



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

Coronavirus Information and Resources

Bulletin Distributed: May 1, 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.

WCMA Advocates for Baldwin's \$1B Ag Grant Bill

WCMA staff are calling on members of Congress to back a [proposal from Senator Tammy Baldwin \(D-WI\) that would direct \\$1 billion in block grant funding to state departments of agriculture](#). States could make then provide grants to agricultural businesses - both farms and manufacturers, and offer other forms of support.

An easy-to-read, one page [summary of the bill](#) is available here.

Many thanks go to Sen. Baldwin for her work on behalf of the dairy industry, and agricultural community as a whole - and to the WCMA members who have already contacted their Congressional leaders in support of this proposal! If you'd like to join in our advocacy efforts, please email [WCMA staff](#), who will provide a draft letter and pertinent contact information.

Evers Considering Aid for Manufacturers, Farmers in Plans for Nearly \$2B in Relief Funds

Wisconsin Governor Tony Evers reiterated today that [direct payments to farmers are "under consideration"](#) as he plans the use of nearly \$2 billion in federal coronavirus relief funds. The administration is also considering aid for manufacturers and small businesses, as well as hazard pay for childcare workers and other essential, critical workers. Plans will be announced next week.

The Legislative Fiscal Bureau notes Evers does not need legislative oversight to implement plans. Federal deral aid may not be used on existing state costs.

Wisconsin Launches Mobile Testing Statewide

As part of the 'Badger Bounce Back' plan to reopen the state's economy, Wisconsin Governor Tony [Evers today announced the Wisconsin National Guard will run free, mobile COVID-19 testing sites.](#)

[Today, drive-through testing will be available for anyone experiencing symptoms in Buffalo and Pepin counties until 7 p.m.](#) Testing will be [available May 3-4 from 9 a.m.-5 p.m. for those in Barron and Polk Counties and the St. Croix Tribe.](#) More locations and dates will be shared in the days ahead.

A free, online assessment with nursing support is also available 24/7 via [Wisconsin Health Connect.](#)

WCMA Notes: Truths Emerge in COVID-19's Upheaval

In the May edition of *WCMA Notes*, [Executive Director John Umhoefer](#) details what we've learned about the dairy processing industry in the midst of the coronavirus pandemic, from its quick action to protect workers to the fragility of the food supply chain. [Read the column here.](#)

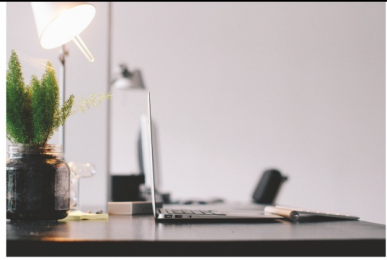


Focus Friday: Adopting New Practices

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

Be sure to check out a new, free e-book, [Leadership. Not Cancelled. Leading in Challenging Times](#), from our leadership training instructor Cyndi Wentland of [Intentionaleaders](#). This week, Cyndi shares tips for adopting new practices and structure in your workplace environment.

"Neuroscience has identified that when we lack certainty, our 'threat' response can be triggered (fight or flight). We have bundles of uncertainty right now, so as leaders we need to create a semblance of order for the work that needs to be accomplished. Providing structure for your team will calm anxiety, and also help them to be more



PROCESSES AND PRACTICES MATTER

There are traditionally four key functions of a manager, they are to: **Plan, Organize, Lead & Control.**

Management is about facilitating those four functions efficiently and effectively. With marketplace, workplace and workforce changes—your practices need to evolve. Quickly.

If you haven't already, it's time to do an inventory of current processes, practices and guidelines. What is working? What is not?

Why? Because as humans, we value certainty. Certainty right now feels elusive. We feel powerless. The irony is that we've never really had certainty, but we probably had more consistency, and more structure. So we felt we had more certainty.

As a leader, help to provide structure to increase the feelings of certainty. Many leaders are implementing small check-ins at the beginning and end of each day with all team members. This provides feelings of connection, support and certainty. It gives stability.

efficient and effective.

"Engage your team in the building process. Don't be the hero rescuing everyone, be the coach empowering the team."

Click on the image for much more. Have questions? Feel encouraged to get in touch with [Cyndi](#) - or [WCMA staff](#) - anytime.

Coronavirus Headline News

Wisconsin:

- [WKOW-TV: 10.8 percent of COVID-19 tests come back positive, eight more dead](#)
- [WITI-TV: FEMA delivers 230K N95 masks, decontamination system](#)
- [WISN-TV: Lines grow longer at food pantries as need increases](#)
- [WisPolitics: Hughes says WMC reopening plan 'thoughtful and reasonable,' but says Evers administration plan should continue](#)
- [Wisconsin State Journal: Wisconsin businesses urge lawmakers to pass 'back to business' plan](#)
- [Wisconsin Public Radio: Many Wisconsin manufacturers feeling coronavirus slump](#)
- [WTMJ-TV: More than one out of three Wisconsinites still waiting for unemployment benefits](#)
-

National/International:

- [KDKA-TV: 'My worst nightmare': 2 million pounds of Swiss cheese stuck in storage due to coronavirus pandemic](#)
- [Insider: French people are told its their patriotic duty to eat more cheese](#)
- [The Hill: Agriculture Secretary expects meatpacking plants to reopen 'in days not weeks'](#)
- [FOX Business: Amazon, Walmart, Target employees strike, demanding hazard pay](#)
- [Reuters: Trump threatens new tariffs on China over coronavirus](#)
- [Detroit Free Press: Trump supports Michigan protesters](#)
- [The Hill: Outbreak spreading farther into rural America](#)
- [MSN: State-by-state coronavirus news](#)

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
-