

COVID-19 RESOURCES

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Amy Clickner, CEcD, CEO



Amy is a Certified Economic Developer (CEcD) through the International Economic Development Council (IEDC) and a Certified Fundraising Manager (CFM) through the Center on Philanthropy at Indiana University. She is a Past President of the Michigan Economic Developers Association (MEDA), serves on the board of directors of the IEDC, Chair of the IEDC External Relations Committee, IEDC Governance Committee, Past Chair of Economic Development Research Partners (EDRP) and Past Chair of the Northern Michigan Chamber Alliance (NMCA). She is a graduate of Ferris State University and Northern Michigan University. In 2019, she was awarded the Mike Conboy Professional Development Award by MEDA.

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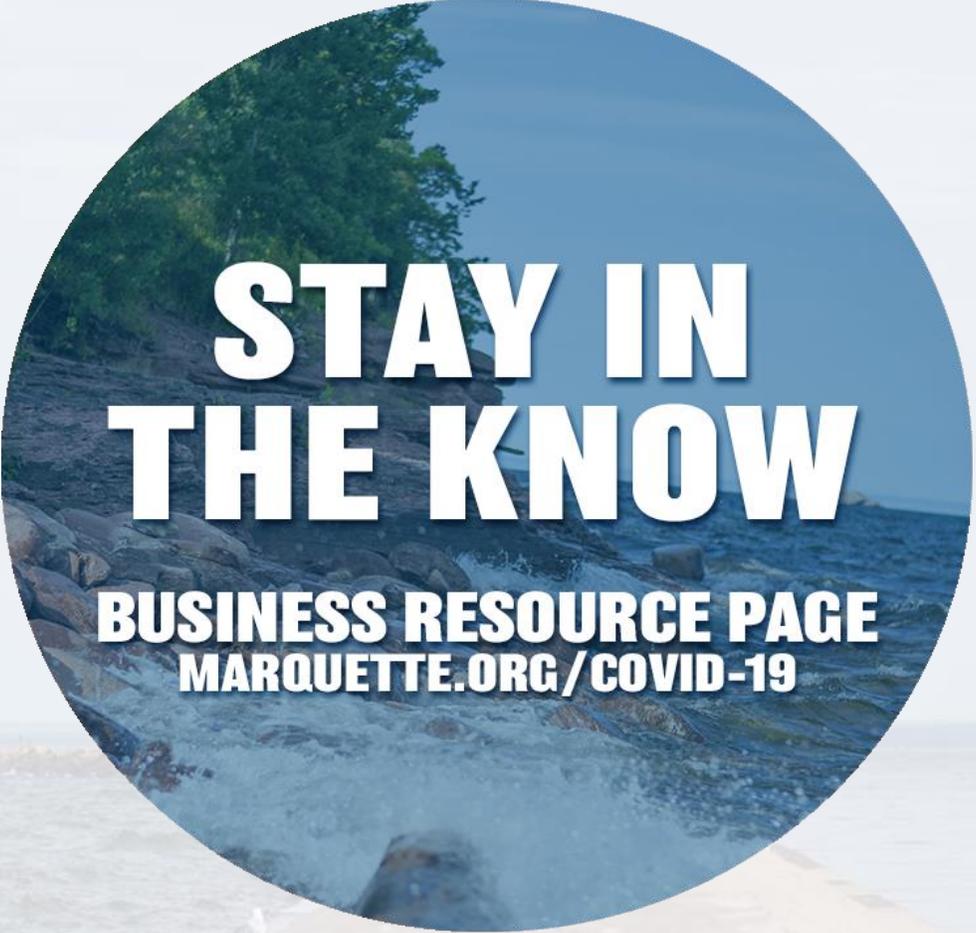


The Lake Superior Community Partnership

- Business development services
 - Talent, marketing, networking, events, leadership development, data/research
- Start up to succession
- All sectors/all sizes
- Private-public partnership

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Crisis Checklist

Our team has put together a few ideas that you can work through as a business owner to help ease some strain on your business.



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Hibernation Toolkit

As we move beyond the initial reaction phase of the downturn, businesses owners who have focused on cash flow monitoring may be at a point of understanding there's a need to hit a pause button.

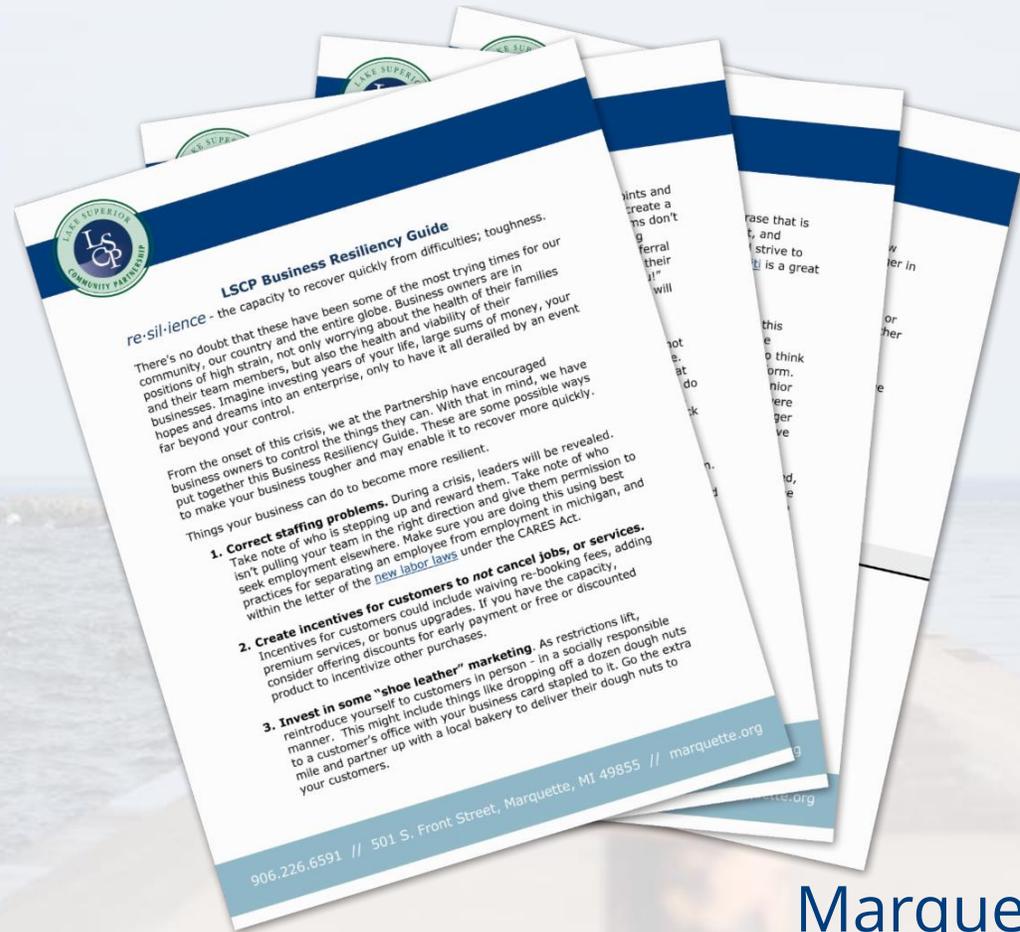


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Resiliency Toolkit

It's our hope that one or two of these ideas will help push businesses in a new direction and will help them become more resilient and stronger in the long run.



