



“Reasons Why” Mid-Sized Manufacturers should join CAMA:

1. INCREASE DATABASES

CAMA provides mid-size manufacturing members with numerous opportunities to connect with fellow manufacturers, advisors, and suppliers to build their databases, acquire leads, discover new business practices, and develop strategic business partnerships.

2. COMPANY RECOGNITION

CAMA recognizes successful mid-size manufacturers as industry leaders and gives select members opportunities to speak at events, offer facility tours, and share best practices and success stories.

3. STREAMLINE PROCESSES

Whether it's helping discover innovative business practices or connecting members with fellow manufacturers, trusted advisors, and allied enterprises, CAMA provides tools, resources, and collaboration opportunities to help mid-size manufacturers streamline processes and increase profits.

4. WORKFORCE DEVELOPMENT

Many middle market manufacturers struggle with training and retaining staff, but through strategic partnerships, funding, and student education programs, CAMA works to fill the workforce pipeline and helps mid-market manufacturing members find qualified job candidates, train and retain employees, discover internship funding, and advance their business.

5. BUSINESS ADVANCEMENT

CAMA provides tools, resources, and collaboration opportunities to help mid-sized manufacturers develop and grow their businesses. Whether it is discovering innovative business practices or connecting with fellow manufacturers of similar company size and revenue, trusted advisors, and allied enterprises to streamline business processes, CAMA is the central location for Colorado manufacturers who want to advance their business and drive success.

6. EXCLUSIVE MEMBER PROGRAMS

CAMA offers member programs to promote manufacturer-to-manufacturer business, peer-to-peer sharing, and member networking, all critical to mid-size manufacturers.

- CAMA's M2M Leads Groups provide an informal setting for sales team members of CAMA to exchange leads to drive business, creating shortened lead times, reduced transportation costs, increase profitability, and industry support.
- CAMA's C-Suite Exchange Groups provide a confidential setting that encourages an open exchange of ideas,

experience, processes, and best practices among C-Level manufacturers.

7. STRATEGIC RESOURCES

CAMA offers members access to strategic resources to assist with issues mid-sized manufacturers face including government regulations, workforce and talent, awareness, purchasing, global market entry, and more including:

- NAM Manufacturer's Marketplace
- Expert advisors
- Membership directory
- Online community posts to engage in discussions on manufacturing-related issues, solutions, and opportunities
- Member web profiles to expand members' online reach and develop new business
- Committee involvement opportunities
- Free resources linking businesses with job seekers

8. TRUSTED ADVISORS

CAMA connects members to expert consultants and advisors that provide insights and services manufacturers can take advantage of to effectively function and grow their business.

- Associate Members are companies that provide services manufacturers utilize on a regular basis in the Banking, Accounting, Insurance, and Legal fields.
- Specialty Services are individuals or companies that bring unique expertise to CAMA members to help benefit manufacturing businesses.

9. PRESENTATION OPPORTUNITIES

CAMA gives experienced mid-size manufacturing members opportunities to share their business practices and experiences to expand their presence in the community, gain peer recognition, and communicate effective strategies.

10. B2B NETWORKING

CAMA runs B2B networking and educational events and tours that provide mid-size manufacturing members the opportunity to connect with fellow manufacturers, develop new business, and learn effective business practices, ultimately helping their business grow more rapidly.

- Tours are hosted by CAMA members and give attendees the opportunity to observe operations of different manufacturing facilities helping them discover new processes and best practices.
- Following the tours are B2B Lounges - a networking reception focused on connecting manufacturers and introducing new business.