

MANUFACTURING
MAKES AMERICA
STRONG



NATIONAL ASSOCIATION OF
Manufacturers

Building the Army

Rachel Jones

Director, Energy and Resource Policy
National Association of Manufacturers


MANUFACTURING
MAKES AMERICA
STRONG

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

American Manufacturing

- We use 1/3 of energy used in the U.S.
- Pro-growth energy policy matters.
- **But . . .** the public doesn't understand the connection.



“Energy is the foundation for virtually every aspect of our lives. Investing in better ways to make and deliver clean, safe, reliable and affordable energy—including the modern infrastructure that moves energy to families and businesses across America—is essential to grow the economy, create jobs and improve lives. We have the ability, through energy, to continue providing real customer solutions, especially for those who continue to struggle to make ends meet.”

Thomas A. Fanning
Chairman, President and CEO
Southern Company



MANUFACTURING
MAKES AMERICA
STRONG

Energizing Manufacturing

Topline Numbers . . .

- Increased access to natural gas—1.9 million jobs economy wide in 2015
- Shale gas put an extra \$1,337 back in the pocket of the average American family
- New pipelines meant over 347,000 jobs, with 60,000 in manufacturing

Energizing Manufacturing

. . . Beyond the Numbers

- Real manufacturers with real stories
- Innovators building solutions to fuel the future
- Stronger communities and new opportunities

Energizing Manufacturing

. . . Beyond the Numbers

- Brick maker—facilitating local content
- Agriculture supplier—feeding a nation
- Glass manufacturer—sustaining schools
- Consumer products—enabling renewables

“ We’ve been stuck in the politics of poverty, but now we’re turning the page to the promising politics of progress. And natural gas is our best new hope for a future—a bright future.”

Brad Newton
Executive Director
Presidio Municipal Development District



What we learned

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

1. Build new alliances

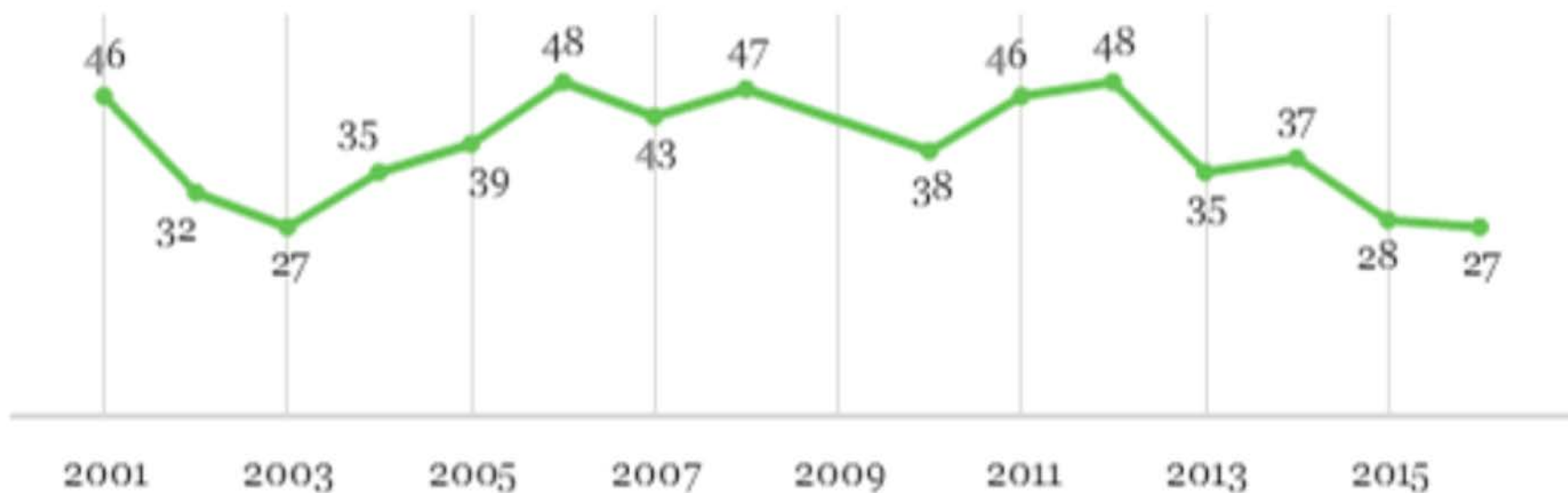
IPAA, EEI, API, ACC, NGSA,
NRECA, Chamber, LiUNA,
INGAA, AF&PA, EEIA, AFPM,
Building Trades, FIT, AOPL,
AGA, AFB, etc....

2. Target messages

Percent Worried About the Availability of Affordable Energy

Next, I'm going to read a list of problems facing the country. For each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little or not at all? First, how much do you personally worry about -- the availability and affordability of energy?

■ % Great deal



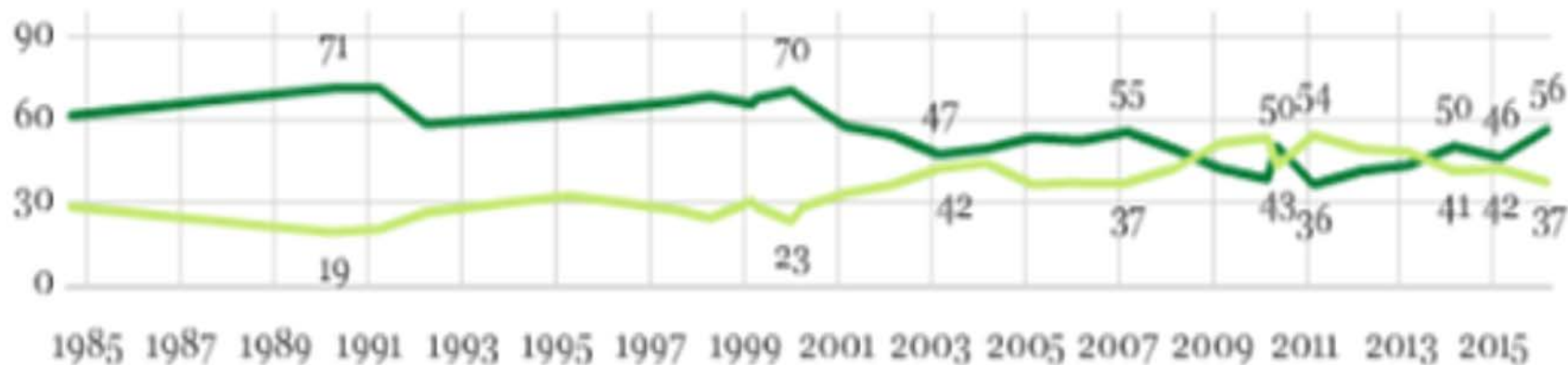
GALLUP®

MANUFACTURING
MAKES AMERICA
STRONG

With which one of these statements about the environment and the economy do you most agree -- protection of the environment should be given priority, even at the risk of curbing economic growth (or) economic growth should be given priority, even if the environment suffers to some extent?

■ % Protection of the environment should be given priority

■ % Economic growth should be given priority



GALLUP

MANUFACTURING
MAKES AMERICA
STRONG

3. Leverage strengths

4. Activate Workforces

Questions?

Rachel Jones

Director, Energy and Resource Policy

Direct—202.637.3175

Cell—804.380.6542

rjones@nam.org

MANUFACTURING
MAKES AMERICA
STRONG



www.nam.org