

THE ADVANTAGE OF THIS PRESENT MOMENT

By Mary Lau

C OMPLYING WITH AN EXECUTIVE ORDER TO CLOSE YOUR BUSINESS,

as a result of a global pandemic, is likely the most difficult business decision you have ever had to make. Yet, it is a double-edged sword as we are left guessing what the new state of capitalism, commerce, trade and global economics might be once the economy is opened again for business. There is a lot to take in, and being a business owner adds more stress because you have to consider your family, your employees and employee's families in the whole matter. Undoubtedly, you feel the weight of the decision you made.

One option is to consider it a good time to look at your business from another prospective and take the time to truly assess it internally and externally. Some times we get so caught up in cash flow analysis and internal financials that we are buried under those reports and things that we'd like to truly consider go by the wayside.

Recovery is a process, but so is building a sustainable business model that can


Mary Lau, RAN CEO

survive pitfalls and disasters such as the one we are in right now. I'm in no way suggesting I'm a business coach, actually outside of my role and responsibilities at RAN, I'm like you – a business owner.

When was the last time you had the opportunity to actually sit down and do a business plan with short-term and long-term strategic goals? When was your last SWOT analysis? What was it that you wanted to change in your business if you only had the time? Did you actually fulfill your mission statement, or did it become "window dressing" on your website? Have you stepped into a habit loop?

The SWOT concept is a simple one: it is a time-tested grid, or square divided into

- four parts, which reflects internal strengths, internal weaknesses, external opportunities, and external threats. The grid still works. It's always an eyeopener when this is done in multiple phases. You, as the owner can start with your separate grid. Take your time on this and really do a business gut check. Then it would be a good idea to engage your employees in this with a separate grid. If the business is still open during this time,

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NEVADA'S CONSUMERS THANK YOU

By Bryan Wachter

YOU MIGHT HAVE SEEN THE NEWS COVERAGE

on the polling data RAN has released regarding the coronavirus outbreak in Nevada. Polling is something we take very seriously because it is important to us that we approach decisions with as much information as possible, so when COVID-19 struck Nevada, the RAN team started asking the public how it was impacting their lives.

In this polling we found one silver lining; consumers overwhelmingly believe that Nevada's retailers have handled the coronavirus well – far exceeding how they believe our elected officials have handled it. We've run the survey several times, and each time consumers acknowledge the efforts of the retail industry to keep the doors open and the shelves filled.

Now it's time to consider what happens next. Nevadans have

successfully flattened the curve, never once overrunning our hospital capacities. What we don't know is how quickly we can reopen the state and if we'll see COVID-19 come back with a vengeance when we do. We now have the framework of a plan from President Trump and Governor Sisolak for a very cautious reopening, a little bit at a time as to not overrun our hospitals if there is to be another spike.

With a plan in place to begin re-opening businesses, we must also acknowledge that this outbreak may have changed our consumers.



Bryan Wachter

consumers will return to their previous shopping habits.

But consumers returning is not the only challenge on the horizon. The stay at home order and closure of non-essential businesses has taken its toll on the Nevada

horizon, RAN will continue to survey Nevadans so we can be aware of how the public is reacting, and with that knowledge, RAN is able to deliver positive outcomes for you. It is critical for lawmakers to understand that now is not the time to look to the backs of Nevada's retailers to fill the gaping budget holes left by weeks without tourism and gaming, and the voters agree.

Now is the time for responsible governing, and that's going to mean some hard decisions and some cuts to government programming; things that Nevada's businesses have been doing these

last weeks as a result of the coronavirus outbreak and the orders to that have fundamentally changed numerous businesses.

It's been a hard season, and it may get harder before it gets better, but as we continue into another uncertain time in Nevada politics, I just remind you that Nevada's consumers see your sacrifices and thank you for them. ■

"The stay at home order and closure of non-essential businesses has taken its toll on the Nevada state budget, so much so that a special session is not out of the question."

From our polling we know that Nevadans have been very concerned about COVID-19 and have strongly supported all efforts that have kept it contained. The next question we're asking is how quickly our

state budget, so much so that a special session is not out of the question. That, combined with a mailed ballot primary and a critical general election, makes this a very uncertain time in Nevada.

With all of this on the



CHANGE BY NECESSITY

By Andy Peterson

H EAVILY D EPENDENT U PON T HE “TUBE”

to get to work, Londoners experienced disruption and stress due to a partial shutdown of the system in 2014 as a result of an employee strike.

