



ONLY AT THE NAM: LEADING THROUGH 2024

➤ June 2024







➤ LEADING THROUGH 2024

In the first six months of 2024, the National Association of Manufacturers has pursued your priorities vigorously in Washington, D.C., and beyond. We have built on our unmatched reputation and credibility with House Republican leadership, Senate leaders and key figures in the White House—to tackle an onslaught of regulatory challenges, advocate for pro-growth tax policies, defend energy security, protect intellectual property rights, promote AI adoption in manufacturing, win in the courts and, overall, champion the competitiveness of manufacturers in the United States. As manufacturing’s premier PR team, we have continued to boost the industry’s image, such that lawmakers from both sides of the aisle actively look to work with us and find ways to support manufacturers. By connecting industry leaders with top manufacturing experts and providing key insights, the NAM has empowered your companies to drive digital transformation, R&D and strategic decision-making for both top- and bottom-line growth. And the Manufacturing Institute, our 501(c)3 nonprofit workforce development and education affiliate, is continuing to deliver best-in-class solutions and insights to address critical workforce challenges.

Thank you for your commitment and trust as we navigate these challenges together; your ongoing support is crucial as we continue to advocate for policies and offer resources that enhance our competitiveness and secure a prosperous future for our industry and our country.

2024 Brand Survey Results

- 91% of NAM members are very likely or somewhat likely to recommend membership in the NAM to industry associates or colleagues.
- 90% of members agree with the following statement: “Considering the cost of our membership and the benefits we receive, the dues we pay to the NAM are a good value for the money.”
- 88% percent of members believe that over the past year, the NAM has been effective in influencing legislation and policy on key public policy issues.
- 94% percent of members believe that over the past year, we have been effective in delivering news and industry data that inform members.

> FIGHTING THE REGULATORY ONSLAUGHT

From broadband regulation and noncompete agreements to energy security, PFAS and overtime rules, your NAM continues to wage a campaign against regulatory burdens by utilizing every tool at our disposal, from lawmaker engagement and manufacturer mobilization to legal challenges and building industry coalitions, to keep manufacturers competitive, innovative and secure.



Learn more







“ If you want to continue America’s manufacturing resurgence, focus on constructive policies to strengthen our industry— reinstating key tax provisions, achieving immigration solutions and advancing permitting reform. But if President Biden wants to put his manufacturing legacy at risk, nothing will do that faster than raising taxes on manufacturers or continuing this regulatory onslaught.”

– NAM President and CEO Jay Timmons, 2024 NAM State of Manufacturing Address, Feb. 22, 2024



NAM’S UNMATCHED VALUE

-  Engaged with more than 100 regulations with hundreds of thousands of jobs at stake
-  Constant objections, lawsuits and challenges logged with critical policymakers
-  Marshaling key data, stories and research for decisionmakers and congressional supporters

-  Constant pressure applied to lawmakers to understand the impact of misguided policies
-  Millions saved by NAM members because the NAM is working for you
-  A network of national industry association partners and state partners to power the manufacturing industry’s collective voice

- > **Vehicle Emissions:** Your NAM is leading the industry’s efforts to halt the promulgation of overly aggressive and unrealistic vehicle emissions standards. Thanks to NAM input, the Environmental Protection Agency’s new regulation grants automakers more time for implementation than initially proposed—and we’re continuing to press lawmakers to pass the Choice in Automobile Retail Sales Act, which prohibits the EPA from finalizing, implementing or enforcing its proposed tailpipe emissions limits through 2032.
- > **Permitting Reform:** The NAM continues to leverage the advances we’ve made through landmark legislation like the CHIPS and Science Act, which has boosted semiconductor manufacturing critical for the foundation for a tech-driven economy, and key provisions of the Inflation Reduction Act, which provides substantial investments in clean energy initiatives. The NAM’s commitment to permitting reform is central to these goals, ensuring streamlined processes that facilitate the construction of critical infrastructure. This includes modernizing our energy grid to support renewable sources, enhancing transmission systems to ensure reliable energy distribution and developing a nationwide network of electric vehicle charging stations.



- ▶ **Climate Disclosure:** After the Securities and Exchange Commission proposed an overreaching, unworkable climate disclosure mandate that would have imposed tremendous compliance costs to manufacturers of all sizes, especially small and family-owned businesses, the NAM took its case directly to the SEC—and won. We successfully pressed the agency to make significant changes to remove inflexible and infeasible mandates, including the onerous Scope 3 supply chain emissions reporting mandate, require disclosure only of material information and protect small manufacturers from the impact of these requirements.
- ▶ **Power Plants Regulation:** Our committed advocacy has helped blunt some of the worst elements of the EPA’s proposed power plants regulation. In March, the EPA announced that it was removing existing natural gas facilities from proposed regulation, limiting the rule’s application to existing coal-fired power generation and new natural gas facilities. Natural gas facilities represent more than 40% of our total power generation, and the proposal could have been devastating to energy security.
- ▶ **PM2.5:** We are continuing our work leading the business community in opposing the EPA’s proposed expansion to its National Ambient Air Quality Standards for PM2.5, which risks jobs and livelihoods across the nation and would make it significantly more difficult to obtain permits to build new factories, bridges and roads that will power our economic growth. At the White House, NAM Executive Committee members met with Jeff Zients, President Biden’s chief of staff, to discuss the potentially disastrous impact of the PM2.5 expansion and strongly advised the administration to reconsider its approach.
- ▶ **Clean Hydrogen:** As the U.S. Treasury Department finalizes rules around the use of the 45V tax credit to incentivize companies to develop, produce and use clean hydrogen, the NAM is shaping policy, with recommendations that focus on implementing the credit in a manner that supports manufacturers’ investments in the technology. The NAM is working with the Treasury and the administration to ensure that the final version of the 45V credit provides the right incentives to spur manufacturers’ investments in clean hydrogen.



