



THE VIRGINIA MANUFACTURER

FOCUSING ON MANUFACTURING ISSUES OF TODAY AND TOMORROW

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VMA News and Events

VMA Day on the Hill: January 21st, 2015

Join VMA for our annual Day on the Hill breakfast and lobby day. Speakers from the General Assembly will join us for breakfast, where you'll be briefed

Letter from the VMA President & CEO

Happy New Year! It is hard to believe that 2015 is already here and the Virginia General Assembly starts next week. The VMA Team is excited about the momentum created in 2014 with an expanded focus on workforce development, occupational health and safety, and services to help members be profitable. This year we will build upon those successes and have already started to make progress.

During this legislative session, the VMA will focus on 15 priority bills and budget amendments involving taxation, workforce development, and regulation. Our government affairs team will also continue to champion environmental excellence, affordable and reliable energy, and cost competitiveness while protecting members from overzealous federal & state regulations that threaten industrial economic success.

This year our [Manufacturing Skills Institute \(MSI\)](#) will expand its courses and credentials to 13 community colleges, six ECPI campuses, the Southern Virginia Higher Education Center and a half-dozen high schools in the Commonwealth. MSI is also working to expand its reach across the United States now that its Manufacturing Technician 1 and Manufacturing Specialist Certifications are national standards. This year alone, MSI expects to reach over 10,000 Virginians through MSI Assessment Centers and our [Dream It Do It Virginia Network](#). Closing Virginia's workforce skills gaps and materially changing the image of industrial occupations are two top priorities of the VMA - MSI and the

on the VMA's priority legislation. After breakfast, we'll storm the hill and meet with legislators on issues affecting Virginia industry.

[Learn more and register](#)

Craft Beer Caucus Legislative Reception: January 20th, 2015



On the evening before our Day on the Hill breakfast, the Virginia Craft Brewers Guild will host our annual legislative reception. Join us at Capital Ale House in Downtown Richmond for an evening of networking and great beer!

[RSVP today](#)

[2015 VMA Events Calendar](#)

Mark your calendar! The 2015 VMA Events calendar is live on our website. Be sure to save the dates for our series of professional development, networking, and government affairs events!

[See the full calendar here](#)

[Shiver in the River](#)

Keep Virginia Beautiful (KVB) invites you to participate in Shiver in the River, an exciting event that includes the James

Dream It Do It Virginia Network will make that a reality.

Membership in our 9 member committees grew by over 10% this year and VMA membership continues to grow due to new investments in membership services and sales. In fact, we are projecting the largest total membership in 15 years by the end of 2015. We are also looking forward to over 25 networking and professional development events this year, including Manufacturing Town Halls, conferences and member committee meetings. For more information on how to get engaged with your VMA, go to www.vamanufacturers.com.

Looking forward, we also expect to be part of two significant business initiatives that will benefit manufacturers: international trade development and economic monitoring. In the coming weeks, we will be announcing these new initiatives in order to help us grow domestic manufacturing opportunities around the globe as well as better monitor macro and micro economic trends among Virginia's 6,000 manufacturers so that we can better advise public leaders on strategies to jump-start innovation and prioritize investments.

Of course, reaching one's audience is always a challenge in this digital world. So, the VMA is investing in additional [social media resources](#) as well as improving its communications tools this year. We are even embarking upon a wholesale change in our style of communication to take greater advantage of [video](#), webinar and [infographic communications](#).

In closing, 2015 is going to be a benchmark year for manufacturing in the Commonwealth. Please join me in celebrating the opportunities ahead at the upcoming [Manufacturing Makes Virginia Day on the Hill](#). This is going to be a great start to a big year and I look forward to seeing you then.

Best Wishes,

Brett A. Vassey
President & CEO

2015 Legislative Session

The Virginia General Assembly will convene this year's 45 day session on January 14. VMA will monitor over 2,500 bills and work with the new

River Jump, a Community Clean-Up, and a Winter Festival to be held January 31st at Historic Tredegar in Richmond.

[Find out more](#)

Anthem Value-Added Program

Do you currently have Anthem coverage and have 99 or fewer "covered" employees?

If YES, you need to see how Virginia Manufacturers Association partnered with Anthem to offer a special program that proves additional benefits at NO charge. The benefits in this program offer extra security to your employees' families along with programs that are often desired, but not offered in a tradition benefit program.