LSCP Business Resiliency Guide
re-sil-i-ence - the capacity to recover quickly from difficulties; toughness.

There's no doubt that these have been some of the most trying times for our community, our country and the entire globe. Business owners are in positions of high strain, not only worrying about the health of their families and their team members, but also the health and viability of their businesses. Imagine investing years of your life, large sums of money, your hopes and dreams into an enterprise, only to have it all derailed by an event far beyond your control.

From the onset of this crisis, we at the Partnership have encouraged business owners to control the things they can. With that in mind, we have put together this Business Resiliency Guide. These are some possible ways to make your business tougher and may enable it to recover more quickly. Things your business can do to become more resilient.

1. Correct staffing problems. During a crisis, leaders will be revealed. Take note of who is stepping up and reward them. Take note of who isn't pulling your team in the right direction and give them permission to seek employment elsewhere. Make sure you are doing this using best practices for separating an employee from employment in Michigan, and within the letter of the [new labor laws](#) under the CARES Act.

2. Create incentives for customers to not cancel jobs, or services. Incentives for customers could include waiving re-booking fees, adding premium services, or bonus upgrades. If you have the capacity, consider offering discounts for early payment or free or discounted product to incentivize other purchases.

3. Invest in some "shoe leather" marketing. As restrictions lift, reintroduce yourself to customers in person - in a socially responsible manner. This might include things like dropping off a dozen dough nuts to a customer's office with your business card stapled to it. Go the extra mile and partner up with a local bakery to deliver their dough nuts to your customers.

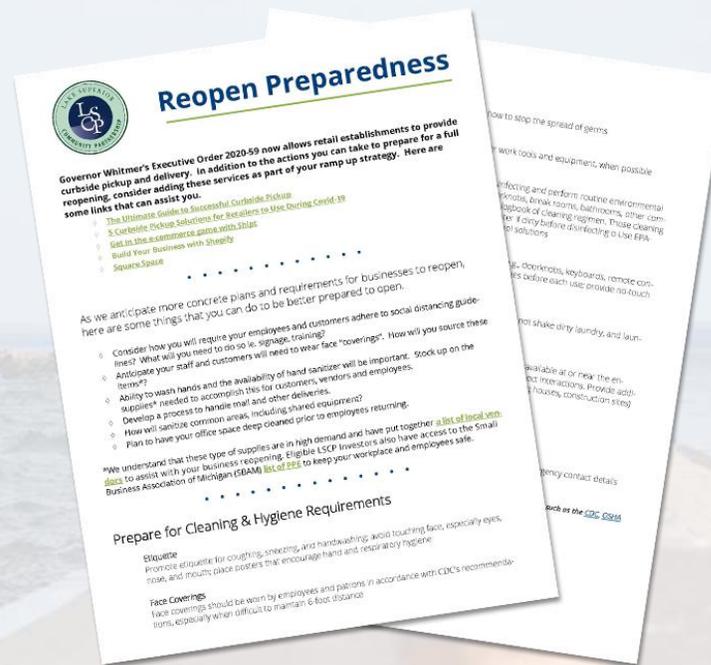
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Reopen Preparedness Checklist

We are hoping for more concrete plans and requirements for businesses to reopen, but in the meantime this checklist provides some things that businesses can do to be better prepared to open.



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Restart Toolkit

The signal to reopen may be unclear, so businesses will have to deal with this uncertainty by managing what will most likely be new regulations, ongoing management and phased stages of opening.



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Restart

- Regulatory
- Instill safety and confidence in the workplace
- Marketing & promotion
- Human Resources/Management
- Financial/Reporting
- Industry specifics

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Need assistance?

Mary Myers, Director of Business Development
mary@marquette.org | 906.373.9787

Brooke Quinn, Business Development Representative
bquinn@marquette.org | 313.434.1191

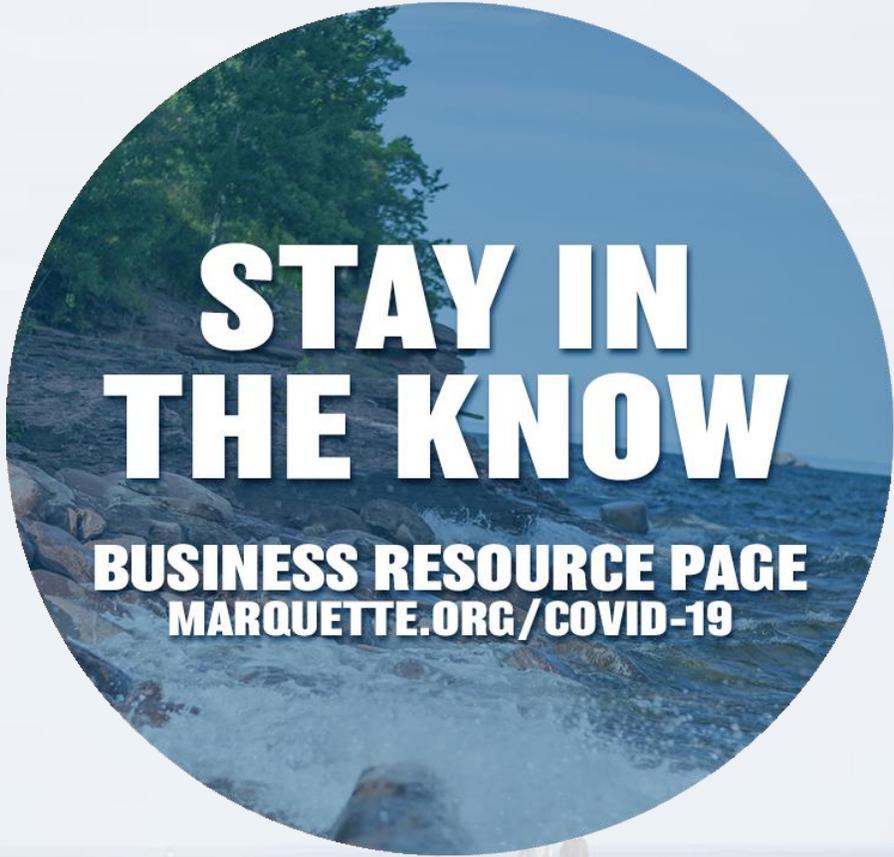
Ashley Szczepanski, Director of Marketing
ashley@marquette.org | 906.250.0512

Emily Tardiff, Marketing Coordinator
etardiff@marquette.org | 906.241.4710

Megan O'Connor, Outreach Coordinator
megan@marquette.org | 989.513.0148

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Questions?

