



Manufacturing Mission 2010

VIRGINIA MANUFACTURERS ASSOCIATION

Accomplishing the Virginia Strategy for Growth & Manufacturing Renewal



YOUR GUIDE TO MANUFACTURING MISSION 2010

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While we are each focused on making our own businesses competitive, the VMA focuses our collective interests. That focus and that single voice speaking on our behalf in all corners of the Commonwealth is our strength. The VMA is us and we are still the economic foundation of the Commonwealth. Join me to accomplish the *Virginia Strategy for Growth & Manufacturing Renewal*.

—Rick Higbie, Chairman, VMA

Dear VMA Members:

The Virginia Manufacturers Association has been *Industry's Advocate* for all sized companies on issues of importance to our operating competitiveness, our families, our communities and the Commonwealth for 85 years. In that spirit, I am asking you to get involved and help us grow the only statewide association exclusively dedicated to manufacturers, their suppliers and allies. **We have created Manufacturing Mission 2010 (MM2010) to raise \$318,000 to accomplish the Virginia Strategy for Growth & Manufacturing Renewal.**

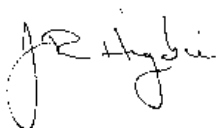
Membership investment dues cover 56% of the association's costs. The rest is earned through our discount business services, insurance programs, events and special projects. **To get this project started, the VMA Board of Directors has pledged \$111,100 toward the MM2010 goal. We are asking each member company, whether you are a manufacturer, contractor, law firm, environmental service firm or a retired VMA member, to support MM2010.**

In 2004, the VMA worked with the Virginia General Assembly to get the *Virginia Strategy for Growth & Manufacturing Renewal* adopted as the Commonwealth's own "blue-print" for helping this important sector and its supply chain to rebound from the economic crisis it was facing. That 12 point plan laid the foundation for the robust legislative and regulatory agenda that we continue to work under today. In fact, we have documented some of our progress in this brochure and the results are quite amazing.

Now we are at a cross-road. The political environment nationally has changed and we are experiencing some of it in Virginia. As the VMA has reiterated time again, manufacturing has vastly different needs than all other business sectors. The *Virginia Strategy for Growth & Manufacturing Renewal* addresses these needs and has enabled us to establish aggressive objectives that have yet to be fully achieved. For example, manufacturers have the highest effective tax rate of any Virginia business sector, so we have committed to repealing Virginia's machinery and tools tax and end taxation on pollution control equipment. We have also committed to closing the skilled trades gap, enhancing career and technical education standards in the K-12 and community college systems, increasing the supply of natural gas and renewable energy offshore, offering employers more affordable health insurance and improving the capacity for moving road, rail and port freight. These objectives are essential to our near-term and long-term success as an industry.

We have resolved to push ahead with these objectives and others and your commitment is necessary. **Please review the Manufacturing Mission 2010 materials and make a pledge today.** While we are each focused on making our own businesses competitive, the VMA focuses our collective interests. That focus and that single voice speaking on our behalf in all corners of the Commonwealth is our strength. The VMA is us and we are still the economic foundation of the Commonwealth. **Join me to accomplish the Virginia Strategy for Growth & Manufacturing Renewal.**

Sincerely,



Rick Higbie
Chairman, VMA

Status Report on *The Virginia Strategy for Growth & Manufacturing Renewal*

Legislative Focus	Priority Bills	Status
Blue Ribbon Mfg. Commission	<ul style="list-style-type: none"> Joint Subcommittee on Manufacturing Manufacturing Development Commission 	<p>PASSED</p> <p>PASSED</p>
Tax Policy	<ul style="list-style-type: none"> Idle Machinery & Tools (M&T) Tax Exemption and Independent Appraisals Rolling Stock Sales Tax Exemption Manufactured Signs Sales Tax Exemption M&T Tax Exemption Pollution Control Equipment Tax Exemption Public Notice Requirement to Change M&T Taxation Methodology Landfill Gas Tax Exemption Repeal Royalty Payments for Commercial/Industrial Property Adjoining State Waters (Peers) Expand Income Tax Credit for Machinery to Process Recyclable Materials M&T Valuation Method Change, Public Notice Required by Commissioners of Revenue 	<p>PASSED</p> <p>PASSED</p> <p>PASSED</p> <p>FAILED</p> <p>FAILED</p> <p>PASSED</p> <p>PASSED</p> <p>PASSED</p> <p>FAILED</p> <p>PASSED</p>
Fiscal Policy	<ul style="list-style-type: none"> IRS Conformity 	<p>PASSED</p>
Fees for Services	<ul style="list-style-type: none"> Environmental Permit Fees—No Increase Statutory Restriction on Introduction of Legislation Increasing Fees Auditor of Public Accounts; Business Fee Website Report Requirement 	<p>PASSED</p> <p>FAILED</p> <p>PASSED</p>
Health Care and Retirement System Reforms	<ul style="list-style-type: none"> Commonwealth Health Option for Insurance Coverage for Everyone (CHOICE) -Limited State Benefit Mandates Insurance Moratorium on State Benefit Mandates 	<p>FAILED</p> <p>FAILED</p>
Worker and Skills Enhancement	<ul style="list-style-type: none"> Technical Diploma Workforce System Reorganization Workforce System Reorganization Joint Subcommittee Study 	<p>PASSED</p> <p>PASSED</p> <p>PASSED</p>
Transportation Policy	<ul style="list-style-type: none"> Truck-only Tolling on I-81— Eliminate Short-line Railroad Enhancement Truck Length Expanded I-81 Safety Corridor Pilot Lane Use Restrictions—Safety Regulation 90K lb. Truck Prohibit Tolls on Existing Interstates Intelligent Transportation System Pilot 	<p>PASSED</p> <p>PASSED</p> <p>PASSED</p> <p>FAILED</p> <p>PASSED</p> <p>FAILED</p> <p>FAILED</p> <p>FAILED</p>

