



Members Helping Members

COVID-19

ICMAD Members Helping Members Webinar Series:

What Can We Expect From the Recovery?

May 14, 2020

ICMAD

Independent Cosmetic
Manufacturers And Distributors

Members Helping Members

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To support its members during the COVID-19 crisis ICMAD is providing an open forum where members can discuss challenges they are facing in their businesses and ask questions and share possible solutions with other members on the challenges they are experiencing in their respective businesses as a result of the crisis, and to share information on topics of mutual interest, such as seeking SBA loans. Because many of our members are competitors we want to make sure that in the interests of trying to help each other there is not an inadvertent violation of federal or state anti-trust laws. When sharing information on the site there should be no discussion or agreements made with respect to product pricing or pricing strategies and no discussions or agreement should be made between competitors that would in any way reduce competition in any market or market segment. As for instance two competitors agreeing to restrict their marketing and sales activity to enable each of the competitors to gain greater market power in their market segments or in a particular geographical area.

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What Can We Expect from the Recovery?

Stephen Jordan

May 14, 2020

Key Points

- What We Know from Past Disasters
 - 25-40% Business Casualties Up to 12 months after sudden onset disasters in impact zones
 - Not due to lack of resources; there is usually money left over
 - Recoveries can fester for a variety of reasons
- What's Different
 - Unprecedented Stimulus
 - Boundary-Less Disaster

Scenarios

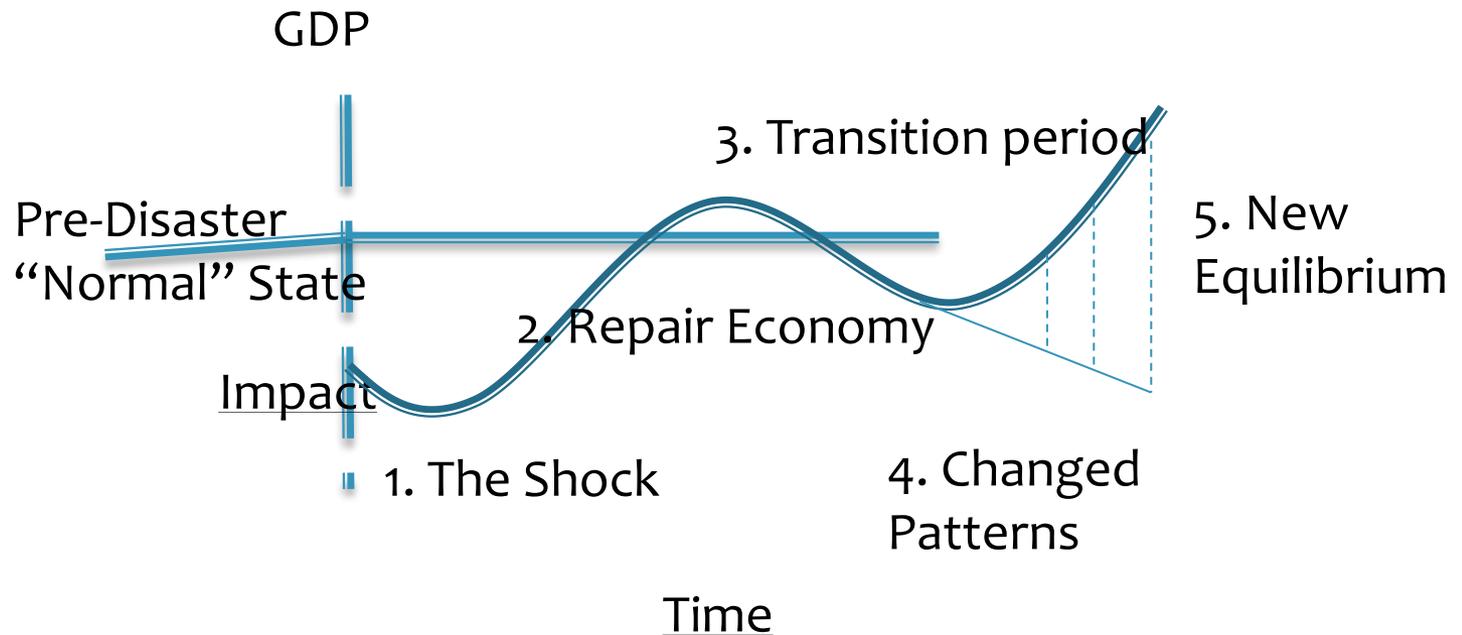
V The Swift Bounce Back

U Ongoing Slump

K Bifurcated Economy

W The Double Dip

The Alesch Model of Disaster Recovery



Recovery Depends on Four Different Levels of Engagement

Individual

- Employee Issues
 - Retention
 - Morale
 - Absenteeism
 - Presenteeism
- Family Issues
 - Distractions
- Personal Issues
 - Psychology

Business

- Inventory
- Plant, Property & Equipment
- Payroll
- Employee Health & Safety
- Cyber/Online
- Customer Issues
- Supply Chain
- Operations

Infrastructure

- Transportation
- Energy/Electricity
- Communications
- Public Services stretched thin
- Schools
- Hospitals/Health
- Finance

Community

- Workforce
- Neighborhoods
- Services
- Perceptions
- Rules/Regulations
- Jurisdictions
- Social Capital



Business Lessons Learned

- Cash Flow, Cash Flow, Cash Flow
- Customer Recovery and Retention is Vital
- Take Care of Your Mental Health
- Communicate, Coordinate and Collaborate
 - With employees
 - Vendors
 - Stakeholders
- Hope for the Best, But Prepare for the Worst
- Keep Perspective

About ISD

- *Mission: to identify and mobilize public-private partnerships and solutions to help communities and businesses survive and thrive for the long-term.*
- Originally founded by local chambers and academics in Research Triangle Park, North Carolina in 2003
- Provided teaching and training services for 500+ local chambers and small businesses
- Served as the Environmental Help Desk for the U.S. Chamber of Commerce providing information resources for small businesses all over the U.S. (2009-2012)
- In the 2017-2019 cycle of disasters, ISD experts provided counseling and technical assistance across all of the major disaster theaters including Puerto Rico, US Virgin Islands, Florida, Texas, California, Hawaii and the Northern Marianas
- ISD is a leading voice for resilience, long-term recovery, and embedding risk management and innovation objectives in sustainable development plans



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QUESTIONS? COMMENTS? CONCERNS?

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Webinar recording and presentation will be available on the COVID-19
page of ICMAD.org