[Marquette.org/COVID-19/](https://marquette.org/covid-19/)



SINGLETRACK HEALTH



Jennifer Dehlin, MD

- Co-Owner, Singletrack Health – family medicine clinic in downtown Marquette
- BS Biomedical Engineering, Michigan Tech 2001
- MD, University of Michigan 2005
- Houghton native, Marquette resident since 2005



SINGLETRACK



Preventing the spread of infection in our businesses

Jennifer Dehlin, MD

Goals

- Keep employees safe
- Keep customers safe
- Protect the vulnerable in our community
- Keep businesses open
- Keep our employees
- Avoid making headlines for “Hot Spots”

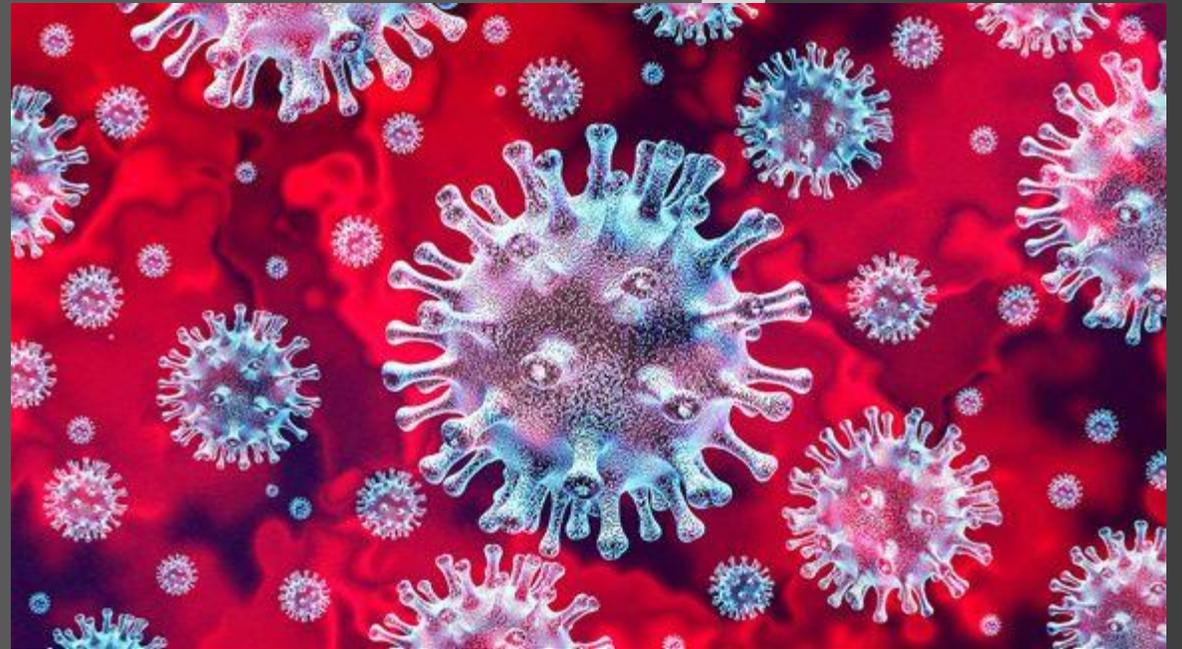
Spoiler Alert!

- The disease spreads when infectious particles from one person enter another person (respiratory droplets)
- Everyone wins when we keep that from happening
- The easiest way to do that is to keep people apart – everything else gets complicated



The virus

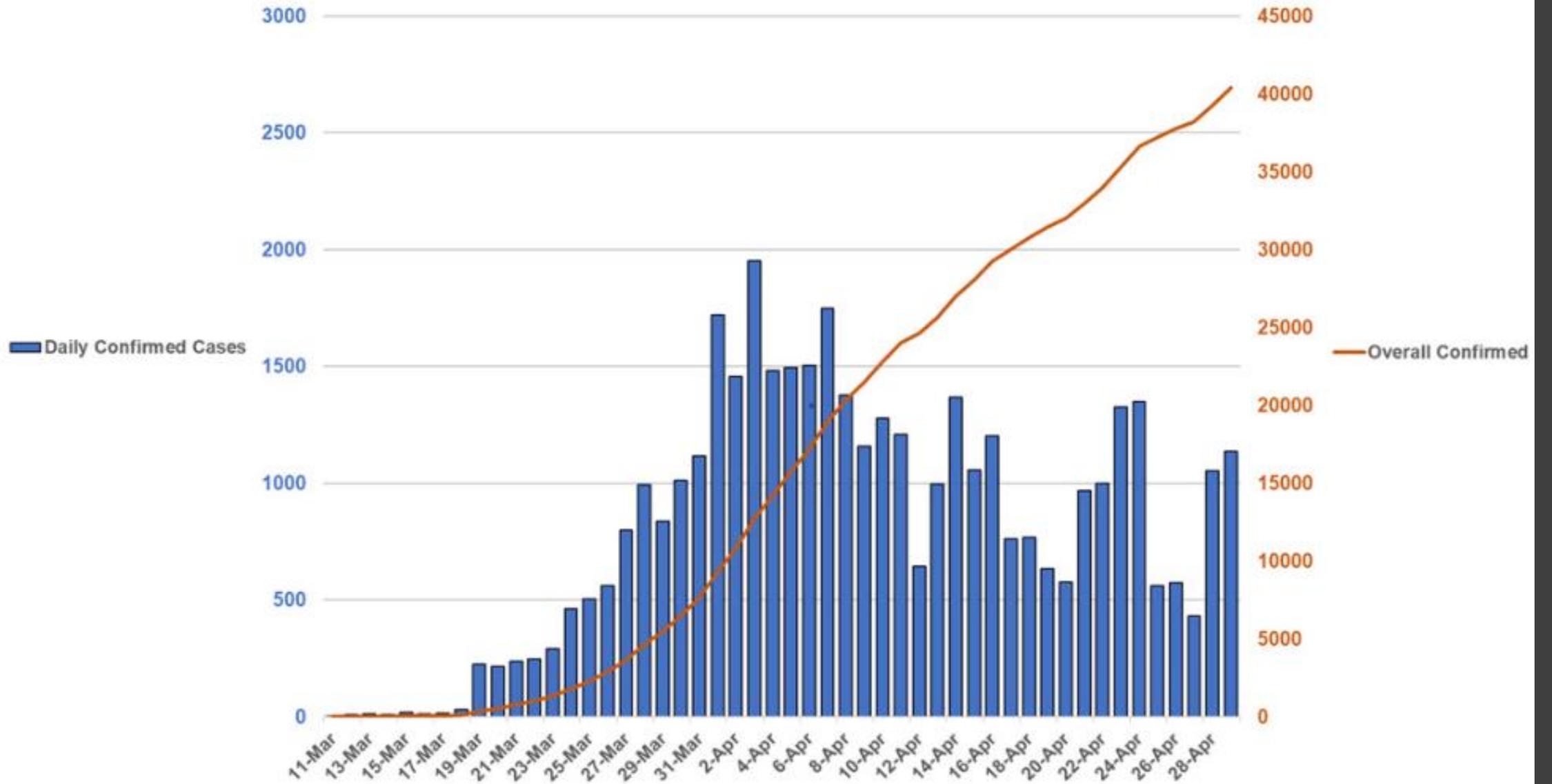
- Covid-19 is the disease caused by the novel coronavirus first identified in Wuhan China in 2019
- Primary mode of spread is by respiratory droplet
- Symptoms: cough, fever, SOB, chills, HA, muscle pain, loss of taste or smell
- Testing: nasopharyngeal swabs, serology



Sources for the Latest Information for Business Owners

- Centers for Disease Control and Prevention (CDC)
 - <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-small-business.html>
- World Health Organization (WHO)
- OSHA
 - <https://www.osha.gov/Publications/OSHA3990.pdf>
- Michigan Department of Health and Human Services
 - https://www.michigan.gov/coronavirus/0,9753,7-406-98163_98173---,00.html

