

National Association of Manufacturers

May 27, 2020

Yesterday, I shared with you the NAM's "[Strengthening the Manufacturing Supply Chain](#)" agenda, which we released as part of our broader "[American Renewal Action Plan](#)." Today, we also [announced](#) that the NAM is launching a seven-figure nationwide advertising campaign on TV, cable and digital streaming services to educate policymakers and voters about these recommendations—urging leaders to make smart policy decisions as they consider ways to accelerate onshoring. The approach must be constructive and incentives based, and that's the message we're sharing widely.

The campaign will reach more than three dozen important media markets across the country, including Washington, D.C., and will be supplemented by promoted social media and grassroots efforts. You can find more information about the campaign by visiting [www.nam.org/recovery](http://www.nam.org/recovery).

### **Chicago Releases Guidelines for Manufacturers, Reflecting MLC Guide**

The city of Chicago has released official COVID-19 guidelines for manufacturers, which reflect many of the principles released in the Manufacturing Leadership Council's [operational practices guide](#) that I shared with you last week. Mark Denzler, president and CEO of the Illinois Manufacturers' Association, the NAM's state partner, led the city's task force, which engaged business leaders from the state. The NAM is also noted as a resource for manufacturers in the document, which was rolled out this morning. Chicago's guidelines can be found [here](#).

### **Webinar: Economic Impacts of COVID-19 & Getting Back to Work Webinar**

You can still register for tomorrow's 1:00 p.m. EDT webinar on the state of the manufacturing economy and business considerations for reopening. The webinar will cover the results from the latest Manufacturers' Outlook Survey and will feature insights from NAM Chief Economist Chad Moutray, Ernst & Young's Velislava Ivanova and Deere & Company's Luke Chandler. Register for the webinar [here](#).

### **MLC Recaps: Auto Manufacturing Employee Guidelines; Digital Best Practices**

In its 10th town hall since the COVID-19 crisis began, the MLC hosted leaders from DENSO and General Motors to share precautions and policies designed to keep auto industry employees safe. Highlights of the conversation can be found [here](#). Last week, the MLC also hosted a webinar on the importance of leadership to recover from the pandemic using the tools of Manufacturing 4.0. You can find a summary of key insights from the conversation [here](#).

Please keep visiting the regularly updated [nam.org/coronavirus](http://nam.org/coronavirus) site for the latest information, including operational guidance, our policy plans and resources and an [updated breakdown of state and local orders](#).

If your company is looking for ways to contribute to COVID-19 relief efforts, you can connect with NAM partner [Good360](#). They help companies do good by distributing highly needed product donations to people facing challenging life circumstances—all through their global network of vetted nonprofit partners. Please reference the NAM as your source of referral so we can track the many positive contributions of our members.

Best,

Jay

President and CEO  
National Association of Manufacturers