- **Broadband Regulation:** The NAM is opposing the Federal Communications Commission’s decision to restore Obama-era broadband regulations, also known as “net neutrality,” which ultimately would make it harder for manufacturers to realize the full potential of broadband. When the previous administration dropped these regulations, the NAM went to court to support its decision. As the FCC implements its latest rules, we are keeping all options open.
- **Overtime Standards:** Your NAM is fighting back against the Department of Labor’s decision to arbitrarily amend the salary level that determines which employees qualify for overtime pay. The NAM sent detailed feedback to the DOL when the rule was first announced, warning that the new overtime standards would be problematic especially for small manufacturers, and we are taking the DOL to court to stop implementation.
- **PFAS:** The NAM won support from key lawmakers in Congress against the EPA’s proposal, increasing the likelihood that any political realignment in Washington will reverse the EPA’s first-ever rule requiring municipal water systems to limit six types of PFAS from drinking water to near-zero levels, which will increase costs throughout the supply chain and make it more difficult to produce the equipment our military needs to defend our nation.
- **LNG Exports:** Your NAM is leading efforts to reverse the Biden administration’s decision to freeze export permits for new liquefied natural gas projects, taking our challenge directly to the highest levels of government. We also submitted detailed feedback to members of Congress ahead of the first congressional hearing on this unnecessary policy reversal, warning that the Department of Energy’s pause in U.S. LNG exports and LNG infrastructure projects will make it more difficult for manufacturers in the U.S. to thrive and puts our allies at risk. We testified before the House Committee on Small Business that it risks both reducing American energy security and leaving our European allies out in the cold.
- **Toxic Substances Control Act:** We’ve engaged with the EPA to temper its proposed procedural framework rule for conducting risk evaluations under the Toxic Substances Control Act and its proposed regulation of trichloroethylene, an essential input for refrigerants and battery separators for lithium batteries. We sent detailed feedback to the EPA warning that its proposed risk evaluations framework would create an unnecessary level of complexity and delay reviews, as well as create de facto bans on chemistries essential to both existing technologies and in developing new innovative materials, risking supply chain disruption and limiting consumer choice.





➤ **ADVANCING MANUFACTURERS' PRIORITIES**

At a time when the legislative and regulatory environment grows increasingly unpredictable, the NAM is engaged directly with stakeholders and power brokers in critical policy discussions, ensuring that manufacturers' voices are heard. The NAM utilized our unequaled reputation as the trusted voice for manufacturing to keep unyielding pressure on policymakers, achieving major victories for manufacturers on global IP rights, energy regulation, climate disclosure requirements and other unbalanced regulations that risk derailing manufacturing goals.

Our continued collaboration with lawmakers, industry leaders, association partners and changemakers fosters a dynamic network that not only strengthens our membership but also propels the manufacturing industry's ambitions into hard-won achievements. By strengthening longstanding relationships with key lawmakers, hosting conversations between manufacturing leaders and top administration officials, deploying targeted digital communications and crafting strong congressional testimony, the NAM's full-force advocacy is pressuring policymakers on issues critical to manufacturing.

Learn more



➤ **Fighting for Tax Priorities:** Following sustained public and private pressure by the NAM, legislation reinstating full and immediate R&D expensing for domestic research, full expensing for businesses' capital investment and a pro-growth interest deductibility standard passed the House of Representatives by an overwhelming bipartisan margin. The NAM is the leading voice in the business community urging the Senate to build on this critical legislation and send the Tax Relief for American Families and Workers Act of 2024 to President Biden's desk.



Strong Bipartisan Support for Passing the Tax Trifecta

169-47
Republican

188-23
Democratic

357-70
Final Vote

- ▶ **Putting Leaders Front and Center:** As Congress debated the tax trifecta, NAM leadership engaged directly with lawmakers at every stage. Congressional testimony by Ketchie President and Owner Courtney Silver, chair of the NAM's Small and Medium Manufacturers Group, BTE Technologies President and NAM Executive Committee member Chuck Wetherington and Husco President and CEO and NAM Executive Committee member Austin Ramirez laid out what's at stake if lawmakers fail to pass legislation to renew the tax provisions.