Complicating things were seasonal rains which hampered the city's residents' abilities to walk or ride a bike to work. As a result, most were dependent upon a portion of the tube which remained operational. Commuters altered their routes to work, including riding different lines and finding new tube stops.

Studies of behavior, by academics at Cambridge and Oxford Universities, later found the strike forced commuters to seek efficiency in their travels – something not previously done as most commuters were comfortable and saw no need to find new lines or stops near their jobs. In fact, one in twenty commuters later retained their new route to

work, something they never would have done had a strike not forced them to change.

But what does this have to do with retailers? After all, we are in the midst of a world wide pandemic. Prior to publication of this newsletter most people were self-isolating, working from home, and generally staying away from stores if at all possible.

The retail industry was turned upside down and faced its own tube strike. Consumers have been forced to find their own efficiencies in how they obtain goods – many of these new ways of finding things will become habits. Retailing has likely changed forever.

Mary Lau, in her article on page one, exhorts us to take the time to figure out where our businesses are headed and what we would like to them to be once the pandemic passes. It seems a difficult task when many retailers are simply trying to remain viable. Yet, Mary is right, when forced to change people have a way of adapting. Figuring



Andy Peterson

out how they will adapt is the challenging part.

Prior to the pandemic and stay at home order in Nevada, I shopped for groceries by visiting a number of neighborhood stores. I bought certain brands at Walmart, Target, and Smith's. I went whenever I wanted. Sometimes early in the morning, sometimes on my way home, and often times for one or two items. No longer. For the first time I shopped online at Smith's and picked up my groceries in the parking lot. As well, I now make a comprehensive list of groceries prior to shopping either

online or in-person which gives numerous meal options rather than run to the store for an item or two for a specific recipe. Crisis has changed my habits.

None of this is easy. Business models have been challenged and abject pain abounds in the business community. However, there is opportunity if one wants to seek it. I have no solutions to offer except to exhort retailers to think like many of America's early innovators.

For instance, Henry Ford didn't invent the automobile, but he did adapt the assembly line of Chicago's pork processors, and, as a result, he revolutionized world transportation. The list of innovators is long. What they all have in common is they thought beyond the crisis changing event to new opportunities. Again, none of this is easy. This is difficult and grueling stuff but if one thinks like the misplaced London commuter, one can find a new way ■.

PRESENT MOMENT *Continued from page 1*

then figure out a way to give them time to engage in this process. If they are furloughed then a Zoom meeting, GoToMeeting, Skype, or other app, will work and may keep them interested in and feeling

part of the company. Most of the time a facilitator is used, but it is not necessary to spend the money on that unless you choose to. The important thing is to get it done. You have this time

to sit with your dream and remember what you intended, what worked and what didn't. The internet is full of SWOT advice and suggestions so enjoy re-creating your company and become

excited for its' future and then start planning for recovery with a new future in mind. ■

Mary Lau



PHARMACY DURING LOCKDOWN

By Liz MacMenamin

WHILE MANY BUSINESSES ARE CLOSED ACROSS

the state of Nevada, pharmacies have remained open to provide needed medications to patients.

The CDC (Centers for Disease Control) have issued guidelines to assist in minimizing the risk of exposure to staff and to reduce the risk for customer exposure during COVID-19. Those guidelines include:

- Universal use a face masks in Pharmacy;
- Postpone or reschedule delivery of routine clinical preventative services; and
- Special

considerations for clinics within pharmacies.

Pharmacists have the ability to help patients manage their existing

conditions during the COVID-19 pandemic. This is important as underlying conditions are correlated with worse COVID-19 outcomes. Be sure to consult with your pharmacist to prevent an exacerbation of any underlying condition and to reduce a preventable hospitalization.

RAN recognizes and thanks all healthcare providers who are working tirelessly to treat Nevada citizens. Besides pharmacists this group includes; doctors, nurses, and an array of healthcare support staff working in multiple settings. You are an amazing group of people.

MEDICAID AND HOME DELIVERY

Governor Sisolak recently took action



Liz MacMenamin

for medication home delivery from community pharmacies. We applaud the governor for this action.