Status Report on *The Virginia Strategy for Growth & Manufacturing Renewal*

Legislative Focus	VMA Priority Bills	Status
Environmental Policy	• Nutrient Credit Exchange	PASSED
	• Chesapeake Bay Clean-up	PASSED
	• Mercury Emissions Regulation	PASSED
	• Renewable Portfolio Standard—No Mandate	PASSED
	• Environmental Excellence Program—Codify Governor's Environmental Excellence Award	PASSED
	• Manufacturing Regulatory Burden Cost Study	PASSED
	• Small Business Regulatory Flexibility Act	PASSED
Litigation Efficiency	• Summary Judgment from Deposition	FAILED
	• \$25 million Cap on Appeal Bonds	PASSED
	• Workers' Compensation; Subrogation Interest Right for Employer	PASSED
	• Workers' Compensation; Limitation for Positive Drug Tested Claimants	PASSED
	• Workers' Compensation; Limitations for Illegal Aliens	FAILED
Trade Policy	• CAFTA	PASSED
	• Public Procurement Reciprocal Preference for VA Firms	PASSED
Energy Policy	• Virginia Energy Plan	PASSED
	• Offshore Natural Gas Development Study	PASSED
	• Electric Utility Re-regulation	PASSED
	• Virginia Coastal Energy Research Consortium	PASSED
	• Memorialize Congress to Lift Federal Offshore Drilling Moratorium	FAILED
	• Resolution to Petition Congress to Lift Federal Offshore Drilling Moratorium Through Virginia Liaison Office	PASSED
	• MMS 5-Year Plan—Virginia Offshore Development	PASSED
Asbestos Litigation	Damage Caps	FAILED
Technology Policy	• Industry-Sponsored Research Intellectual Property Reform at Universities	FAILED
	• Industry-Sponsored Research Intellectual Property Report Requirement at Universities	PASSED
	• Virginia Higher Education Bond Referendum	PASSED

“The VMA is a strong and an effective ally. They are a trusted resource that many lawmakers and I count on.”

— VA Speaker of the House, Bill Howell, Manufacturing Week, 2005.

“For the small manufacturer, the VMA provides an excellent vehicle to develop solid business relationships with the added benefit of access to the very best in representation before the Virginia legislature.”

— Buddy Klotz, President, Electromatics Inc.

“I have been involved for over a year with the VMA, and I am very impressed with their ability to get things done. I believe in order to be heard in Richmond, we need one voice speaking out for the things that we as business leaders need to be successful in our various industries. I believe the VMA is that voice.”

— Allen Huffman, Plant Manager, RIDGID Products

“The VMA is dedicated to achieving the balance of smart, science-based environmental regulations with the needs of industry. It is only through the support of its member companies that it can be effective in understanding the issues and developing sound legislative policy.”

**— Delegate Kirk Cox, Virginia House of Delegates (Chairman—
House Agriculture, Chesapeake and Natural Resources
Committee)**

How the Funds Will be Used

Fully Implement the *Virginia Strategy for Growth & Manufacturing Renewal*

The *Strategy's* goal is primarily to maintain a pro-active legislative agenda focused on reforming the taxation of machinery and tools; exempting pollution control equipment from taxation; defining and providing solutions to close the skilled trades gap; promoting increased supply of energy resources at affordable rates; maintaining a flexible and competitive regulatory environment; keeping workers' compensation costs the lowest in the U.S.; protecting Virginia's products liability statute from erosion; and maintaining Virginia's "right-to-work" statutes. The key to our sustained success is Manufacturing Mission 2010.