- ▶ **Strengthening Democracy and Securing Jobs:** Following sustained support and advocacy by the NAM, the House and Senate passed a national security supplemental package with bipartisan support, sending a powerful message that our nation is committed to standing strong in defense of democracy at a critical juncture for our national security and for global stability. This funding is not just critical for defending democratic values abroad, but will also create vital new jobs for manufacturers in the U.S.
- ▶ **Taking on Trade Barriers:** Since the expiration of the Miscellaneous Tariff Bill, manufacturers and other businesses pay \$1.3 million per day in tariffs—\$1.5 billion over three years—that could be invested in job creation and innovation. In January, the NAM joined 16 manufacturers and industry groups to meet with 17 congressional offices, including 15 lawmakers and staff on the House Ways and Means Committee, to urge immediate action to renew the MTB.
- ▶ **Preparing for Future Crises and Protecting IP:** After years of NAM advocacy, including taking our concerns directly to World Trade Organization Director-General Ngozi Okonjo-Iweala and U.S. Trade Representative Katherine Tai, the WTO chose not to expand the agreement on Trade-Related Aspects of Intellectual Property Rights to include diagnostics and therapeutics, hearing the NAM's stark warnings that an expansion of the TRIPS waiver would have endangered manufacturers' fundamental ability to fight global crises and would have chipped away at American innovation and jeopardized our ability to fight future pandemics and health crises.
- ▶ **Driving Action to Reduce Health Care Costs:** As Congress debates increased transparency on pharmacy benefit managers, the NAM worked with leadership of the House Committee on Energy and Commerce to craft legislation that ensures pharmaceutical savings are passed on to plan sponsors and patients. Our advocacy also helped secure the bipartisan passage in the House of the Lower Costs, More Transparency Act, which prohibits PBMs from charging Medicaid more than they pay pharmacies. Through a six-figure digital ad campaign targeting viewers in influential Senate and House districts, the NAM is continuing our efforts to raise awareness about the negative impact of PBMs.



- ▶ **Making the Case for Balanced Trade Policy:** After direct NAM engagement and detailed feedback with the Department of Commerce and the U.S. Trade Representative regarding China’s unfair practices, the White House in April called on the USTR to consider tripling the existing 301 tariff rate on Chinese steel and aluminum. The USTR also initiated an investigation into China’s unfair trade practices in shipbuilding, maritime and logistics sectors, and President Biden directed senior administration officials to work with Mexico to jointly prevent China’s and other countries’ evasion of tariffs on steel and aluminum that are imported from Mexico into the United States.
- ▶ **Shaping Trade Policy:** When the United States–India Trade Policy Forum convened in New Delhi between U.S. Trade Representative Katherine Tai and India Minister of Commerce and Industry Piyush Goyal, the NAM worked with our allies in the Alliance for Trade Enforcement to provide guidance to USTR, warning about sectoral and cross-sectoral barriers that manufacturers and other businesses in the U.S. face to operate in India. At the meeting’s conclusion, both ministers agreed to deepen cooperation on critical minerals, customs and trade facilitation, supply chains and trade in high-tech products for healthier, more sustainable trade between the U.S. and India.
- ▶ **Leveling the Playing Field:** We sent detailed feedback to the U.S. Department of Commerce on the wide range of issues that manufacturers face in the China market, meeting with Commerce officials and member companies on the new U.S.–China Commercial Issues Working Group, which aims to find solutions on trade and investment issues and to advance U.S. commercial interests in China. The NAM shared feedback from manufacturers with the committee and continues to ensure its work is focused on our industry’s concerns about the wide range of challenges that manufacturers face in China’s market and with Chinese trade practices.
- ▶ **Treating Tariffs Seriously:** Policymakers are considering scaling back the de minimis treatment of low-value goods entering the U.S., and the NAM is pushing back on the 301 tariff to emphasize the importance of continuing this policy. We joined with a coalition of business groups to warn the White House about the dangers of rolling back de minimis and will continue urging lawmakers to maintain a streamlined, tariff-free customs entry process for such imports.
- ▶ **Protecting IP:** The NAM is leading the charge in opposition to the Biden administration’s proposed march-in guidance, which would allow the federal government to “march in” and seize manufacturers’ IP. This threat to innovation would enable the government to set price controls on products that incorporate IP from federally funded research. The NAM submitted detailed comments in response to the proposed guidance, launched a seven-figure advertising campaign and dispatched NAM policy experts to congressional and private-sector events to highlight the proposal’s major risks to innovation and IP.