Michigan COVID-19 Confirmed Case Epi-Curve and Cumulative Cases

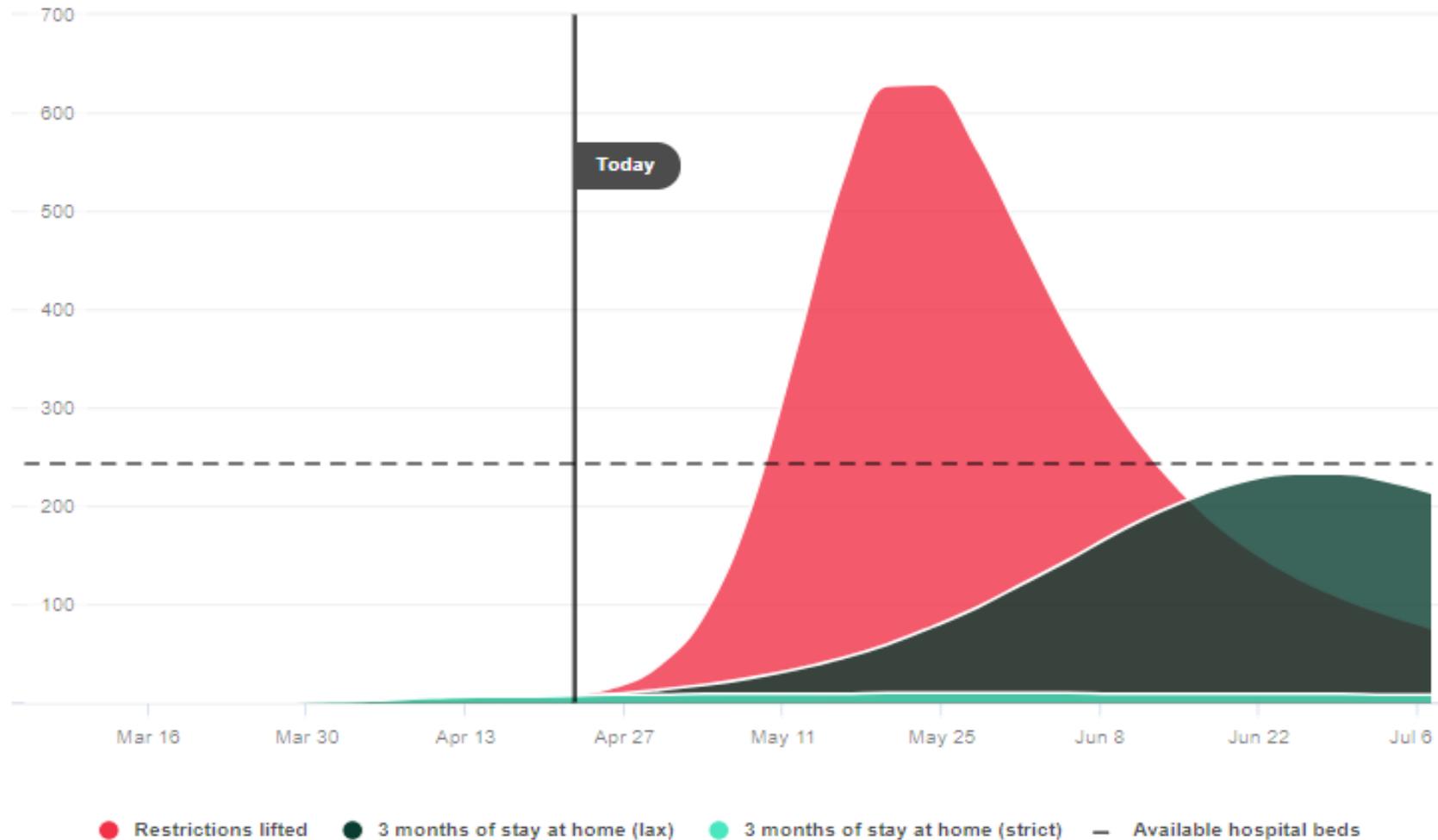


https://www.michigan.gov/coronavirus/0,9753,7-406-98163_98173---,00.html

If we only had a crystal ball...

Projected hospitalizations

Marquette County, Michigan



Keep People Out

- Limit number of employees in your business
 - Remote work
 - Staggered shifts
 - Extended hours
- Limit number of customers in your business
 - Delivery or curbside for your product/service
 - Spreading out appointment times
- Keep non-essential foot traffic out
 - mail/UPS/Fed-Ex curbside

REALLY Keep Sick People Out!

- Employee sick policy should be flexible and non-punitive
 - This may also require a cultural change
- Consider screening employees – ideally before they walk in the door
 - Sick questions, temp
- Keep sick customers out
 - ?internet/social media, signage

If You Can't Keep Them Out

- Space out or put barriers between work-stations and between employees and customers
 - Sneeze guards
 - Redesigned common/waiting areas
 - Redesigned checkout configuration
- Increase cleaning/disinfecting of people and surfaces
 - For employees
 - Need supplies, time
 - For customers
 - Hand gel at entrance/exit
 - Sanitary wipes for carts and other shared items
 - Disposable gloves

Employee protective gear

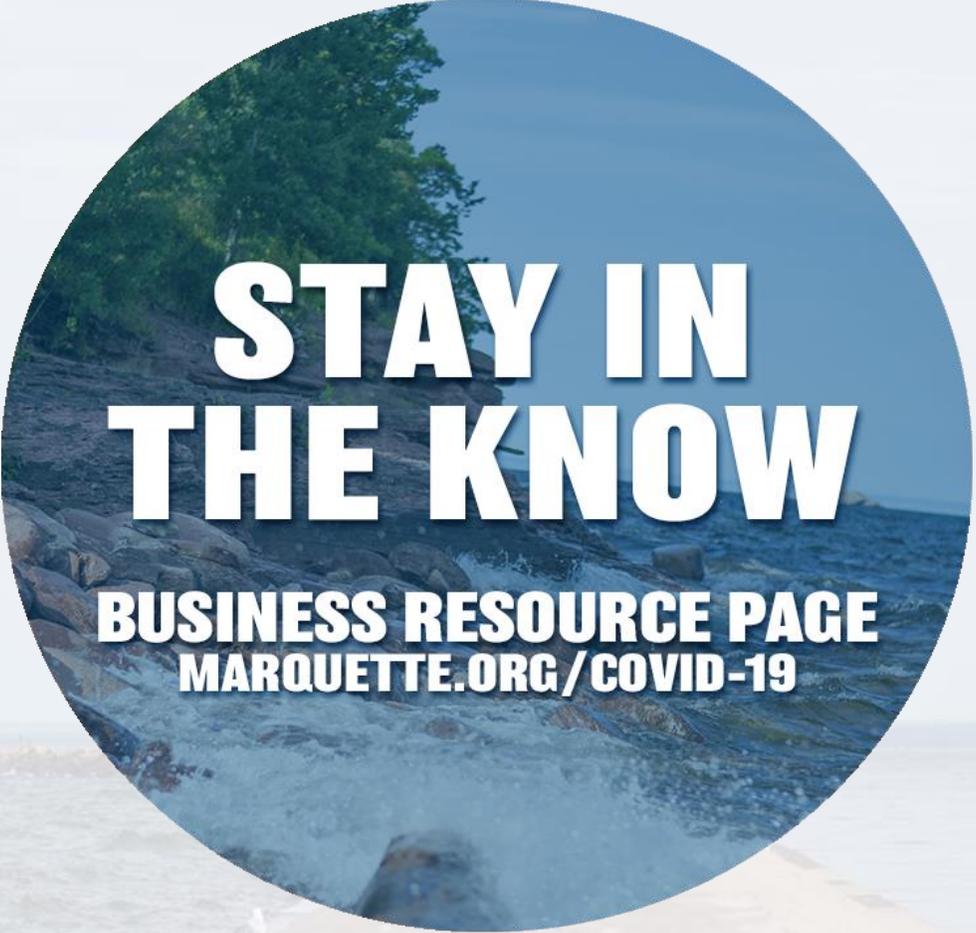
- Mask – cloth not surgical or N95
 - Should fit well and be applied correctly (over nose and mouth)
 - Be cleaned regularly (standard washing machine)
 - Proper technique on and off (don't touch the outside)
- Goggles or face shield
 - keeps people from touching their face/eyes
- Disposable gloves



