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MYRTLE BEACH AREA CHAMBER OF COMMERCE

Three Things We've Learned From COVID-19 – So Far

by Sarah Stephens, Communications Manager, Myrtle Beach Area Chamber of Commerce

COVID-19 has been at the top of everyone's minds this year and at the time of writing this article, the global pandemic is far from over. But even though we're still wading through the rapidly changing situation, we've already learned some valuable takeaways from this event that all business leaders should consider in the future.

1. Emergency Planning

Developing a plan for different emergency scenarios is something every business owner should do before a crisis strikes. Chances are you



have already done this for common emergencies such as fires and on-the-job accidents. And most likely you know what you will do if your business is temporarily impacted by a hurricane or the flooding that is common to the Grand Strand. But what do you do when faced with a global pandemic? Have you spent time developing that plan before COVID-19?

Our country has faced global pandemics before, but COVID-19 has challenged us in ways we couldn't predict, creating new phrases such as 'social distancing' and closing schools, limiting business hours and closing indoor dining across

the state. Now is a good time to take note of these changes and how your business is adapting and when this pandemic is over, incorporate those notes into your crisis plan for future emergencies.

2. Review your insurance coverage regularly

Does your business insurance cover you for losses in the event of a pandemic? You may not



have thought about this before, but your insurance company has, and if you're not familiar with your coverage you may not realize how little coverage you have until a pandemic threatens your livelihood. Now is a good time to take a hard look at your coverage and think about what changes you should make to protect you in the future. Contact an insurance agent who can

answer your questions and help you get the best coverage possible for your unique situation.

3. The importance of flexibility

Just like every natural disaster we have weathered this one will also end. We don't know exactly when life will return to normal, but we know this difficulty is only temporary. What isn't



temporary however, is public perception with how you handled your customers during the crisis. And with the prevalence of social media today consumers are sharing their experiences in real time, tagging companies online and posting reviews, both positive and negative. A positive experience will likely create not only a customer for life, but also generate new customers.

Conversely, a negative experience posted online by your customers can make it more challenging for you to recover once the situation is resolved. Consider where you can add flexibility in your policies to protect your business while showing empathy to your customers.

The Myrtle Beach Area Chamber of Commerce is here for you as we navigate these difficult times together. Visit MyrtleBeachAreaChamber.com for access to resources that will help you prepare for future crises and don't hesitate to contact us with your questions or concerns. Together we will recover from the impacts of COVID-19 on our community.

Visit MyrtleBeachAreaChamber.com for more on the chamber's response to COVID-19, the latest resources and information to help your business during these uncertain times, and information on recovery plans as it becomes available.

2020 Calendar of EVENTS

~ DATES SUBJECT TO CHANGE ~

MAY
19 General Membership Meeting
NAHB Student Chapter Awards
20 HBA of SC Executive Committee Meeting

JUNE
16 General Membership Luncheon
18-20 NAHB Spring Leadership Meeting
25 Ambassador Meeting

JULY
14 Board of Directors Meeting

AUGUST
4-6 NAHB Association Management Conference
13 Golf Tournament
18 General Membership Meeting
26 HBA of SC Executive Committee Meeting
27 Ambassador Meeting

SEPTEMBER
18-20 2020 Home Improvement & Outdoor Living Show In MBCC

OCTOBER
1-3 HBA of SC Convention
The Marina Inn @ Grande Dunes
6 ATA – Meet & Greet with Students & Parents
13 Board of Directors
20 Annual Meeting – Election of Officers & Directors
20-22 NAHB Fall Leadership Meeting
22 Ambassador Meeting

NOVEMBER
5 Fall Clay Tournament
17 General Membership Luncheon
19 HBA of SC Legislative and Strategic Planning Board Meeting

DECEMBER
8 Board of Directors
8 HBA of SC Executive Committee Meeting

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NEW 2020 MEMBERS

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Randy Dorenbos & Ryan Massey • *M D Roofing & Windows*
Andy Lamaio • *Centricity*
William Hester & Jay Griffith • *Conserva Irrigation of Myrtle Beach*
James Hannon • *Accent Lighting of the Grand Strand*
Cary Rowell • *Eagle Strategies (New York Life)*
Wesley Johnson & Joni Johnson • *Exquisite Construction, Inc.*
Thomas Slack & James Slack • *Shed Windows & More, Inc.*
Paul Gamsby & Marianne Gamsby • *More Space Place*
John Meroke & Johnny Meroke • *Up & Over Roofing*
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