- **Pushing Back on Regulation:** When the EPA finalized a standard for PM2.5 that would hamstring U.S. economic growth, job creation and competitiveness, the NAM testified directly to the House Energy and Commerce Subcommittee on Environment, Manufacturing and Critical Materials that the unworkable standard must be reversed and called on lawmakers to introduce a Congressional Review Act resolution to overturn the new standard as soon as possible.
- **Keeping Your Technology Safe:** Your NAM joined with other business groups to advise the Biden administration and the USTR to stand up for manufacturers in the U.S. and teams who face digital trade barriers from other countries, protecting cross-border data flows, prohibit data localization mandates, preclude discrimination against U.S. companies and safeguard source code from malicious cyberactivity and theft.
- **Cutting Through Unfair Mandates:** The NAM testified before the U.S. Copyright Office to explain how legislation designed to allow the so-called “right-to-repair” by enabling access to operational data (including diagnostic and telematics data) from automobiles, agricultural vehicles, marine vessels and more would undermine manufacturers’ IP rights in service of right-to-repair. The NAM warned policymakers that the exemptions are too broad and inadequately defined.
- **Developing Your Workforce:** The MI is backing federal legislation that would expand support for workforce development efforts across the country, including employer-led initiatives. The Stronger Workforce for America Act would increase federal funding for job training and allow states to create funds to cover sector partnerships and employee upskilling, among other reforms. The MI’s advocacy helped secure overwhelmingly bipartisan support in the House, which passed the bill 378–26, and the MI continues to work to secure passage in the Senate.
- **Enhancing the U.S.–U.K. trade and economic relationship:** The NAM, in partnership with its British counterpart association, Make UK, hosted a delegation of eight members of Parliament who sit on the Business and Trade Commission, British Embassy representatives and nearly two dozen U.S.- and U.K.-based manufacturers--to promote bilateral cooperation on trade, innovation, energy, technology and defense-sector cooperation.



➤ WINNING IN THE COURTS

Through strategic litigation and proactive defense of manufacturers' rights, the NAM Legal Center is a pivotal force in the U.S. court system. Our recent victories and ongoing cases reflect our unwavering commitment to preserving free enterprise, promoting competitiveness, upholding individual liberty and ensuring equal opportunity—the cornerstones of an exceptional America and a strong manufacturing industry.



- **Corporate Governance:** The Legal Center continues its legal offensive to rein in proxy advisory firms and shareholder activism. The Legal Center has three pending lawsuits in this space, with final decisions expected soon from the 5th Circuit in our challenge to the SEC's rescission of a rule providing modest oversight over proxy firms and our intervention action pushing back on the SEC's authority to compel corporations to disseminate shareholder speech—on divisive political issues—on their proxy ballots. We recently appealed a decision by the district court for the District of Columbia curtailing the SEC's authority to regulate proxy voting advice.
- **PM2.5 Standards:** In March, the NAM joined a coalition of other major business trade associations to file suit in the D.C. Circuit to challenge the EPA's misguided final rule lowering the National Ambient Air Quality Standards for PM2.5. As the NAM has been warning, this unacceptably low standard threatens to chill manufacturing investment, job creation and economic activity in large parts of the country.
- **OSHA Walkaround Rule:** After the Occupational Safety and Health Administration finalized a new rule that would permit third parties, such as union representatives, plaintiffs' attorneys and community organizers, to serve as "employee representatives," accompanying OSHA inspectors on facility inspections, the NAM Legal Center took the fight to court. The Legal Center joined a coalition of other major business trade associations to challenge the rule in Texas district court. We have argued that the rule raises statutory, constitutional and Administrative Procedure Act-based concerns.
- **PFAS Regulation:** The Legal Center will file a lawsuit to challenge the EPA's PFAS National Primary Drinking Water Regulation, which sets the maximum contaminant level for six PFAS chemicals in drinking water at levels roughly equivalent to a couple of drops in an Olympic-size swimming pool. PFAS are necessary to a range of essential items, including batteries, electric vehicles, green hydrogen, semiconductors and solar components, as well as items for the national defense, such as aircraft, wearable batteries for warfighters and communications devices. And for many of these technologies, there are no current viable alternatives for PFAS. Our lawsuit asks the D.C. Circuit to vacate the Maximum Contaminant Levels based on the EPA's failure to adhere to the requirements of the Safe Drinking Water Act, as well as procedural and substantive deficiencies under the Administrative Procedure Act.

- **Taxable Income:** The NAM Legal Center defended a manufacturer against the IRS’s decision to increase the company’s taxable income by more than \$23 million by erroneously applying a hypothetical arm’s-length transaction. We argued that the IRS’s actions would upend the public’s settled expectations upon which businesses rely to make investment decisions.
- **Secret Ballots:** The NAM Legal Center and a coalition of leading business groups filed an amicus brief urging the 9th Circuit Court of Appeals to reject the National Labor Relations Board’s Cemex decision eliminating the longstanding policy of protecting workers’ rights to secret ballots in union-organizing efforts. The NAM Legal Center brief argues that this decision defies more than 50 years of settled Supreme Court precedent and robs employees of the right to choose representation without pressure or coercion, defaults union representation to card check rather than via secret ballots and puts the burden on employers to call for an NLRB-supervised election.
- **Noncompetes:** The Legal Center joined the chorus of business groups urging a Texas district court to vacate the Federal Trade Commission’s ban of noncompete agreements. Our brief rebuts the FTC’s unsupported assertion that nondisclosure agreements and IP law provide adequate protection for trade secrets, underscoring the vital nature of trade secrets for manufacturing innovation.
- **Net Neutrality:** The Legal Center filed an amicus brief pushing for vacatur of the FCC’s digital discrimination rule, which would discourage the development of high-speed internet by subjecting broadband providers to devastating liability, hampering manufacturers’ ability to innovate given the need for high-speed, reliable internet.
- **Limiting Preliminary Relief for Unions:** Following the Legal Center’s participation as amicus, the U.S. Supreme Court granted review of a case involving the proper standard for awarding preliminary relief to a union pending adjudication of an alleged labor dispute on the merits.
- **Duty to Innovate:** After the Legal Center led a multiassociation amicus brief urging the California Supreme Court to review a dangerous expansion of tort law—imposing a duty to develop and market a different product that might be safer for some users—the court granted review.