The Punch Line

- The disease spreads when infectious particles from one person enter another person (respiratory droplets)
- Everyone wins when we keep that from happening
- The easiest way to do that is to keep people apart – everything else gets complicated





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Laura is a graduate of the University of Michigan and the University of Wisconsin Law School. She maintains licensure in Wisconsin as well as Michigan. Laura serves as a management representative on the board of the U.P. Labor-Management Council, and has been named a "Rising Star" in *Michigan Super Lawyers*. She has a general practice with an emphasis on management-side labor and employment law, business law, real estate, and estate planning.

Atty. Laura Katers Reilly

KENDRICKS BORDEAU

KEEFE SEAVOY & LARSEN, PC

ATTORNEYS AT LAW

128 WEST SPRING ST., MARQUETTE (906) 226-2543

101 QUINCY ST., HANCOCK (906) 482-4288

Bringing Back Reluctant Employees

An employee says he can't come back to work because he is afraid of getting COVID-19. The employer needs the employee to come back.

What does the law require?

Work your list of each **legal protection** and determine if any one applies.



Bringing Back Reluctant Employees

Families First Coronavirus Act (FFCRA)

Employee is unable to work or telework because employee:

1. *Is subject to a Federal, State, or local quarantine or isolation order related to COVID-19;*
2. *Has been advised by a health care provider to self-quarantine related to COVID-19;*
3. *Is experiencing COVID-19 symptoms and is seeking a medical diagnosis;*
4. *Is caring for an individual subject to an order described in (1) or self-quarantine as described in (2);*
5. Is caring for a child whose school or place of care is closed (or child care provider is unavailable) for reasons related to COVID-19; or
6. Is experiencing any other substantially-similar condition specified by the Secretary of Health and Human Services.

Bringing Back Reluctant Employees

Americans with Disabilities Act (ADA)

A “disability” is “a physical or mental impairment that substantially limits one or more major life activities”

- Existing disability: Condition that puts the employee at high risk for complications if exposed to COVID-19
- Is having COVID-19 itself a “disability”? Depends on the facts.
 - Having the virus and getting over it = no
 - Having the virus and lingering complications = maybe.
- Get medical documentation – employers are allowed to ask questions “job-related and consistent with business necessity”
- Accommodations? <https://askjan.org/topics/COVID-19.cfm>

Bringing Back Reluctant Employees

Governor Whitmer's Executive Orders

- EO 2020-36: No discharge, discipline, or retaliation against employee for staying home if the employee
 - Tests positive for COVID-19 or displays one or more symptoms
 - Has “close contact” with a person who tests positive or displays symptoms
- Also no discharge, discipline, or retaliation against employee who “fails to document” that the employee or “close contact” has COVID-19 symptoms

Bringing Back Reluctant Employees

Governor Whitmer's Executive Orders

- EO 2020-57: Temporary expansion of unemployment benefits. Employee has “left work involuntarily for medical reasons and qualifies for unemployment if self-quarantine due to:
 - Being immunocompromised
 - Displaying symptoms of COVID-19n
 - Having contact in past 14 days with a confirmed case of COVID-19
 - Need to care for person with a confirmed case of COVID-19
 - Family care responsibility due to government directive
- Does not apply if employee already on sick leave or disability leave

Bringing Back Reluctant Employees

What if none of these legal protections apply and the employee is just afraid?

- Communicate
 - Get to specifics
 - Emphasize CDC precautions
- Consider whether a short additional period of unpaid leave will resolve it
- Document efforts to get employee back to work
- Final recall letter
 - Please report to work by X date, or will be considered job abandonment/ a voluntary quit

“I am pleased to notify you your position is now available, and this is your official recall notice. Please report to work on **[date]** at **[time]** and make contact with **[name of supervisor]**.

Before that date, please contact **[name of supervisor]** no later than **[date]** to confirm your receipt of this notice and your intention to return to work.

Your work setting will be **[in person at the office. Rest assured, we are mindful of the latest CDC guidance for workplaces, and have taken all reasonable measures, including the provision of masks and gloves, to make safety a priority.] [OR] [working remotely from home.]** When you contact **[name of supervisor]** in response to this notice, you will be given additional information about your work.

If you do not report to work on the day and time indicated above, and you have not made other pre-approved arrangements with **[name of supervisor]** (e.g., leave for illness), we will treat the refusal of this recall as a “voluntary quit” in our personnel records.

Please do not hesitate to contact **[name of contact]** with any questions you may have regarding this notice. I look forward to working with you again.”

Bringing Back Reluctant Employees

Testing of Employees?

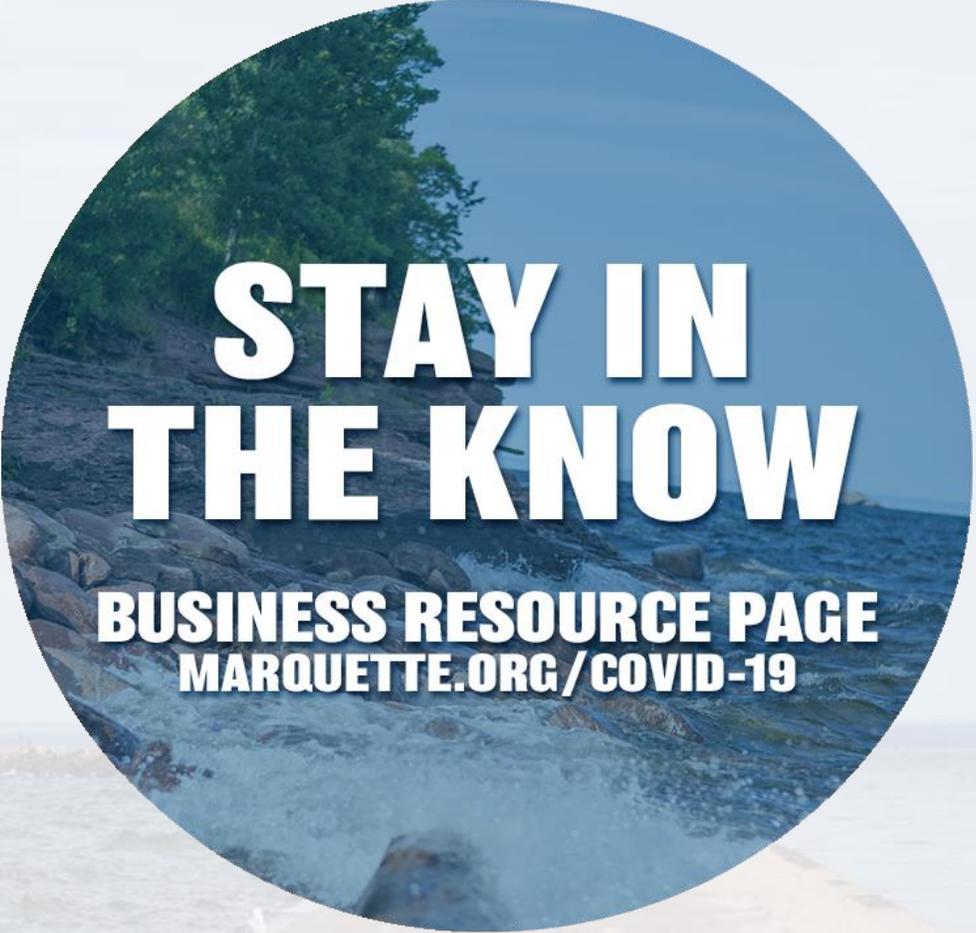
- Temperature taking, antibody testing
- A “medical test”
 - Normally not permitted under the ADA unless “job-related and consistent with business necessity”
- EEOC recent guidance allows:

https://www.eeoc.gov/eeoc/newsroom/wysk/wysk_ada_rehabilitaion_act_coronavirus.cfm