This allows continuation of medication management for those unable to visit the pharmacy. It also reduces customers need to visit a pharmacy, which serves to both protect the customer and the pharmacy staff. Better yet, delivery service is free to the beneficiary and should be covered as a

reimbursable service under Nevada Medicaid as a part of the prescription drug benefit.

While there is no charge to the consumer for medication home delivery, the increased costs are borne by the pharmacy. Specially, the additional costs for the service are not adequately covered by an increase in dispensing fees that Nevada Medicaid has adopted.

As a result, RAN and NACDS (National Association of Chain Drug Stores) is advocating for the Nevada Department of Health and Human Services to seek waiver authority to increase the fees to allow adequate coverage and reimbursement from the state for these delivery services. ■

CDC GUIDELINES FOR GROCERY SHOPPING

- Only shop in person when you absolutely need to.
- Avoid shopping if you are sick.
- Stay at least 6 feet away from others.
- Cover your mouth and nose with a cloth face covering.
- Shop during off-peak hours or during special hours for high-risk people (65 or older, and those with serious underlying medical conditions).
- Disinfect shopping cart with wipes if available.
- Don't touch your eyes, nose or mouth.
- Use touchless payment if available.
- Use hand sanitizer right after paying with cash or touching a keypad.
- Use hand sanitizer after leaving store, then wash hands with soap and water for at least 20 seconds at home.



PLANNING FOR REOPENING

By Mary Lau

A S THE RUN ON PAPER PRODUCTS (TOILET PAPER)

and commodity items such as bacon proves, the public had a very difficult time accepting that this was not a hurricane, or tornado when people come out of their shelters and immediately began the process of rebuilding. This is a totally different ballgame, and seemingly nothing in our collective experience prepared us for it.

Sure, we had modeling, but we are all muddling through to the best of our abilities. We all know this to be true; a coronavirus pandemic coupled with extreme economic disruptions has certainly presented new challenges.

Governments are starting the planning process right now for recovery, both for

the economy and reopening of and restoring our personal freedoms. Recovery is a process, and RAN is participating at all levels in this planning including action plans that can drive results. We are part of multiple coalitions and we are engaged in

activities before the open sign can be put in the windows.

I'm a big fan of graphs and charts. Decision Trees and Gantt Charts are great, they lay out the problem so that all options can be challenged. They allow us to fully analyze the possible consequences of a decision. They provide a framework to quantify the values of outcomes and the probabilities of achieving them.

If you don't want to go that far, enough said, develop a grid of tasks, the timelines and priorities, then who might be responsible person to complete particular tasks. It would be a good start. There is likely governmental guidance (even mandates) for this process with hours of service, personal protective equipment, customer counts and other obstacles to consider when making

plans.

When you are able, consider what repairs had been put off, what maintenance contracts, cleaning services, consultant agreement, renewals, filings and other details that slipped by your awareness.

Think about what promotions and advertising might be needed for reopening. As RAN gets more ideas and information for this process we will keep you informed, add to your "to-do" list (sorry), and add other which might help in a smooth transition to when reopening of your business. That process will require work now, but there is an advantage of time right now and a complete triage of the business now will help you to successfully reopen your business.

You and everyone who depends upon your business will be better if you plan now. ■



collaboration on your behalf.

This is also a good time to plan your own businesses recovery. It's going to take a lot of work. Work that will have to be systematic with prioritizing, implementing and planning multiple



Nevada Notes

UNEMPLOYMENT NUMBERS CONTINUE TO SKYROCKET

The Nevada Department of Employment, Training and Rehabilitation ("DETR") continues to see record numbers of unemployment claims, estimated to be more than 164,000 so far.

Of initial unemployment claims, 96% have been filed successfully online, while only 4% have been filed by phone. Despite officials continuously recommending unemployment claims be filed online, phone call volumes to the unemployment call center are 90 times higher than normal compared to calls before March 15.

In response, DETR has nearly tripled its staff from 75 to 200 employees and will continue to hire in the coming weeks, including contracting with a vendor to add an additional 100 full-time operators.

National numbers released this morning show 6.6 million Americans filed for unemployment last week alone, bringing the pandemic total to over 17 million individuals, or 13% – the worst since the Great Depression.

NEVADA GETS HIGH MARKS FOR SOCIAL DISTANCING

Nevada is one of two states to receive an overall "A" letter grade from Unacast's

Social Distancing Scoreboard, alongside Vermont.

