

NATIONAL  
MINING  
ASSOCIATION

# The Voice for U.S. Mining





# THE CLEAR, STRONG VOICE

A powerful, thriving mining industry only exists with regulations and policies that support mining. American mining companies with domestic and international operations only flourish when they have the insights, messaging and unwavering support of their industry peers. Opportunities only arise when you network with influencers and decisionmakers who impact your business.

## Why Invest in the NMA?

Since 1995, the National Mining Association (NMA) has been the clear, strong voice for U.S. mining. We work to engage in and influence the public process on the most significant and timely issues that impact mining's ability to safely and sustainably locate, permit, mine, transport and utilize the nation's vast resources.

Our work, resources and relentless engagement with Congress, the administration, federal agencies, the judiciary and media is only possible because of our members and their support. Working together, as the united voice for mining, we ensure that all aspects of the mining industry thrive.



# 250+

corporate and organization members  
involved in all aspects of mining.

# When We Talk Washington Listens

As an individual producer, developer, equipment supplier or service provider, your voice only goes so far in Washington. Decisions that affect your bottom line, the future of your company and your ability to mine the abundant domestic coal and mineral resources here in the U.S. could be made without your input and without considering your company's interests. Regardless of which political party is in the majority or in the White House, our team of experienced, connected advocates has you covered.

## Representing the Industry and You

With NMA in your corner, we listen to your concerns, needs and perspective. Then, we'll aggressively represent your interests before Congress, the administration, federal agencies, the courts and the media and work to bring each item to successful conclusion.

We focus on policymaking, regulatory and permitting matters, as well as litigation surrounding the issues that matter most to the mining community, to its current and future business needs and to the entire supply chain that operates in the U.S. NMA's careful analysis, expert planning, reasoned dialogue and proactive engagement deliver for our members year after year.

Unlike other associations, NMA has the needed leverage and experience to accomplish our shared agenda. We are best positioned to remind Washington just how integral mining

is to their lives and to our economy. With member support, we will continue to speak up and advocate for coal, minerals, safety and all things U.S. mining-related.

## COVID-19 Response

During the 2020 COVID-19 outbreak, NMA acted quickly to set up extensive resources for its members, gather industry good news stories, create a forum for sharing of safety best practices and work with the government to highlight the importance of our industry to the economy. Mining has for years been expressly recognized as essential in the Department of Homeland Security's Critical Infrastructure and Energy Sectors. Through outreach from the NMA, the U.S. Cybersecurity and Infrastructure Security Agency reiterated that mining is an essential and critical industry, providing needed clarity for federal, state and local regulators at the beginning of the COVID-19 outbreak. Throughout the pandemic, NMA member companies have played a key role fighting the pandemic, assisting communities and keeping miners safe. In the next phases of response and economic recovery, NMA is participating as a member of the President's "Great American Economic Recovery Industry Groups," to ensure that the mining industry is a vital part of the nation's economic recovery.

**Let's work together.**  
**NMA.ORG/MEMBERSHIP**

*MINEPAC and COALPAC, our political action committees, are key to cultivating, building and strengthening positive relationships with government officials and decision makers.*

**COALPAC**

**MINEPAC**



# Our Voice Amplifies Yours



In just 2 weeks, our two new minerals-specific videos were viewed 500,000 times.



260+ op-eds from 30+ third party experts in 2019

Keeping up with the latest regulations and policies, as well as stats, facts and issues, can be a challenge for any business, especially when the environment is so fluid and complex. Being armed with the right information doesn't just make you more effective, it is critical to the success of your business. This — along with the ongoing strategic communications and media relations NMA members receive — is invaluable.

## Insights and Resources That Matter

From breaking news to statistical reporting, polling and focus groups, NMA continually monitors and helps to shape the intersection of government and industry. We shape this information to help influence public and decisionmaker perceptions, and deliver it to our members to inform their business decisions and help them stay ahead of the curve.

NMA turns all of these learnings and insights into tangible items the industry and members can use to further tell the story of mining and the benefits that surround it. Fact sheets, reports, toolkits, and even video and social media content is readily available on a broad range of issues and contain salient messages and data to reach an array of audiences.

All of our insights and resources are designed to deliver the benefits of mining while improving the reputation of U.S. mining.

## Let Us Speak for You

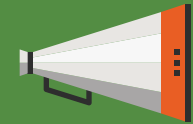
Whether you're giving a presentation, speaking to the media or addressing issues within the industry, it is critical to be accurate and move the perception of mining closer to reality. This task can be intimidating even for the most seasoned professional.

NMA will ensure you have all the messaging, prep and assistance you need to address any situation in a positive manner that highlights the strength of our industry and the benefits it brings to our economy. Our team of experts will even help you craft your specific response to guarantee your messages are consistent, clear and effective.

## Getting Our Message Out

NMA offers campaigns and programs to address critical issues and specific concerns for mining industries in the U.S. Some of our successful campaigns and programs include:





*In 2019, CORESafety released 23 electronic communications and 12 online TV episodes to 5,500+ subscribers.*

**Count on Coal** covers the benefits of affordable, reliable coal-generated electricity and the importance of metallurgical coal for domestic steel production and export. It also focuses on recruiting Americans to help support our mission of keeping electricity affordable by maintaining a balanced electricity mix with fuel-secure coal power as its foundation.

**Minerals Make Life** shares information about domestic minerals mining and its importance to the economy, innovation and national security. It educates policymakers, influencers and the public, and enables them to make informed decisions about U.S. mining.

**CORESafety®** is an industry-wide partnership with the goal of achieving zero fatalities and injuries. It's an approach to mining safety and health to prevent accidents before they happen using a management framework that involves leadership, management and assurance.

**Let's make our voices heard.**  
**NMA.ORG/MEMBERSHIP**



# Connecting Voices for the Future of Mining

It takes all of us working together, supporting each other, to help secure the future of U.S. mining. We can't do it alone. That's why NMA works to bring as many voices together at every possible opportunity.

Through networking and committees our members meet with decision makers, are able to exchange ideas and experiences, learn from others' challenges and open doors to new ventures and solutions.

## How Will You Serve?

With multiple active committees available, you can join one that best aligns with your company's goals and needs. Within each committee, you work with fellow members to identify

priorities, develop strategies, and use your expertise to provide input on operational and business impacts.

Your participation can make a difference for you and for our industry. Committees include:

- Environment
- Government Affairs
- Safety and Health
- International
- Communications
- Transportation
- Energy Policy Task Force
- Minerals Policy Task Force
- Manufacturers/Services

**Let's connect.**  
**[NMA.ORG/MEMBERSHIP](https://nma.org/membership)**





# WE'RE NOT JUST TALK WE CREATE CHANGE

By investing in NMA and becoming a member, you reap the benefits of NMA's energetic representation before Congress and across the government, media communications, and networking opportunities. Together, we all advance our shared business interests, and we all thrive.

**Join us and invest in the future of mining.**





The National Mining Association (NMA) is the only national trade association that represents the interests of U.S. mining before Congress, the administration, federal agencies, the courts and the media. NMA's mission is to build support for public policies that will help Americans more fully and responsibly benefit from our abundant domestic coal and mineral resources.

[nma.org](http://nma.org)



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