- Administer test in private manner (not a lineup, but private office visits)
- Respect employee confidentiality with results

THANK YOU

NOTE: This presentation is for informational purposes only, and should not be construed as legal advice. Consult your own legal counsel for specific advice on how the law described in this presentation applies to your situation.



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RUTH A. SOLINSKI, MPA



Ruth A. Solinski is a respected human resources (HR) and business thought leader with demonstrated results in building/sustaining labor and employee relationships, aligning teams with business strategies, coaching and mentoring for performance and organizational development. With strong business acumen, effective communication skills and strength as an outcomes-oriented leader, Ruth serves as the Manager - Human Resources with RTI Surgical in Marquette. Also, as the owner and principal of Ruth A. Solinski Consulting, LLC, she provides consulting and facilitation services in the area of strategic planning, process improvement, and HR. She received her MPA from NMU and has a BS in Business and International Management from the University of Texas at Dallas.

COVID-19 Back to Work

RUTH A. SOLINSKI, MPA

MAY 2020



Problem Statement

Covid-19 will peak and continue to exist until a vaccine/treatment is developed, or the majority of the population develops immunity.

We need to create a safe work environment for employees and prepare for future waves using preventative measures



Workplace Safety

Safety measures to consider:

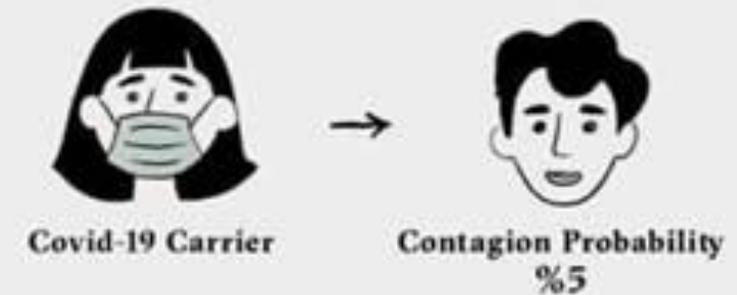
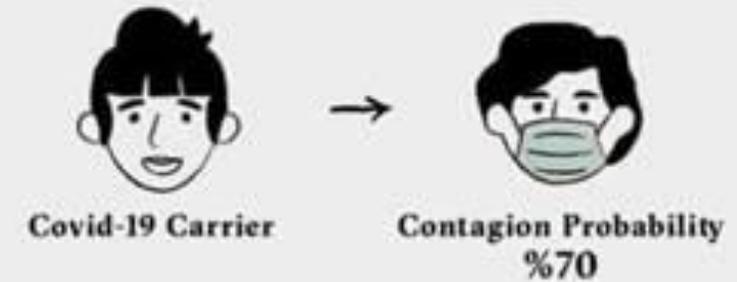
- Implementing employee health screening procedures
- Updating/enhancing detailed cleaning procedures
- Providing PPE
 - Masks, gloves, face shields
 - Hand sanitizer
- Restricting business travel

Mandatory Mask Wearing



Masks Will Decrease the Risk of Droplet Transmission

- Surgical Face Masks are a tool designed to prevent the spread of disease and limit the spread of germs.
- When someone coughs or sneezes, they release tiny droplets into the air around them.
 - Wearing a Surgical Face Masks can reduce the number of germs that become airborne.
- Masks required of all employees on site at all locations
 - Precautionary measure- little to lose but benefits all employees
 - Will be verified during entrance to building



WEAR IT



Workplace Safety

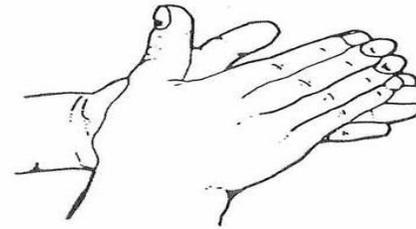
Safety measures to consider:

- Developing an exposure-response plan that addresses:
 - Isolation, containment, and contact tracing protocols
 - Stay-at-home requirements
 - Exposure communications to affected staff
 - Align with OSHA 29 CFR 1904
- Establishing physical distancing measures
 - Staggered shifts, lunches, breaks
 - Work from home/telecommute options
 - Moving workstations
- Establish hygiene protocols

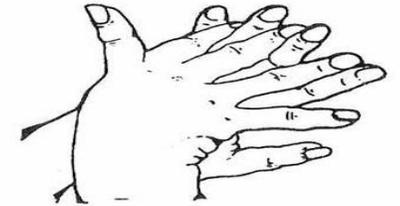
Workplace Safety

Wash Your Hands Multiple Times a Day

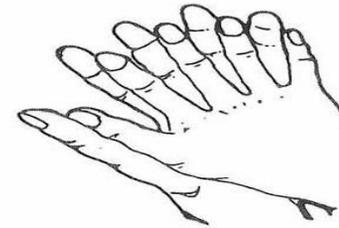
- Wash hands with soap and water (20 seconds) frequently
 - Need a timer? Sing “Happy Birthday” from beginning to end twice!
- A good rule of thumb is to wash your hands every hour, and use hand sanitizer in between.
 - Hand sanitizer is located throughout the facility
- If you are experiencing any flu like symptoms do not come to work
 - Anyone experiencing symptoms will be sent home
 - Temperature checks will be implemented to enter RTI buildings ($\geq 100^\circ$)
 - Avoid touching your face, mouth and eyes



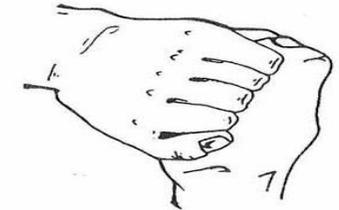
1. Palm to palm



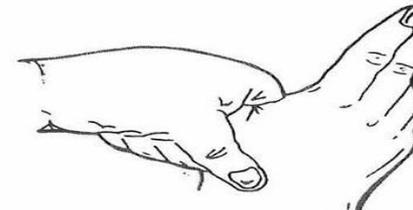
2. Right palm over left dorsum and left palm over right dorsum



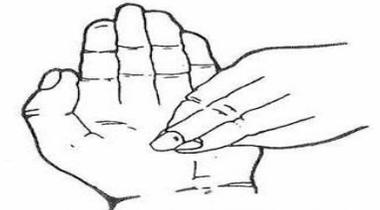
3. Palm to palm fingers interlaced



4. Backs of fingers to opposing palms with fingers interlocked



5. Rotational rubbing of right thumb clasped in left palm and vice versa



6. Rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa

Refer to Document 10378 (ALA hygiene policy)