The scoreboard breaks Nevada's grade down county by county, showing Douglas as the highest performing county in the state and Lyon County as the lowest with a "D+".

Nevada's most populated counties, Clark and Washoe, both received a "B" grade. The scoreboard notes an "A" letter grade represents reduction in non-essential travel by more than 70-percent.

THUNDERBIRDS FLYOVER

The U.S. Air Force Air Demonstration Squadron known as the "Thunderbirds" flew over Las Vegas in honor of health care workers, first responders and other essential personnel battling the coronavirus pandemic across the valley. The Thunderbirds flew over at 2:30 P.M. on Saturday, April 11, starting at Nellis Air Force Base and traveling over Centennial Hills, Summerlin, Spring Valley, along the Strip and then down to Henderson.

The path was designed to ensure residents were able to view safely from their own homes.

FIRST ROUND OF NEVADA MONEY FOR HEALTHCARE

The United States Department of Health and Human Services (HHS) announced how the Provider Relief Fund will be distributed

amongst states, totaling \$100-billion in relief funds to hospitals and other healthcare providers.

The first \$30-billion was distributed, with more than \$240-million of this initial allocation coming to Nevada.

Providers were distributed a portion of this initial allocation based on their share of total Medicare FFS reimbursements in 2019.

Nevada has 2,581 Providers and Systems paid through the Public Health and Social Services Emergency Fund, for a total of \$241,471,841. As Nevada approached the surge date, this is welcome news for the state's healthcare providers, medical professionals, and first responders.

GAMING INDUSTRY AND UNION MEMBERS

The Culinary Union's international parent union, UNITE HERE, held a virtual press conference with its leadership to discuss the gaming industry's handling of the coronavirus pandemic, calling upon casino companies nationwide to take better care of employees.

D. Taylor, the UNITE HERE International President, urged gaming employers to do better.

Last month, the Culinary Union requested Nevada casinos provide one month's pay for their workers and guarantee workers can

return to their jobs once the properties reopen. To date, Wynn Resorts is the only union casino to agree to the request.

Notably, Station Casinos and Las Vegas Sands, both non-union properties, are leading the way in terms of worker compensation. Station Casinos employees will continue to receive pay and health benefits for its covered employees through May 15. The Las Vegas Sands will continue to pay full-time employees through May 1, in addition to providing pay for approximately 1,200 employees of third-party restaurants in its properties. Taylor called upon the rest of casinos to begin paying employees, referencing their ability to access federal loan programs if they don't have adequate cash reserves.

NEVADA TO PRODUCE ADDITIONAL VENTILATORS

Reno-based company Hamilton Medical received a five-month contract valued at \$552-million to produce ventilators, as part of the White House's plan to get 100,000 ventilators over the next 100 days for the Strategic National Stockpile. The Nevada and family-owned company has spent the last few weeks processing only COVID-19 orders and working 24/7 to produce ventilators,

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National Notes

RESEARCHERS CREATE WATER-DEGRADABLE PLASTIC COMBINING STARCH AND CELLULOSE

Researchers have worked for some time to develop an alternative to plastic. This is important as plastic is floating around in the world's oceans.

Previous attempts to develop alternatives have been somewhat successful. However, these attempts left an expensive product which can be made in limited quantity.

Now a university in Japan has developed an alternative to plastic by combining biomass starch and cellulose. Cellulose can be found in potatoes, corn, or tubers. Starch can be found in plants like cotton. Associate Professor Taka-Aki Asoh, and his team of researchers, say this is important in order to curb plastic pollution.

In addition, Professor Asoh asserts the new substance to be helpful in reducing greenhouse gases.

Physics.org

WALMART MAKES FACE MASKS MANDATORY

Walmart is requiring all 1.5 million U.S. employees wear face masks while on the job. This is effective April 20th and applies to stores, Sam's Clubs, distribution and fulfillment centers as well as corporate offices. This in response to the coronavirus.

Chain Store Age

ARE RETAILERS AND LANDLORDS DESTINED TO HEAD TO COURT OVER RENTS?

It is not news that many small retailers are struggling as a result of the coronavirus. What many people forget is that while businesses are shuttered, they do not make money while, at the same time, expenses continue. This includes rent. As a result, many small retailers are falling behind on their rent. Moody's concluded this downturn is worse than 2007 and 2008. Landlords, then, would be wise to negotiate those rents rather than let their spaces sit empty.

