MANUFACTURING MAKES AMERICA STRONG
Building the Army

Rachel Jones
Director, Energy and Resource Policy
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
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
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

2001 2003 2005 2007 2009 2011 2013 2015
46 32 35 39 48 47 46 48
32 27 35 43 38 37 35 28
27 27
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
3. Leverage strengths
4. Activate Workforces
Questions?

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