

MANUFACTURING  
MAKES AMERICA  
STRONG



NATIONAL ASSOCIATION OF  
Manufacturers

# Who WE are...

- Nations largest manufacturing trade association
- The 12 million Americans who make things
- 9th largest economy in the world
- Contributes \$2.17 trillion to US economy

Where WE are...

Manufacturing Moment

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# The Manufacturing Moment

- **White House**—prioritizing manufacturing
- **Agencies & Departments**—new mission
- **Capitol Hill**—power shift
- **Public**—advocacy evolution

# The Manufacturing Moment

**White House**

prioritizing manufacturing

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# The Manufacturing Moment

**Agencies & Departments**  
new mission

# The Manufacturing Moment

**Capitol Hill**  
power shift

# power shift...

1. Appropriations
2. Healthcare
3. Tax Reform
4. Infrastructure
5. Regulatory Reform



# The Manufacturing Moment

**Public Engagement**  
advocacy evolution

# advocacy evolution...

1. Build new alliances
2. Target messages
3. Leverage strengths
4. Activate workforces

# Questions?

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