Store closures are expected to have a dramatic ripple effect across the economy.

According to a Bloomberg report, retailers and restaurants including Mattress Firm and Subway are asking landlords to amend leases to reflect the new coronavirus reality.

Some companies may attempt to invoke "force majeure" clauses in their contracts to delay or reduce payments due to an unforeseen event.

"The court system is just going to get flooded with a million of these disputes between tenants and landlords," Vince Tibone, an analyst at Green Street Advisors, told Bloomberg. "If the government doesn't step in in any form or fashion, it

could get ugly. They need to respond quickly."

Retail Wire

SOME RETAILERS BAN REUSABLE BAGS

Some retailers, including nationally recognized brands, are banning reusable bags due to the corona virus. New Hampshire, New York, and Maryland have either temporally banned reusables or are postponing the shift away from single issue plastic bags.

The Food Industry Association (FMI) says that while it is unclear if reusable bags can transmit the coronavirus, "reusable bags and totes can become unsanitary and a vehicle for cross-contamination if not properly cared for. Many of these bags are not designed with food safety in mind and can be a challenge to clean appropriately."

Grocery Dive

NO SURPRISE CONSUMER CONFIDENCE DOWN

According to a Refinitiv Ipsos survey, conducted on March 24 to March 25, consumer confidence has dropped to its lowest level since January 2012.

The index score dropped to 46.0 as compared to 60.9 just a few weeks prior. However, at the time this piece was composed, consumer confidence is still higher than it was during the 2008 financial crisis.

Additionally, two-thirds of adults surveyed said that compared to six months ago, they are less comfortable making major purchases like a home or car (67%) and other large household purchases (66%).

Chain Store Age

WALMART OFFERS RENT RELIEF TO SHOPS WITHIN THEIR STORES

Walmart is waiving rent fees for its in-store business partners for the month of April.

Walmart is also making changes to its supply-chain financing program to help qualified suppliers get payments faster.

Walmart has also indicated it will pay bonuses to its hourly employees for keeping stores stocked during the rush to prepare for the pandemic. Walmart's executive vice president of corporate affairs Dan Bartlett said the bonuses will reward employees for "performing Herculean efforts" and put money into their pockets.

CNBC

KROGER OPENS PICKUP ONLY STORE

Kroger has converted a store in the Cincinnati area into pickup only store. Customers can only get groceries by ordering online then picking them in a designated area in the

Continued on page 11



AI – COMING YOUR WAY

By Andy Peterson

A RTIFICIAL INTELLIGENCE IS HERE AND IT IS NOT

going away. It has already invaded our everyday lives and it only looks as if it will soon be common place; even complicated processes will soon rely upon AI.

This could include self-driving cars, and drones

employed to deliver a medication or an order of chicken wings.

AI is made possible by math and science in order to solve business problems. Retailers can, and already do, use it ways that help their businesses.

AI has the ability to make a decision without

human interaction. It has the ability to learn and make self-adjustments. It can simulate alternative decisions by going beyond what the human mind is

at Daisyintel, states when properly used it can increase net profit by 100 percent and reduce inventory reduction allocation by 80 percent.

recommendations. AI is not just something for Amazon, Target, or Walmart. AI is available to companies large and small. Whether it is using simple spread sheets (the simplest form of AI), or it's a powered platform employable to make your business more productive or profitable, it's available and ready to use. In fact, it's



capable of doing within a reasonable time frame. It also can learn to make new decisions by looking at long term solutions. All of this is good, so long as it is overseen by a human.

AI, to say the least, is very disruptive. Chuck Williams, Director of Information Technology

He proposes this to blow up the paradigm of "what happened last year so we can repeat it this year." He further states, "data is the new oil." He cites Amazon who uses AI to make 2.5 million pricing changes per day. As a result, 35 percent of Amazon revenue is driven through AI powered

hard to think about a time when AI was nothing more than a curiosity.

We know you know all this already. Retail, however, is one of the most complex industry sectors and AI can make it simpler, easier, and more profitable. ■

NEVADA NOTES *Continued from page 6*

including already delivering hundreds to countries most affected.

NEVADA ATTORNEY GENERAL ANNOUNCES NEW TASK FORCE

Nevada Attorney General Aaron Ford and U.S. Attorney Nicholas Trutanich

announced Monday the formation of a Nevada COVID-19 Task Force aimed at enhancing consumer protection amid the coronavirus.