For more information on the *Virginia Strategy for Growth and Manufacturing Renewal*, go to <http://www.vamanufacturers.com/docs/advocacy/Strategy-for-Growth-and-Manufacturing-Renewal.pdf>

Public Relations

Communicate to the General Assembly, local government, Virginia's Congressional delegation and the public the strategic value of the manufacturing sector to Virginia's economy. Manufacturing Mission 2010 will allow the association to produce an interactive CD-ROM entitled, "**Manufacturing the American Dream.**" Manufacturing Mission 2010 will also enable the VMA to support an annual issue of **Virginia Business magazine** focused on the entire manufacturing supply chain. One step at a time, we will "overhaul" the image of manufacturing with the press, parents, idea leaders, community leaders and legislators with your help.

Government Affairs

Manufacturing Mission 2010 will support the VMA's team of the best advocates in industry to enhance its legislative and regulatory affairs services. **VMA's success with priority bills in the last three General Assembly sessions has been 86% (2005), 82% (2006) and 83% (2007) respectively.** VMA was ranked as one of the **top 10 lobbying organizations in the Commonwealth** by Virginia Business magazine. Maintaining this momentum requires your help now.

Manufacturing Mission 2010 Goal
 \$318,000



The VMA Board of Directors has pledged \$111,100 toward the MM2010 goal.

How To Contribute

Complete a pledge form and send it c/o “Manufacturing Mission 2010.”

If you would like to meet with a **MM2010** team member to better understand this campaign, please contact Brett Vassey at 804.643.7489, ext. 25 or bvassey@vamanufacturers.com.

If you would like to offer “in-kind” services, you want to donate something to our raffle or you are interested in tax deductible charitable donations, please contact Forrest Peters at 804.643.7489, ext. 13 or fpeters@vamanufacturers.com.

Make a Pledge Today!

We don’t have a Manufacturers Suggested Retail Price (MSRP) for **MM2010**. **There is simply no donation that is too big or too small.** We ask that you give as much as you can afford to help us accomplish our goal today.

Donor Benefits

"The VMA plays an integral role in supporting issues critical to our company and the Virginia business community. They are a valuable resource for legislative information during session and throughout the year." **Brian McNelis, Anheuser-Busch Companies**



Platinum Donor

This is the top level donation for the organization. Each Platinum Donor will receive recognition at all VMA events, on the VMA website, and in an ad in a manufacturing issue of Virginia Business magazine; five (5) VMA golf shirts; five (5) tickets to the Virginia Industry Leadership Forum; and, ten (10) raffle tickets for the annual meeting raffle*.

Level: \$10,000.00+ [Check Here](#)



Gold Donor

Each Gold Donor will receive recognition at all VMA events, on the VMA website, and in an ad in a manufacturing issue of Virginia Business magazine; three (3) VMA golf shirts; three (3) tickets to the Virginia Industry Leadership Forum; and, five (5) raffle tickets for the annual meeting raffle*.

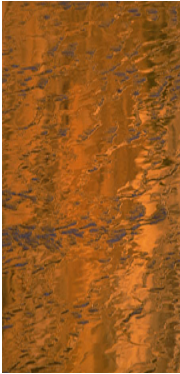
Level: \$5,000.00+ [Check Here](#)



Silver Donor

Each Silver donor will receive recognition at all VMA events, on the VMA website, and in an ad in a manufacturing issue of Virginia Business magazine; two (2) VMA golf shirts; two (2) tickets to the Virginia Industry Leadership Forum; and, two (2) raffle tickets for the annual meeting raffle*.

Level: \$1,000.00+ [Check Here](#)



Bronze Donor

Each Bronze donor will receive recognition at all VMA events, on the VMA website, and in an ad in a manufacturing issue of Virginia Business magazine; one (1) VMA golf shirt; one (1) ticket to the Virginia Industry Leadership Forum; and, one (1) raffle ticket for the annual meeting raffle*.

Level: **\$500.00+**

Check Here

Print Sponsor

Each print sponsor will receive listing at VMA annual meetings, on Manufacturing Mission 2010 website and a promotional insert in MM2010 direct marketing materials.

In-kind support by printing VMA promotional materials.

Check Here

*An associate will contact you for details

Raffle Gift Donor

Each raffle gift donor will receive listing at VMA annual meetings, on the Manufacturing Mission 2010 website and participation in annual meeting raffle.