➤ ARTIFICIAL INTELLIGENCE

Innovation is what drives manufacturing—and manufacturers have always been at the forefront of new technologies. As manufacturers lead the way in the adoption and use of artificial intelligence, machine learning, natural language processing and robotics, AI integration into manufacturing processes has contributed already to significantly improved operations and to the development of new innovative products. AI represents a tremendous opportunity for the manufacturing industry to help manufacturers increase their speed and agility and improve their operations, leading to more efficient processes, increased sustainability, more innovative products and safer workplaces.

Given the vast potential of AI, policy approaches must develop these technologies and support their responsible use by manufacturers across a wide range of applications—leveraging manufacturing expertise to strengthen and protect innovation and support U.S. competitiveness on the world stage.

Learn more



“All possible futures for modern manufacturing in the U.S. involve AI.”

Johnson & Johnson Executive Vice President and Chief Technical Operations & Risk Officer and NAM Board Chair Kathryn Wengel

The NAM has held discussions with key lawmakers, including House Speaker Mike Johnson (R-LA) and House Minority Leader Hakeem Jeffries (D-NY), to deliberate on strategies for enabling AI adoption in the industry. These talks were instrumental in the NAM’s publication of a white paper that highlights the advantages of AI for manufacturers in the U.S. The document not only underscores the economic and efficiency gains possible through AI, but also calls for the implementation of commonsense regulations to ensure its responsible deployment. The NAM’s proactive approach aims to ensure that AI technology benefits the manufacturing landscape while addressing potential challenges and ethical considerations.

In May, the NAM released a new study outlining how manufacturers use AI to advance modern manufacturing, gathering insights from the NAM’s thought leadership partners, the Manufacturing Leadership Council (the NAM’s digital transformation division) and the Innovation Research Interchange (the NAM’s innovation division). The study found that manufacturers most frequently invest in AI to reduce costs and improve operational efficiency, and that AI deployment enables manufacturers to make improvements in efficiency, safety, product development and design, training and the supply chain. These tools are central to the MLC’s mission of Manufacturing 4.0 implementation and provide a roadmap for policymakers to create a supportive environment for AI innovation.



THE NAM’S PLAN FOR AN AI FUTURE

Review Existing Laws Before Enacting New Ones

Policymakers should take stock of existing laws and regulations—whether they are focused on privacy, IP, fraud, safety or other critical topics—to determine whether regulations need to be clarified in the AI age.

AI Is Context-Specific; AI Regulation Should Be Too

Focusing on specific uses of AI also means not taking a rigid approach to regulating the transformative underlying technology, which could be used in a host of applications with different purposes and risk profiles.

Right-Size the Compliance Burden

Policymakers keen on spurring AI innovation and use should be mindful of the potential compliance burdens that both developers and deployers of AI could face—and remember that regulatory frameworks must allow developers and deployers to collaborate with each other to ensure compliance is seamless.

Invest in R&D and Workforce Pathways

Policymakers should support the industry’s moves toward digitization and Manufacturing 4.0 by supporting the career and technical education institutions that train the industry’s shop floor workforce. Manufacturers must be supported and have the resources to maintain the progress they have been making with AI.

Maintain U.S. Global Leadership

Manufacturers operate globally, which is why they need a globally aligned regulatory environment as countries compete to set the standard for AI guidelines. The U.S. can and should be a leader in adopting policy approaches to AI that support innovation, and the NAM is committed to working with policymakers to ensure the growth of industrial AI innovation while maintaining regulatory certainty for manufacturers.

➤ PROVIDING SOLUTIONS TO THE WORKFORCE CRISIS



The MI is delivering new solutions to help manufacturers build, diversify and strengthen their workforce and offering the latest insights and practices on workforce development. Funded by non-dues contributions and grants, the MI is the go-to source for knowledge and initiatives that are building the workforce of today and tomorrow, ensuring manufacturers can compete in this highly competitive labor market. From daylong strategy sessions to monthslong engagements, the MI is partnering with leading companies to build solutions that meet their growing and complex workforce needs.



Workforce Strategy Examples

The MI is partnering with leading manufacturers, economic development authorities, foundations and educational institutions to craft tailored workforce solutions, bringing its wealth of experience and expertise to advise and support employers as they develop comprehensive strategies for creating a world-class manufacturing workforce.