The task force is comprised of local, state and federal investigators and attorneys with substantial

experience in handling claims related to consumer-related fraud and cybercrime. As the coronavirus continues to affect Nevada consumers, the number of scammers looking to capitalize on unknowing citizens' hardships increases.

Fifteen agencies are part of the Task Force,

including the Federal Bureau of Investigation (FBI), the U.S. Secret Service, the Internal Revenue Service (IRS), the Washoe County Sheriff's Office and the Las Vegas Metropolitan Police Department.

Notes provided courtesy of McDonald Carano.



EMPLOYMENT LAW GUIDANCE FOR RETAILERS, AMIDST A GLOBAL PANDEMIC

By Laura Jacobsen, McDonald Carano Law Firm



Government Affairs & Advocacy Group

I N THE MIDST OF AN UNPRECEDENTED HEALTH AND ECONOMIC CRISIS

spanning the globe, Nevada retailers must navigate a complex web of intersecting guidelines, duties, and obligations. New laws, regulations, and emergency declarations are a daily—if not hourly—occurrence. In the meantime, pre-pandemic laws and regulations remain in effect, though some have been modified.

As citizens and business owners, we have all been called upon to keep our communities, our employees, our customers, and our families as safe and secure as possible.

Whether you operate an essential business that remains open to the public, or a non-essential business complying with safety directives to close your doors, you should be aware of the obligations and opportunities the law has presented in the past few weeks. This article provides a general summary of major developments in the Nevada employment landscape,

including links to resources and guides.

ESSENTIAL AND NON-ESSENTIAL BUSINESSES

Following his March 12th declaration of a statewide emergency, on March 20, 2020, Governor Sisolak closed all non-essential businesses in the State and issued restrictions for essential businesses that are allowed to remain open.

The Nevada Department of Public Safety issued temporary emergency regulations clarifying which businesses are considered essential versus non-essential, and expectations for those essential businesses that remain open. There are general requirements for all essential businesses and additional requirements for certain essential businesses, including retailers of food and household products, restaurants, and others.

Among other requirements, all businesses that remain open are required to follow the CDC's "Implementation of Mitigation Strategies for

Communities with Local COVID-19 Transmission" and any directive issued by the State of Nevada.

DUTY TO PROVIDE A SAFE WORKPLACE

Any business that continues to have employees in the workplace has a legal duty to keep the worksite as safe as possible. Even the safest workplaces may potentially expose employees to COVID-19, which has effects on health, but also may result in lawsuits and workers' compensation claims – just another reason to keep the workplace as safe and minimally staffed as possible. Toward that end, numerous federal and state agencies have issued workplace guidance that businesses should follow.

WHICH EMPLOYEES SHOULD I HAVE AT MY BUSINESS?

First and foremost, the Governor's Stay At Home Order, issued on April 1, 2020, requires all Nevadans to remain home unless they are working for or



Laura Jacobsen

seeking to obtain goods or services from an essential business. This means that non-essential businesses, which are already closed to the public, should now also refrain from asking employees to report to the workplace.

While it may be tempting to take advantage of this time while you are closed to the public to perform maintenance, deep cleaning, or repairs, the Stay At Home Order should be heeded to the fullest extent possible. ■

For more information regarding this topic, please visit www.rannv.org.



Important Information for SIG Members

NRS requires all existing members of a self-insured group to be notified of all new members.

NRNSIG new members are listed below.

Amy's Eden Senior Care LLC

Compassion Crest LLC dba Compassion Crest Home Care

El Dorado Tivoli 55 LLC dba El Dorado Tivoli

Safety On Site LLC

**If you have a newsworthy item please forward it to andy@rannv.org.
RAN reserves the right to edit for space.**

NRNSIG members who wish to register a negative vote on a new group member, please write NRNSIG at 575 S. Saliman Road, Carson City, NV 89701, indicating which member and the reason(s) for the negative vote.



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10 ♦ or the RAN office at **775-882-1700** (toll free in Nevada 800-690-5959). Don’t forget to check out our website, www.RANNV.org.



NATIONAL NOTES *Continued from page 6*

parking lot. Customers are not allowed inside the store. This due to Covid-19. Once the emergency has passed Kroger will decide if the store will remain a pickup only store, or convert it back to a traditional grocery store. In a news release Kroger indicates demand for pick-up is increasing.