Refer to POL-102 (MQT health, hygiene, & clothing policy)

Return to Work Procedures

This to consider in bringing staff back:

- Phasing-in employees returning to work
 - Use nondiscriminatory factors for selecting who is able to return
 - May choose to implement a reduced schedule to start
 - Schedule employees to support employee safety as well as business need
- Create a plan for employees in high-risk categories
 - Work for home/telecommute options
 - Increased protection measures if on-site
 - Isolated workstations
 - Altered shift to reduce staff density
 - Additional PPE is requested and appropriate



Social Distancing

Keep Your Distance to Slow the Spread

- Staggered shifts in manufacturing
- Limitations on people per conference room
 - Signs on door with max # allowed
- Limitations on people in the break room
 - One person per 6' table
- Common areas - maintain 6 feet of distance
- Continue working from home (when possible)



Return to Work Procedures

This to consider in bringing staff back:

- Create a plan for handling employees who are unable or unwilling to return to work:
 - Employees who are fearful
 - Employees who have family obligations that reduce their ability to return to work
 - Employees who remain under quarantine due to exposure to COVID-19
- Notifying the state unemployment office of employees who have returned to work and/or who refuse to return



What About Exposure?

Quarantine versus Isolation

Self Monitor:

If you or someone in your home might have been exposed.

- Watch for symptoms (fever, cough shortness of breath, loss of smell, etc...)
- Social distance

Self Isolate:

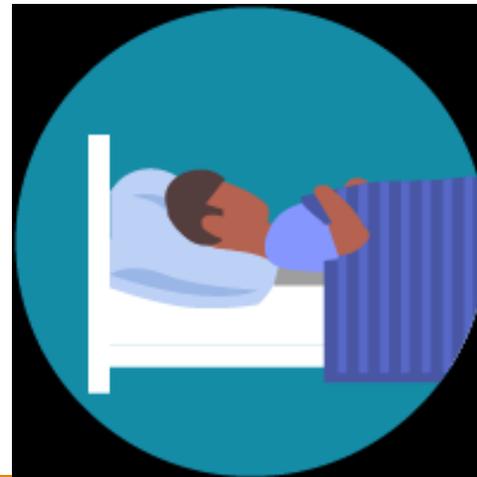
If you have been diagnosed with COVID-19, are experiencing symptoms or waiting for test results

- Stay in a specific “sick room” or area away from others

Self-Quarantine

If you recently had close contact with a person with COVID-19

- Stay home for 14 days and self monitor



Communication Strategy



Communication is critical – some considerations:

- Draw firm linkages between staying home if sick and physical distancing serve to protect employees, their families, customers and our communities
- Outline in detail new workplace safety and disinfection protocols
- Sharing information on your exposure-response plan
- Internal (and if appropriate, external) communications ready to go:
 - RTW timelines
 - Safety protections in place
 - Exposure response
- Clear, transparent, proactive and personal



**DO YOUR PART TO STOP
THE SPREAD OF GERMS**



**WASH
YOUR
HANDS!**

Conclusion

We're all in this together

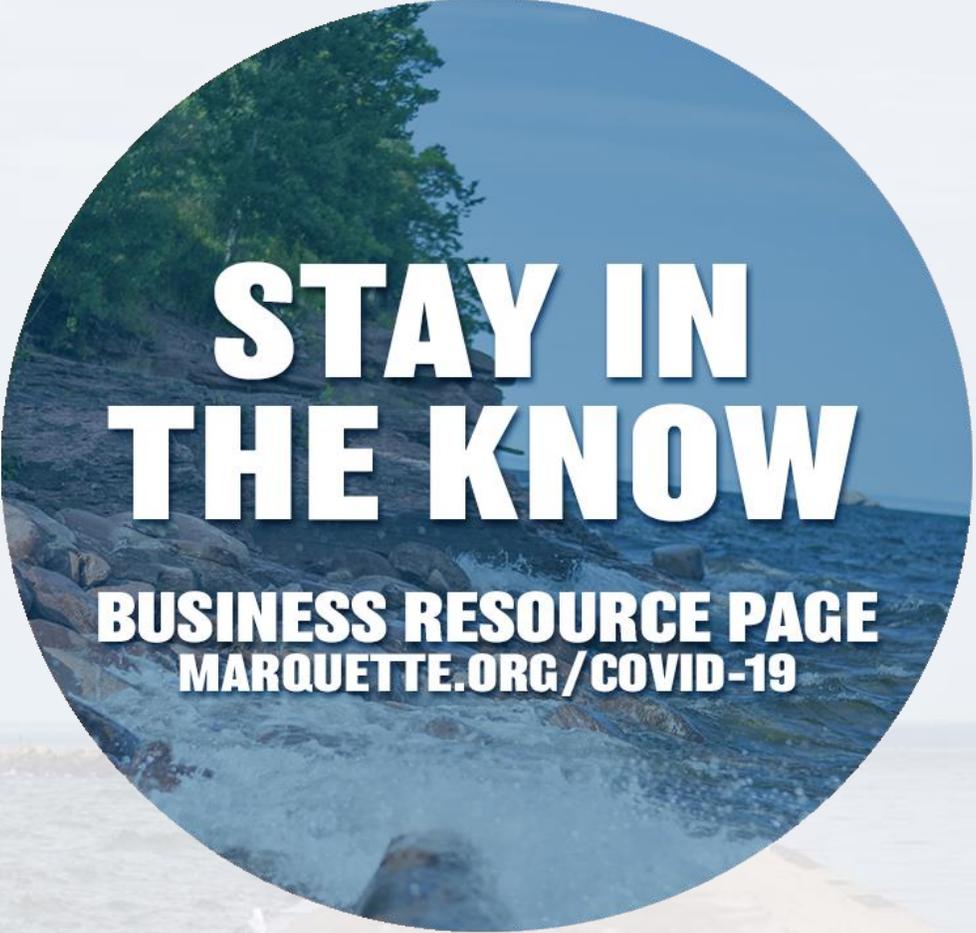
We're all responsible for each other's safety

Keep your work area clean, and do your part to prevent the spread of COVID-19

Remind each other when we forget our masks

Be kind

Your actions outside of work and in the plant can impact your loved ones lives, and those of your co-workers



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John Bennett

- Born in Marquette but grew up in Iron Mountain
- Graduated Iron Mountain High School - 2000
- Graduated NMU, Bachelors Graphic Communication - 2004
- Prior to opening Bennett Media Group, Inc (BMG) in early 2014, John spent 8+ years in cable advertising. His education, work experience and passion for creativity and business led him to where he is today. As a full-service agency, Bennett Media Group is helping businesses and organizations across many industries creatively market their products and services. Now in their 6th year, they employ 7 people and work with over 50 clients across the great lakes region.