- In Fresno, California, the MI is working with the Fresno County Economic Development Corporation and the San Joaquin Valley Manufacturing Alliance to build a regionwide manufacturing workforce development strategy for the Central Valley, including the development and deployment of recruiting, training and retention strategies for a full range of occupations, with the direction, buy-in and support of the region's leading manufacturing companies.
- In Ohio, through the deployment of the MI's Second Chance Toolkit, its expertise in recruiting and enabling women in manufacturing and its industry-leading military-to-manufacturing experience, the MI is supporting the Ohio Manufacturers' Association and its network of industry sector partnerships to expand recruiting practices to a more diverse population.

The latest version of the MI's far-reaching workforce study, conducted with Deloitte, indicates that manufacturers in the U.S. will need to fill 3.8 million jobs over the next 10 years, and that as the need for higher-level skills grows, nearly half of these positions could remain unfilled. Manufacturers in the U.S. have emerged from the global pandemic on strong footing and will need even more workers, including entry-level workers, to keep up with that growth, whether skilled or unskilled—meaning that manufacturers must lean heavily on the retention and upskilling tools that the MI provides.



Learn more ➤



SOLUTIONS CENTER

The actionable insights provided by the MI's Solutions Center are focused on the biggest workforce issues: recruitment, upskilling and retention. Through its Solutions Center, the MI has convened employers at workshops in the MI's Solutions Series to speed up manufacturers' efforts to address these challenges and ensure they have the workforce they need to compete, facilitating a structured problem-solving methodology for a small group of companies to create solutions.

HEROES MAKE AMERICA

The MI's Heroes MAKE America initiative continues to grow in influence and impact, evolving from a five-site program into a national military-to-manufacturing strategy matching qualified talent from the military community with manufacturers across the country.



Heroes MAKE America's virtual career fairs have welcomed more than 1,600 registrants, leveraging technology to bridge the gap between veterans, military spouses and potential employers.

Heroes MAKE America expanded its training portfolio to include a 100% virtual Logistics Technician certification, an accelerated course that offers veterans and military spouses a comprehensive learning experience to achieve certifications that are vital for success in the logistics roles in manufacturing. To date, the Heroes MAKE America program has issued more than 6,500 certifications and placed graduates with 350 companies across 48 states.





WOMEN MAKE AMERICA

In April, 130 accomplished, talented and ambitious women were recognized in Washington, D.C., during the MI's Women MAKE Awards leadership conference and awards gala. The awards recognize women in science, technology, engineering and production careers who exemplify leadership within their companies and who have made a profound difference in reducing the gender gap in manufacturing. The two-day event featured networking and philanthropic engagement for the program's Honorees and Emerging Leaders, culminating in a gala and awards ceremony, which saw near-record attendance, demonstrating the broad industry support for these women leaders.



Through the 35x30 Women's Campaign, the MI is sharing insights on the impact of women in manufacturing careers who serve as the best recruiters for other women to pursue career opportunities in our industry. To complement the Multiplier Effect Case Study, which demonstrates how the success of one entrepreneur leads to the success of other entrepreneurs, the MI also developed an Ambassador Toolkit, both made possible with support from General Motors, which serves as an effective recruiting resource for employers seeking to diversify their talent pipelines.

SECOND CHANCE HIRING

The MI launched its Manufacturing 101 Bootcamp as part of its second chance hiring initiative, working with manufacturers to develop a virtual training program that will help justice-affected individuals better understand what working in manufacturing is all about. Building on the MI's second chance work over the past three years, the MI partnered with manufacturers from their pilot programs in Los Angeles, Minneapolis, Houston and San Antonio and community-based organizations that refer justice-involved individuals to these companies.

Second Chance Hiring



FAME

The MI continues to grow and strengthen the Federation for Advanced Manufacturing Education (FAME) USA network, founded by Toyota in 2010 and currently supported by the MI, which has become the new American model for skills training. To accommodate growing interest in the program, the MI is on track to expand it with five new regional chapters being formed so far this year. In addition to providing Advanced Manufacturing Technician training, the program has expanded with a new Process Technician offering as the initial cohort graduated in May. At the same time, the MI recently convened its annual FAME National Conference where members of the network and those interested in forming a chapter met to foster collaboration across the network.



MFG DAY

The MI is gearing up for MFG Day, Oct. 4, 2024, the industry's biggest annual day to shape perceptions among young people about modern manufacturing careers, convening hundreds of manufacturing companies already to help plan, market and promote this year's events and activities.



CREATORS WANTED

In concert with the NAM, the MI is advancing the momentum of the Creators Wanted Tour of 2021-2023, sharing education and job resources with our industry-leading network of students and career mentors online to continue building excitement about manufacturing careers. The MI is also developing, with the support of Honda, new immersive and hands-on tools to help manufacturers leverage the lessons of Creators Wanted to engage and inspire the next generation and their educators in their communities nationwide.



▶ DRIVING OPERATIONAL EXCELLENCE

MANUFACTURING LEADERSHIP COUNCIL

Since its founding, the MLC has built on its mission to guide manufacturers in the Manufacturing 4.0 era, just as digital transformation has had a convergent effect on technologies, organizational structure and leadership at manufacturers of all sizes and across all industries.