Cincinnati Business Courier

GIANT EAGLE EXPANDS CURBSIDE DELIVERY

Another grocery chain is expanding its curbside pickup due to Covid-19. This after converting one store converted in a pilot project. The company said it was possible to convert more stores in order to meet new demand and help curb the virus

Giant Eagle

WALMART SHOPPERS CAN CHECK OUT, PICK UP AND GET DELIVERIES TOTALLY CONTACT FREE

Walmart is offering social distancing for in-store payment, pickup and delivery. Customers, starting in early April, will be able to use Walmart Pay on the Walmart app to pay at self-service check outs thereby eliminating the need to touch a screen which other customers touched.

As well, Walmart is offering no contact pickup in their parking lots, and touch free delivery to customer's homes with no signature needed.

Chain Store Age

WHAT'S GOING ON INSIDE THE HEADS OF CONSUMERS RIGHT NOW?

Companies risk being seen as tone deaf in times of crisis. Some may tarnish their brand for years to come. Wise companies will read the room to make sure their messages resonate with consumers.

Kit Yarrow, a consumer psychologist and author, suggests consumers are going through a similar buying experience but with an added layer of emotionality.

Wise companies recognize consumers want human connectedness, and in times like these they will want to see that companies are not just selling but serving.

Yarrow insists it is smart to shy away from actors and authorities and towards the more normal kinds of people who are ordinary people.

For instance, it is good to feature those caring for the sick, or making sure the grocery shelves are stocked.

Retail Wire

SHOPPERS FLOCKING TO C-STORES FOR GROCERIES

In times of crisis people are turning towards C-Stores to get groceries. This according to a survey conducted by the National Association of Convenience Stores. Highlights of the NACS include:

More than half of convenience retailers (52%) said that their grocery sales have increased

C-stores are offering more at-home products: 52% are adding more cleaning/toiletry items, 31% are emphasizing ready-to-heat meals, and 28% are offering more multipack/bulk items

- Stores have dramatically scaled back self-serve foodservice and restaurant functions but are offering new programs to allow social distancing and to enhance convenience: 14% are offering some sort of curbside pickup program and 11% have added or increased delivery options

- Around 66% of c-stores have closed public seating and dining areas, and 45% have removed customer access to self-serve foodservice such as coffee, fountain drinks, bakery items and roller grill

- Virtually all retailers (99%) said that they've enhanced their cleaning protocols for high-touch surfaces, with regular cleaning conducted as often as every 20 minutes

- C-store retailers are supporting medical/health care personnel and first responders with free beverages and discounted food

Progressive Grocer

ONLINE COMPETITIVE LANDSCAPE INCREASES

During time of unprece-

dented uncertainty on the part of consumer and retailers alike, some retailers and brands have upped their e-commerce promotions. This includes established brands and those who primarily market their brands online. What may spell success for online marketers is speed of delivery.

Retail Wire

CURBSIDE PICKUP – WILL IT STAY THAT WAY?

Grocery shopping, for the most part, has meant a trip to the store. Few shoppers overall ordered online and picked up or had their groceries delivered.

With the pandemic in full force in the U.S. grocery pickup and delivery is becoming standard shopping procedure for many who are under stay at home orders. Moreover, these methods offer more protection to both customers and employees. Restaurants, too, have also moved to pickup or delivery as a means to stay in business.

The question remains: will these methods of grocery and food delivery sustain itself after the crisis abates? For some retailers, the move represents a quick and dramatic strategic pivot against the rapidly evolving coronavirus situation.

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COVID-19: 3 WAYS CONGRESS CAN HELP RETAIL NOW

Retailers and our employees continue to deal with catastrophic hardships from COVID-19. The CARES Act was an important first step to helping retailers weather the storm. However, we need additional relief.

HERE ARE 3 WAYS CONGRESS CAN HELP RETAIL:

1. Increase funding to loan and financial assistance programs that help retailers of all sizes retain employees and remain solvent. **✓ DONE!**
2. Extend the Paycheck Protection Program (PPP) so it covers the worst months of the economic slowdown. **✓ DONE!**
3. Allow businesses with closed locations to use loans for rents and utilities.

Contact Congress and tell them to help retail now!

**THANK YOU TO THE NEVADA CONGRESSIONAL DELEGATION
FOR ALL THEIR HARD WORK.**