



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

Coronavirus Information and Resources

Bulletin Distributed: June 12, 2020

As often news and needs warrant, Wisconsin Cheese Makers Association will distribute special bulletins alerting you to information and resources related to industry operations and coronavirus (COVID-19). Your WCMA staff is here to support you, and we thank you for your important work.

Treasury, SBA Making Changes to PPP, Issue Guidance on Flexibility

The U.S. Treasury Department this week announced several changes to the Paycheck Protection Program (PPP) designed to expand access to \$130 billion of as-yet unused aid.

In testimony before the Senate Small Business Committee, Treasury Secretary Steven Mnuchin noted that:

- The [Trump Administration does not plan to release the names of businesses](#) in receipt of PPP loans.
- Even more business owners will be eligible to have their loans partially forgiven. Mnuchin said that, while recent legislative change has reduced the amount of the loan which must be used for payroll from 75 percent to 60 percent, even [business owners that spend less than that on payroll could still be eligible for partial forgiveness](#).
- Treasury guidance will be released to [allow more people with criminal records to receive PPP loans](#).

In partnership with the U.S. Small Business Administration, the Treasury Department has now also issued [changes to its interim rules on PPP](#), reflecting changes mandated by the enactment of the [Paycheck Protection Program Flexibility Act](#).

Wisconsin Small Business Owners Can Apply for "We're All In" Grants Beginning Monday

Wisconsin's ["We're All In" Small Business Grant application portal](#) goes live next Monday, June 15 at 8 a.m. and is scheduled to close on June 23.

Funded by the federal Coronavirus Aid, Relief and Economic Security Act, the program will provide \$2,500 grants to 30,000 small businesses to assist with the costs of business interruption or for health and safety improvements, wages and salaries, rent, mortgages and inventory.

A business may apply if it:

- was in operation in February 2020;
- is Wisconsin-based and for-profit;
- employs 20 or fewer full-time employees, including the owner; and
- has less than \$1 million in annual revenues.

[Complete program details](#) are available now online. [Contact WCMA staff](#) if you have questions.

Wisconsin Farm Aid Period Opens Monday

The \$50 million Wisconsin Farm Support Program will begin to accept applications next Monday, June 15, with forms and full information available on the Wisconsin [Department of Revenue website](#). Wisconsin farmers with gross income between \$35,000 and \$5,000,000 in 2019 may be eligible to receive a payment. Individual payments will range from \$1,000-\$3,500 and will be issued after the application period closes on June 29. Farmers are encouraged to apply as soon as possible.

Wisconsin's Marathon County Puts the Brakes On Sweeping COVID-19 Ordinance

After [pushback from WCMA](#) and others, members of Wisconsin's Marathon County executive committee voted unanimously late yesterday to send a [sweeping coronavirus ordinance](#) back to committee, rather than advance it to the full board. The measure had threatened business closures and large fines.

Here's a look at recent news coverage:

- WSAW-TV: [Marathon County COVID-19 proposed ordinance sent back to health committee](#)
- WAOW-TV: [COVID-19 ordinance put on hold by Marathon Co. Executive Committee](#)
- Wausau Pilot & Review: [Marathon County COVID-19 ordinance heads back to committee](#)

WCMA will keep members informed of key policy decisions at all levels of government and will continue to advocate for you, your businesses, and your employees.



Focus Friday: The Power of Respect

WCMA is proud to bring you *Focus Friday*, highlighting leadership strategies to help you motivate your team and move your business forward.

Be sure to check out a free e-book, [Leadership. Not Cancelled. Leading in Challenging Times](#), from WCMA's leadership training instructor [Cyndi Wentland](#) of [Intentionaleaders](#).

This week, Cyndi shares an [engaging video on the power of respect and civility](#) in the workplace. Have questions? Please [let us know](#). We're here to help.



WCMA Salutes Essential, Critical Dairy Processing Employees for June Dairy Month

WCMA is saluting your critical, essential workers throughout June Dairy Month, with three features on our social media pages:

- A [Facebook profile frame](#)
- Messages of thanks, and
- #EssentialWorker spotlights



Help us applaud our industry's best by [sending a picture of your staff member or team](#), and noting their work. WCMA will design and share shout-outs to these special dairy processing staffers on Facebook, Twitter, and LinkedIn. [Let us know if you have questions!](#)

Coronavirus Headline News

Dairy Industry

- [WISC-TV: 'It pretty much destroyed our markets': Panel talks trade, coronavirus problems for Wisconsin's ag industry](#)
- [KUTV-TV: 'Curds + Kindness' redirects Utah milk to serve front line workers](#)
- [Civil Eats: How food hubs and co-ops are overcoming the USDA farm box program's flaws](#)

Wisconsin

- *Milwaukee Business Journal*: [Evers says possible COVID-19 surge in fall less likely to cause statewide disruption](#)
- *Appleton Post Crescent*: [Wisconsin reports 333 new coronavirus cases as state health official warns of lingering vulnerability to 'small spikes'](#)
- *Wisconsin Rapids Tribune*: [Portage County confirms 15 more cases, four other counties rise](#)
- *WFRV-TV*: [City responds after Oshkosh-Neenah area identified as sixth in nation to see increase in COVID-19 case](#)
- *WDJT-TV*: [Area \(Milwaukee\) coronavirus testing sites see decrease in people getting tested, leaving doctors concerned](#)
- *WITI-TV*: [Suburban Milwaukee Co. cities to move into next phase of reopening Friday](#)
- *WISC-TV*: [Dane County businesses anticipate Phase Two of Forward Dane](#)
- *Kenosha News*: [Thousands could lose service as PSC lifts COVID-19 utility shutoff moratorium](#)

National/International

- *Reuters*: [U.S. insurers use lofty estimates to beat back coronavirus claims](#)
- *FOX News*: [Florida, South Carolina coronavirus figures are the states' highest yet for a single day](#)
- *Washington Post*: [Oregon pauses its reopening plans for one week after coronavirus cases hit new high](#)
- *Chicago Tribune*: [As U.S. lockdowns roll back, there's been an alarming rise in coronavirus cases. Here's what's driving surges in some states.](#)
- *The Hill*: [White House officials downplay 'second spike' of COVID-19](#)
- *Reuters*: ['This is about livelihoods': U.S. virus hotspots reopen despite second wave specter](#)
- *NBC News*: [Ohio health director Amy Acton, praised by some for coronavirus response, stepping down](#)
- *Los Angeles Times*: [A revolt against wearing masks poses threat as California reopens](#)

Visit [WisCheeseMakers.org](https://www.wischeesemakers.org) for More Resources

WCMA will provide links to new and timely coronavirus resources for members in these bulletins, but we want to alert you that we update our coronavirus resources page on [WisCheeseMakers.org](https://www.wischeesemakers.org) daily. Please visit the page for additional information on employee safety, regulatory flexibility, operations guidance, federal and state support, and ways to salute your critical, essential staff.

WCMA Key Contacts

WCMA staff is continuously reaching out to dairy manufacturer and processor members throughout this crisis to identify ways we can be of service. If you have any questions or concerns, please contact us at any time. Here are ways to get in touch.

- WCMA Executive Director John Umhoefer: jumhoefer@wischeesemakers.org or 608-225-7130
- WCMA Communications, Education, and Policy Director Rebekah Sweeney:

