support and unparalleled reach, we're lifting up individual members and strengthening the industry.

**That's why manufacturers stand with us, and it's why we'll continue to stand up for them as we build the future together.**

## Connect with Us



 [nam.org](https://nam.org)