The MLC continues to expand the scope and utility of its resources for industry professionals. The MLC is hosting more than 400 manufacturing operational executives at Rethink: Accelerating Digital Transformation in Manufacturing in June, convening leaders to learn from each other on issues like smart factories, data mastery and analytics, AI, the circular economy and more.

Learn more



The MLC honored more than 150 high-performing teams and individuals at its 20th annual Manufacturing Leadership Awards Gala, a program dedicated to recognizing achievement in digital manufacturing. Since its inception, the awards have recognized more than 1,000 world-class digital manufacturing projects, their executive leadership and the up-and-coming leaders who are taking on an emergent role in the industry's rapidly transforming future.



The MLC has also hosted exclusive plant tours for Manufacturing 4.0 leaders to see how their peers are utilizing digital transformation to enhance their competitiveness, productivity and performance. In conjunction with hosting in-person events and resources focused on digital transformation, the MLC has authored highly cited research reports on the future of the industry and the status of technology adoption.



The MLC has continued to grow the Manufacturing in 2030 Project, a comprehensive, forward-looking initiative helping manufacturers understand the coming megatrends in technology, the economy and global competitiveness. The most recent Manufacturing in 2030 event, focusing on data mastery and building data value, produced a comprehensive white paper developed in partnership with technology-focused industry thought leaders.

INNOVATION RESEARCH INTERCHANGE

The IRI has launched a yearlong programming agenda focusing on the issues innovators believe have the most impact on their ability to deliver top-line growth. Through this, IRI members are engaging in peer-to-peer learning, thought leader insights and professional development focusing on increasing innovation ROI, improving the innovation pipeline, enhancing sustainability, boosting speed and agility with digital technology and building more resilient supply chains.



A division of the National Association of Manufacturers

Learn more



In May, nearly 200 innovators gathered in Boston for the IRI's flagship event, the Innovators Summit, which featured key insights on sustainability, AI, building the innovation pipeline and demonstrating the return on investment that innovation brings.



In conjunction with the conference, the IRI celebrated innovation excellence with its Innovation Excellence Awards for leadership, culture, sustainability, digital and technological innovation and scientific advancement as well as the IRI Promising Young Innovation Professional Award.

The IRI's professional development program provides innovators with opportunities to expand their knowledge base in key areas such as IP, advanced services, AI and portfolio management. The Shaping Innovation Leadership Executive Management program, in partnership with Northwestern University's Kellogg School of Management, celebrated its 26th class of students this year, providing more than 600 graduates since its inception with the skills needed to become the next leaders in innovation.

The IRI continues to lead the way by providing innovators with access to individuals and organizations at the leading edge of the areas impacting manufacturing innovation the most today: sustainability and AI. Innovators can take deep dives into the experiences of advanced organizations to understand how manufacturers are developing sustainable practices and products and using AI to enhance the pace and quality of innovation. The IRI's Foresights Engine looks to the future of these areas and others, highlighting ways that innovators can prepare now to face tomorrow's challenges.

▶ TELLING YOUR STORY

Through compelling storytelling and relentless media and digital engagement, the NAM continues to cement its role as the industry's leading communicator, enhancing the visibility and understanding of manufacturing's crucial contributions. With ever-expanding platforms and efficient, targeted digital campaigns, utilizing proprietary in-house data science resources, we have amplified the voices of manufacturers, influencing policy, shaping public opinion and fortifying the industry's reputation.

▶ COMPETING TO WIN

The NAM's 2024 Competing to Win Tour launched earlier this year, traveling to three states and visiting seven manufacturing facilities to put a spotlight on the opportunities and issues ahead for our industry, including the urgent need to enact a competitiveness agenda on policy issues such as tax, trade, immigration, energy, regulatory reform and more. The tour capped with NAM President and CEO Jay Timmons delivering the NAM State of Manufacturing Address at RCO Engineering in Michigan.



➤ IMPACT BY THE NUMBERS

In the first half of 2024, the NAM digital platforms reached more than 2 million users through our websites, social media platforms, daily and weekly newsletters and paid digital issue advocacy campaigns. More than 7,400 mentions of the NAM brought in an earned media value of \$22.5 million.



In 2024, more Americans (68%) viewed manufacturing positively for America than any other single private-sector industry tested in our surveys.



NAM.org is visited approximately 1,200 times a day, with more than 60% of page views going to our news and insights and issue advocacy content streams.



Our flagship newsletter, Input, has grown to 28,000 subscribers, of which the overwhelming majority are manufacturing executives and professionals. In an average week, 52% of our total manufacturing executive audience and 63% of our small manufacturers read Input at least once.

- Approximately 7,400 media mentions
- Value of \$22.5 million



Power of Small, our weekly newsletter dedicated to news for small and medium-sized manufacturers, has more than 10,000 avid subscribers who have opened the newsletter more than 40,000 times so far in 2024.