[Find more information here](#), or call Betty Arnold at 804-643-7489 x 28

Keep in touch

Have an announcement or idea for our next newsletter? [Let us know!](#)

VMA Member Survey

The Virginia Manufacturers Association's goal is to continuously improve our services in order to best represent the manufacturing sector and our member companies. Please help us by completing our annual membership survey. Your participation in this brief

questionnaire gives us a real-

Administration and General Assembly on their own priority legislation:

Workforce	Taxation	Energy & Regulation
<ul style="list-style-type: none">Veteran Employment - VA National Guard Services\$25 Million Industry Credential Scholarship ProgramExpanded Dual-Enrollment for K-12 & Higher Education through Industry Credentials	<ul style="list-style-type: none">Recycling Equipment Tax Credit ReformTax Amnesty Program - Pay For Industry Credential Scholarship Program	<ul style="list-style-type: none">VPP/SHRP State Safety Program CodificationClean Air Act Compliance: Clean Power Plant & Ozone RegulationsGroundwater Withdrawal Rights
<ul style="list-style-type: none">Virginia Board of Workforce Development ReformSponsored Research Impact Reporting by Universities	<ul style="list-style-type: none">Elimination of Machinery & Tools, BPOL & Merchants Capital TaxesSingle Sales Factor for Mfg. Corporate Income Tax: Elective Reform for Defense Manufacturers Impacted by Federal Sequestration	<ul style="list-style-type: none">Municipal Electric Energy Competitiveness ReformJLARC Regulatory Compliance Cost on Mfg. Sector StudyWastewater Treatment (WQIF) Funding

Keeping up with 2,500 bills and managing our own legislation for success requires technology- [VMA State Track](#) service. Here you can learn more about current issues and legislation. This free member resource will give you the tools to track everything affecting your business.

Of course, an outstanding government affairs program requires an effective plan. The VMA's member committees and Board have developed such a plan - [the Virginia Industrial Innovation Strategy](#). This government affairs strategy covers everything from Workforce Development and Climate Change to Taxation and Energy Regulation. This 14 point plan provides a high-level public policy overview of what is important to industry.

The VMA has been *Industry's Advocate*TM since 1922. We have a high degree of success with legislation because of our members. We are committed to long-term solutions and work toward achieving those goals no matter how difficult. So, this session, we ask that you stay tuned into the issues and be ready to send an email or call a legislator to help make your point. Of course, nothing is better than sharing your own thoughts in person at the [2015 Manufacturing Makes Virginia Day on the Hill](#). For more information on VMA Government Affairs or how to get involved, please contact Cassidy Rasnick, VMA Member Services Director, at crasnick@vamanufacturers.com.

Manufacturing News

Virginia Educators participate in Manufacturing Skills Institute MT1

questionnaire gives us a real-time understanding of your company's needs.

[Take the survey now](#)

Connect with VMA



Did you know VMA is on Twitter?

Follow us for updates on manufacturing in Virginia!

program



Participants included folks from Community College Workforce Alliance, Rappahannock Community College, Virginia Highlands Community College, Tidewater Community College, Thomas Nelson Community College, and Hampton Schools. Pictured here with instructor, Dr. Victor Gray.

VMA to promote MT1 at National Conference

The VMA's Manufacturing Skills Institute (MSI) will present its nationally recognized [Manufacturing Technician Level 1 \(MT1\) certificate program](#) in partnership with Thomas Nelson Community College (TNCC) at the 95th [American Association of Community Colleges \(AACC\) Convention](#) April 18 - 21, 2015, in San Antonio, TX. The presentation will focus on the importance of industry requiring credentials, and innovative industry-education partnerships necessary for closing the skills gaps in manufacturing. The MSI increases access to industry certifications, such as its MT1, by offering world-class programs delivered by MSI and MSI Academic Partners. The MSI currently has 17 academic partners offering the MT1 program throughout Virginia: Blue Ridge Community College, Community College Workforce Alliance (John Tyler Community College and J. Sargent Reynolds Community College), ECPI University (Glen Allen, Manassas, Newport News, Richmond, Roanoke and Virginia Beach), Mountain Empire Community College, Rappahannock Community College, Southern Virginia Higher Education Center, Southside Virginia Community College, Tidewater Community College, Thomas Nelson Community College, Virginia Highlands Community College and Virginia Western Community College. To learn more, please visit <http://manufacturingskillsinstitute.org/>