Back to Business

Tips to get you back on track

Helping You Get Back to Business

- Who we Are
 - Bennett Media Group (BMG)
 - Est. 2014
 - Personal Background:
 - NMU Grad with a Degree in Graphic Communications
 - Married, 2 kids (10 & 7) and a Dog
 - 8+ years experience in cable advertising
 - Personal interests: Mountain Biking, Hunting, Fishing, Jr Hockey Coach, Packer & Notre Dame Fan

Sam — Video/Photo, **Betsy** — Digital Director, **Shanna** — Graphics/Web/Social, **Jodi** — Senior Account Manager, **John** — Creative Director, **Christopher** — Account Manager, **Ben** - Editor



A Unique Challenge

- We are in an unprecedented position.
- Stay positive and optimistic
- Stabilize and look to the long-term

Marketing During an Economic Downturn

- Identifying Changes in Consumer Habits
- Where Does Your Business Fit
- Strength in Branding
- Strategy on Social Media
- Taking Note of Past Recession Successes
- Entering A New Era

Identifying Changes in Consumer Habits

- Who are your core customers?
- How have their spending habits changed?

The Saver/Slam on the Breaks

- Fearful
- Cutting all unnecessary spending

The Wait & See

- The mainstream
- Only buying good deals

The Comfortably Well Off

- Secure, confident
- Slightly selective in spending

The Unfazed/Live for Today

- Financially savvy
- Always 'glass half full'

Where Does Your Business Fit?

- Is your brand a 'must have,' a 'want' or an 'impulse buy?'
- How can you serve them *differently* than you have in the past? Do you need to adapt?

Utilize the Strength in Your Branding

- Maintain brand authenticity and sensitivity
 - Be empathetic, understanding, and real
- How can your brand help?
 - Inspire audience to do things differently to incorporate your products and services
- Be Positive
 - Create community and share values with audience
- Be Flexible
 - Create and share solutions to your audience's fears-of-purchasing
 - I.e. delivery, door-side pick-up, payment plans, etc.

Be Strategic on Specific Media Platforms

- Which media platforms should you take advantage of right now?
 - Social Media Consumption is up 70%, Engagements up 60%
 - Digital and social efforts are measurable
- Strategy
 - Be Real, Authentic and Personable
 - Focus on Giving and Serving
 - Talk directly to your customers and their new needs, wants, even fears
 - Facts tell, stories sell
 - Video, photos
- Paid Ads
 - Content is flowing, trust is building time to advertise
 - Google, FB/Insta, YouTube, Display, Pre-roll video, streaming, traditional...
 - All campaigns are unique to your business
 - Estimate 3-5% of gross revenue toward marketing budget.

Previous Recession Marketing Success

How did brands who **grew** market share after the 2008 recession invest their budgets **during** the recession?

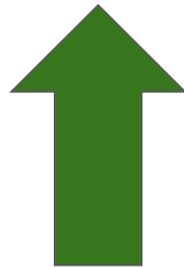
Marketing



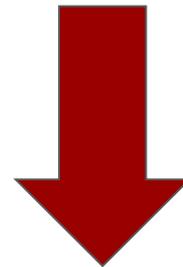
R & D



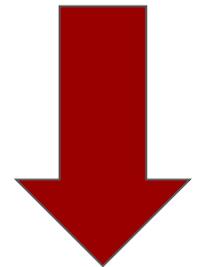
New Products



Fixed Assets



Admin



A New Era

How can these ideas spark new ways for you to relate to your customers?

Digital - The new norm.

Delivery - The new expectation?

Collective Well Being - Top priority and concern.

Local Pride - Communities will rally!

Summary

- Work to build brand awareness & trust
- Understand consumer habits have changed
- Relate to your audience
- Be true to your brand, be authentic
- Consistency on Social Media
- Stay positive and optimistic



Facts and Stats

- **Google and Facebook still hold the largest share of total U.S. digital ad spending, with 37.2% and 19.6% respectively.** (eMarketer)
- **Videos are shared 1,200% more than text and links combined.** (Forbes)
- **About 72% of all online shopping carts are abandoned.** (MarketingSherpa)
- **90% of searchers haven't made their mind up about a brand before starting their search.** (Status Labs)
- **Small businesses earn an average of \$3 in revenue for every \$1.60 they spend on Google AdWords.** (PowerTraffick)
- **90% of consumers read online reviews before visiting a business.** (Bright Local)
- **84% of people expect brands to create content.** (Havas)
- **80% of shoppers who watch a YouTube video related to a purchase they're planning to make do so at the start of the process.** (Think With Google)
- **Since 2016, twice as many small and medium-sized businesses are advertising on YouTube.** (YouTube)
- **88% of consumers who search for a local business on their mobile call or visit that business within a day.** (Social Media Today)

Time to take action!

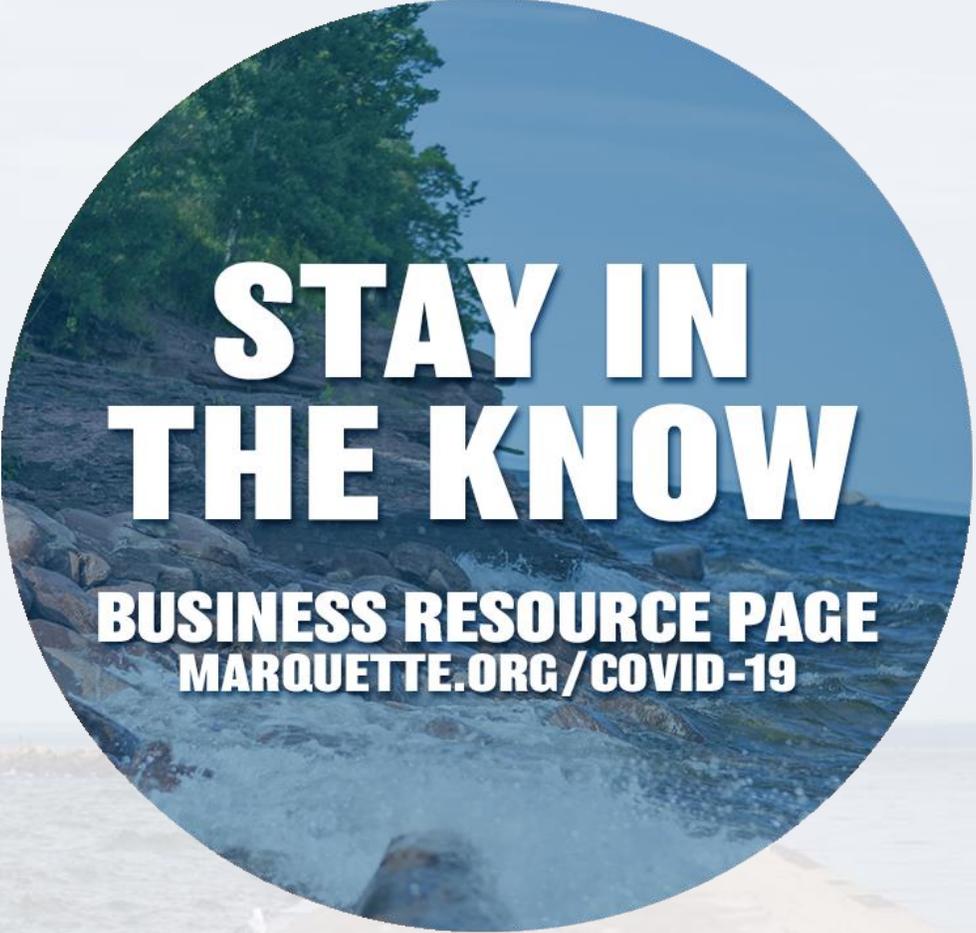
‘A man who stops advertising to save money is like a man who stops a clock to save time’ -Henry Ford

Thank You!

BennettMediaGroup.com

info@bennettmediagroup.com





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