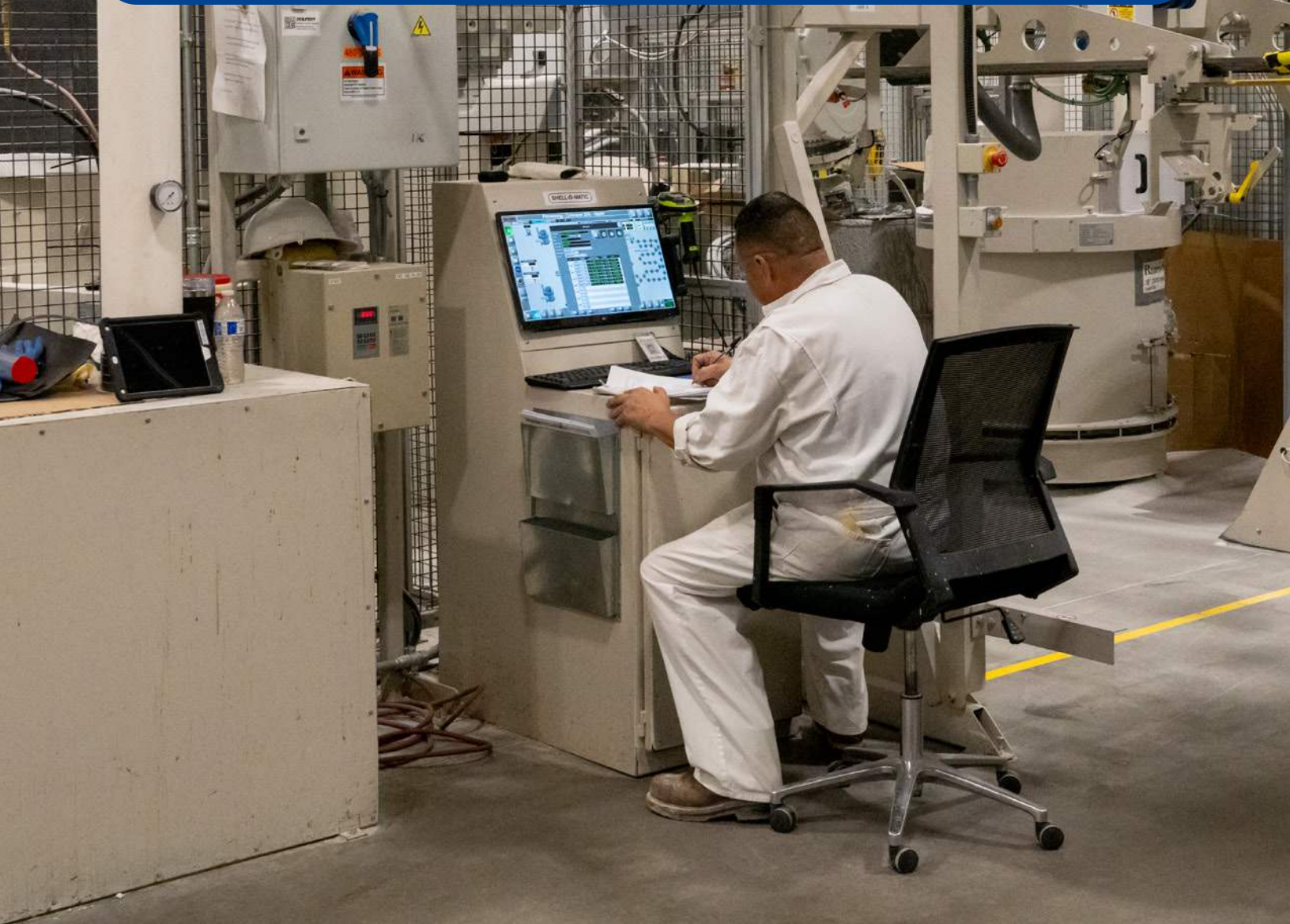
NAM.org now hosts a data resource tool visualizing the strength of the manufacturing industry in all 435 congressional districts. Parallel to the NAM's best-in-class government relations team, which keeps a pulse on Capitol Hill, NAM brand strategy now operates its own polling unit launching monthly surveys of the American public to measure the Main Street strength and standing of the industry.

The NAM's spring board meeting in Phoenix stood as a premier value proposition for our members, exemplifying our commitment to uniting leaders across the manufacturing sector. This pivotal event offered an exclusive platform for members to network with peers, exchange industry insights and collaborate on shaping the future of manufacturing. Highlighting this year's meeting was the opportunity to hear from Gen. Mark Milley, former chairman of the Joint Chiefs of Staff, among other influential decision-makers, providing attendees with unparalleled access to strategic leadership perspectives and policy understanding. Engaging in this event not only connected our board members with the who's who of manufacturing, but also equipped them with the knowledge and relationships needed to drive innovation and success in their operations.



Manufacturing in the United States and the NAM stand together as the most effective force in advocacy in Washington, and the NAM's first half of 2024 reinforces our value and impact on policy and resources for manufacturers of all sizes.

Your essential support has been integral to our achievements, enabling us to deliver significant results and position the industry on a steadfast path toward future resilience.



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