



WISCONSIN CHEESE MAKERS ASSOCIATION

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Coronavirus Information and Resources

Bulletin Distributed: June 19, 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.

SBA Revises PPP Loan Forgiveness Application

The U.S. Small Business Administration (SBA) has released a [revised loan forgiveness application](#) and [associated instructions](#) for the Paycheck Protection Program (PPP). The form reflects changes mandated through Congressional action, offering [greater flexibility for business owners](#) who've made use of PPP aid.

CDC Issues Guidance on Use of Hand Sanitizer

The Centers for Disease Control and Prevention (CDC) this week has released a [study and guidance on the proper use of hand sanitizer](#), noting best practices are often not followed. Hand sanitizer should be at least 60 percent alcohol. To use it correctly, the CDC recommends rubbing the hand sanitizer between your hands for 30 seconds, until all the gel is dry. Hand sanitizer should cover the surface of your hands and your fingers.



Focus Friday: Free Course in Giving Feedback

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

This week, WCMA's leadership training instructor [Cyndi Wentland](#) of [Intentional Leaders](#) is offering a new course focused on feedback **free of charge to WCMA members**.

If you've ever come away from a feedback discussion with a "to do" list, as opposed

to greater accountability and an action plan for your employee, this resource is for you. The downloadable workbook, videos and feedback template are [available now](#).

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



Today, we're shining a spotlight on the shipping team at Westby Cooperative Creamery. Dependable and productive, this crew has stepped up to ensure timely delivery of delicious dairy products. Bravo!

JUNE DAIRY MONTH



**Join us in saluting
#EssentialWorkers.**

Today, our thanks go to the Westby Cooperative Creamery shipping team.

You make a difference! 




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

- *WJFW-TV*: [Local dairy farm adapts to coronavirus](#) (Noting WCMA member Mullins Cheese)
- *Wisconsin State Farmer*: [COVID-19 forces changes to dairy promotion activities](#) (Noting WCMA)
- *New York Times*: [Coronavirus gives new meaning to S.O.S. for cheesemakers: Save Our Stilton](#)

Wisconsin

- *WBAY-TV*: [Wisconsin confirms most new COVID-19 cases in two weeks](#)
- *Appleton Post Crescent*: [Wisconsin reports 422 new coronavirus cases, a four](#)

- [percent positive testing rate](#)
- *Newsweek*: [In Wisconsin and Georgia, models for lockdown skeptics, COVID-19 cases rise](#)
- *Green Bay Press Gazette*: [Brown County has 54 workplaces under COVID-19 investigation, the most in Wisconsin, records show](#)
- *La Crosse Tribune*: [La Crosse County announces 22 new cases](#)
- *Racine Journal Times*: [After Echo Foods workers' deaths, demonstrators demand more protections for workers](#)
- *Wisconsin State Journal*: [Survey: Half of responding businesses signal ability to weather COVID-19 pandemic](#)

National/International

- *CNBC*: [U.S. coronavirus cases surge by more than 27,700 in a day as 7-day average jumps 15% from week ago](#)
- *Newsweek*: [States where coronavirus cases are rising](#)
- *FOX News*: [California sets record for daily coronavirus cases, exceeds 4,000](#)
- *Reuters*: ['It may save your life': Facing virus surge, more U.S. states mandate masks](#)
- *FOX Business*: [Fed's Rosengren says more support likely needed to bolster nation's economy](#)
- *New York Times*: [A tidal wave of bankruptcies is coming](#)

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: rsweeney@wischeesemakers.org or 608-386-3012
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