



2019 Novel Coronavirus (COVID-19)

NCCBG Coronavirus (COVID-19) Update: 04.16.20



Executive Director Update
April 16, 2020

Good afternoon,

Everyone wants an end to this uncertainty, and a return to normal. But as we noted yesterday, normal as we knew it... will not be the normal we experience in the time between now and when we have a vaccine to combat this virulent disease. In his press conference yesterday, Governor Cooper spoke specifically about getting the economy moving again. As is the case with the vast majority of states, the refrain is the same. In order to open economies more fully, we need to be able to *TEST* more broadly, *TRACE* exposure contacts, and weigh this information against *TRENDS*. Discussions are on-going as to how we can begin to open safely without causing a resurgence, and we are participating with the other affected associations and government to ensure our voice is heard. It is important to get the economy moving again, but not at a health risk to our employees, customers, or ourselves.

Now for numbers... there was a surge in test results and the number of cases rose to 5,465 (up 6.7%). The death toll rose to 131 (up 13.7%). The most important number, hospitalizations, rose by 4.8% to 452. The continued slowing in hospitalizations is indicative that we are flattening the curve. We seem to be tracking well, especially when you consider what is happening in other states.

On to other news and updates...

- **PPP Loan Program:** The program is still surrounded by confusion, and according to the White House, maxed out of funding as of this morning. That said, Congress is still discussing injecting the program with an additional \$250B in funding. The SBA posted a

revised FAQ which can be accessed here:

https://home.treasury.gov/system/files/136/Paycheck-Protection-Program-Frequently-Asked-Questions.pdf?utm_medium=email&utm_source=govdelivery

- **More PPP Loan Information:** The National Development Council is hosting a free webinar that provides an overview of the programs application requirements. To register: <https://register.gotowebinar.com/register/3706739976495407629>
- **Even More PPP Information:** I received this Forbes article this morning and thought you would find it an interesting read. It underscores the importance of seeking professional assistance as you navigate the available funding options. <https://www.forbes.com/sites/anthonyнити/2020/04/15/ten-things-we-need-to-know-about-pay-check-protection-program-loan-forgiveness/#13bff80c3291>
- **Federal Reserve to the Rescue?:** The Fed is expanding its Main Street New Loan Facility and Main Street Expanded Loan Facility programs. To learn more about the programs click here: <https://www.federalreserve.gov/monetarypolicy/main.htm>
- **Retailing in the Time of COVID-19:** The NC Retail Merchants Association (NCRMA) is hosting a free webinar on managing your retail operations during COVID-19. This will be important to hear, as we will eventually be opening again, and will most likely see rules similar to what retailers are experiencing today. See notice below:

Join NCRMA and Bob Phibbs, The Retail Doctor, for an important and timely FREE webinar on Friday, April 17th.

- *How do you deal with the coronavirus outbreak at your retail business?*
- *What's the smart thing to do at your business right now?*
- *How do you lead when leadership is tough?*

If you're asking these questions and more, join NCRMA for this online session. Key topics include: :

- *How to navigate the current situation at your business*
- *What to do if your store is closed*
- *How to take care of yourself*

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_txUqDjO9QsaO2R09c8K7PA. After registering, you will receive a confirmation email containing information about joining the webinar.

- **Finally, a bit more to ponder:** Bart Watson did a great interview with BrewBound yesterday. It is a must read. In case you missed it, here is the link: https://www.brewbound.com/news/2020/bas-bart-watson-covid-19-a-shock-to-the-system-for-craft-breweries?utm_source=Brewbound&utm_campaign=39ac84cedd-mailchimp&utm_medium=email&utm_term=0_6026cb3473-39ac84cedd-169799281

As Governor Cooper discussed, the **Three T's - Test, Trace and Trends** - will guide policy. We know the science is right on this, and we can look at history to confirm it. The Spanish Flu in 1918 had a double spike and killed more than 1,000,000 people worldwide. The downturn in our economy

is bad, but coming back too early and too fast, thereby causing a resurgence, would be far worse than a slow, steady, and safe reentry to “normal”.

Use this time wisely to plan your reentry. How will your business model adapt? How will you change? While the circumstances are uncertain, this crisis (like all challenges) serves to emphasize nothing is static, no plan is flawless, and we need to continually adapt and adjust to be successful.

So until our next update, stay healthy my friends.

And, 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, or posting consumer related information to promotions@ncbeer.org

UPDATES AND RESOURCES

<https://www.ncdhhs.gov/es/divisions/public-health/coronavirus-disease-2019-covid-19-resp-onse-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>