Check Here

Gift(s): _____

Individual

Each individual donor will receive listing at VMA annual meetings; listing on Manufacturing Mission 2010 website; and, one (1) ticket for the annual meeting raffle.

Level: **\$250.00**

Check Here

Raffle Ticket*

Each individual will receive one (1) ticket for the annual meeting raffle. Raffle prizes will include items such as a complimentary weekend at a Virginia resort.



*Raffle prizes will be drawn after the first 500 tickets are purchased.

Level: **\$100.00**

Check Here

Notes:

1. VMA reserves the right to change the donor benefits and raffle prizes periodically. Donors will be notified of these changes.
2. VMA complies with the Association of Fundraising Professionals (AFP) Code of Ethical Principles and Standards of Professional Practice.
3. A percentage of MM2010 donations are deductible as normal business expenses. Contact your tax advisor.
4. Complete your pledge form and fax, e-mail or mail these pages to the VMA.
5. Donations will be collected in the year in which they are pledged, unless specified by the Donor. Donors may pledge Donations to be collected in total or in part annually. For example, a Platinum Donation may be pledged and paid in increments of \$3,333.33 over three years. Donor Benefits will be received only for the year in which the funds are first pledged, except for donor recognition which will continue annually (2007-2009).

VIRGINIA MANUFACTURERS ASSOCIATION

Please Send Donations to:

Virginia Manufacturers Association
 Note—Manufacturing Mission 2010
 1108 E. Main St.
 Suite 700
 P. O. Box 412
 Richmond, VA 23218-0412
 FAX: 804.780.3853



For more information on Manufacturing Mission 2010 or to discuss making a donation, please contact Forrest Peters, VMA Accounting & Finance Manager, or Brett Vassey, VMA President & CEO, at 804.643.7489 or by e-mail at thefuture@vamanufacturers.com

Manufacturing Mission 2010 Pledge Form

Donation	Check One	Donation \$
Platinum Donor		
Gold Donor		
Silver Donor		
Bronze Donor		
Individual		\$250.00
Raffle Gift Donor		
Print Sponsor		
Raffle Ticket		\$100.00

Method of Payment

Check	<input type="checkbox"/>
Credit Card	<input type="checkbox"/>
—AmEx	<input type="checkbox"/>
—Master Card	<input type="checkbox"/>
—Visa	<input type="checkbox"/>
Invoice Me	<input type="checkbox"/>
Increase My Dues	<input type="checkbox"/>

Contact Information

 Contact/Title

 Company

 Address

 E-mail/Phone

A Portion of Your MM2010 Investment is Tax Deductible as a Business Expense—Contact Your Tax Advisor for Guidance.

VIRGINIA MANUFACTURERS ASSOCIATION

Please Send Donations to:

Virginia Manufacturers Association
Note—Manufacturing Mission 2010
1108 E. Main St.
Suite 700
P. O. Box 412
Richmond, VA 23218-0412
FAX: 804.780.3853

Manufacturing Mission 2010 Committee:

Rick Higbie, VMA Chairman (Honeywell)	Platinum Donor
Jim Frantz, VMA Vice Chairman (Graham-White)	Platinum Donor
Dan Carson, VMA Treasurer/Secretary (APCO)	Platinum Donor
Buddy Klotz, VMA Assistant Treasurer/Secretary (Electromatics)	Bronze Donor
Jay Adams, VMA Past Chairman (Bowman)	Silver Donor
Chuck Bogatie, VMA Director (Smurfit-Stone)	Platinum Donor
John Canfield, VMA Director (Mitsubishi Chemical)	Silver Donor
Bill Carden, VMA Director (Potomac Supply)	
John DeMaso, VMA Director (Sperry Marine)	Gold Donor
Scott Denicourt, VMA Director (Wyeth)	
Mark George, VMA Director (MeadWestvaco)	
David Gum, VMA Director (National Fruit)	Silver Donor
Bob Gunter, VMA Director (NGNN)	
Mike Jones, VMA Director (Georgia-Pacific)	Gold Donor
Mike Laczynski, VMA Director (Invista)	Gold Donor
Jim McKee, VMA Director (PCA)	
Brian McNelis, VMA Director (Anheuser-Busch)	Platinum Donor
David Moore, VMA Director (Universal)	Silver Donor
Larry Price, VMA Past Chairman (Smurfit-Stone)	Platinum Donor
Kermit Voncannon, VMA Director (Alcoa)	
Dan Williams, VMA Past Chairman (Richmond Box)	Platinum Donor
Jim Groniger, VMA Government Affairs Council (Invista)	
Forrest Peters, Accounting & Finance Manager, VMA	
Brett Vassey, President & CEO, VMA	

