



# 2019 Novel Coronavirus (COVID-19)

**NCCBG Coronavirus (COVID-19) Update: 05.08.20**

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Executive Director Update - May 8, 2020

Coronavirus Information

***Wear, Wait, & Wash***

Good afternoon,

Happy Friday and a quick note ahead of the weekend. Today we begin Phase I of reopening the State's economy at 5PM. Our trends remain positive overall. 7,200 tests were processed yesterday while day-over-day new cases declined, as did hospitalizations and deaths. The Governor reminded us today that it is incumbent on us to continue to practice safe protocols... **W**earing a mask, **W**aiting 6 feet apart and **W**ashing our hands often - the 3 W's. We are getting closer to a partial reopening every day, let's be diligent as we are moving ever closer to Phase II.

This afternoon, we will be sending out a consumer survey to our Pint Hound enthusiast members and through our consumer-focused social media channels to gauge how willing people will be to visit our taprooms in Phase II and beyond. We expect to have the results by the end of next week. We encourage you to post the link to your social media, as well...the larger the response, the more reliable the data. The survey link is:

<https://ncbeer.wufoo.com/forms/kpa5lh5150be65/>

**Other news and information:**

- *From Digital One:* Have you prepared your employees for reopening?? [Returning to the Workplace Checklist](#) provides some very useful information to help you transition your employees back.

- *From NCRMA:* Andy Ellen, president of the NCRMA shared [Target's SAFE Retail Handbook](#) and [Kroger's Blueprint for Businesses](#). You may find them to be another useful tool as you plan your reopening strategies and protocols.

Things are beginning to open, but there is still a lot of uncertainty and angst. Taking care of your mental health is critical. As an owner and leader, your employees are taking cues from you. As a human, we all need a sense of control, and as so much is out of our control right now, this is a significant reason why managing this pandemic is so hard. The Association Executives of NC (AENC) sent a good read to its members, [Maintaining Your Mental Health During These Difficult Times](#), that we hope you find helpful.

Decompress this weekend, my friends. Enjoy the sunshine and your families. We'll "see" you back here on Monday. Stay healthy and look after each other!

#### **Remember...**

- You are on the front lines to help keep your patrons and employees safe and healthy. Follow the Guidance and Executive Orders!
- Use common sense in planning and finding ways to market and sell your products.
- Keep perspective, as we are in the midst of a global crisis.
- The faster we stop the spread of the virus the faster we can get back to business.
- Stay focused on what you can control and be ready to adapt.
- And, as always, take care of each other, your employees, your customers, and yourselves, as this will be a long and challenging road

Please keep us posted on what is going on either by reaching out to me with your questions, [richard@ncbeer.org](mailto:richard@ncbeer.org), or sending consumer related information to [promotions@ncbeer.org](mailto:promotions@ncbeer.org)

#### **UPDATES AND RESOURCES**

<https://www.ncdhhs.gov/es/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina/nc-updates>

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

<https://www.brewersassociation.org/brewing-industry-updates/coronavirus-resource-center/>

<https://ncbeer.org/covid-19.php>

