

Schaumburg Business Association
Phase: Build Together
let's start the conversation



Build Together

We all have faced insurmountable challenges in light of the COVID-19 pandemic. Luckily, innovation is the life blood of the business community, and navigating COVID-19 is no different. With ever changing challenges and rules to adhere to, business owners and operators have had to be both diligent and clever to ensure the confidence of its consumers and the safety of its employees.

Between social distancing and industrial cleaners there is a lot to cover. We will have new ways of doing everyday things like package handling, surface cleaning and keeping up with personal hygiene, as well as working in new habits like wearing facemasks, limiting occupancy and social distancing.

The Schaumburg Business Association has seen amazing resilience in our community and have brought together some outstanding members to share the adaptations they have made to their businesses based on CDC, local, state and federal guidelines, in hopes it may serve as a guide for other businesses still trying to see the way.

Section Guide

- 1** Consumer Confidence
- 2** Innovation and Impact
- 3** Employee Safety
- 4** Safety and Sanitation
- 5** Closing Message
- 6** Resources

Inspiring Consumer Confidence



Handwashing

For most businesses gearing to re-open, there is a lot to consider. Restaurateur Andy John Kalkounos of [Chicago Prime Italian / Chicago Prime Steakhouse](#) and [Avante Banquet Hall](#) says, "Consumer confidence is what is top of mind". He is tackling consumer confidence by increasing the visibility of his normal as well as the new and enhanced safety efforts. Noticeable handwashing stations for employees and guests alike, socially distancing the tables in his restaurants, as well as implementing plexiglass dividers.

Plexiglass Dividers

These types of installations are also being considered by other industries. JuliAnne with [JuliAnne Salon & Spa](#) has also installed plexiglass at the reception

area and manicure stations as well. The ability for customers to socially distance while receiving services allows them to relax and continue to enjoy the experience. [Mario Tricoli Hair Salons & Day Spas](#) are staggering station usage to allow optimal distance between each guest.

Contactless Check In

[DoubleTree by Hilton](#) has also been looking into ways to keep consumer confidence up. One of their extra measures is the Hilton CleanStay Room Seal. This practice places a room seal on doors to indicate to guests that their room has not been touched since being thoroughly cleaned. They also updated all the deep cleaning of fitness centers and general amenities, while adding guest-accessible disinfecting wipes available everywhere needed. Hilton has also rolled

out contactless check-in to allow guests to stay with them, with minimal points of contact. This even includes the details like removing pens, paper or guidebooks from the rooms to minimize multi touched surfaces, however these items will still be available upon request.

At-Home Vehicle Pickups

[Patrick Dealer Group](#) has 8 franchises and collision centers and are available to guide the purchasing or servicing of their vehicles. A COVID-19 message has been placed on all of the locations websites to ease consumer concerns. This addresses the precautions they are taking and guidelines they are following to keep consumers safe and at ease. They are also utilizing this message on social media and other outlets to ensure

anyone considering visiting a Patrick Auto Dealer sees the message.

For consumers who may still feel uncomfortable with the measures taken, or are of high risk, Patrick Auto Dealers have made many adjustments to allow most of the process to be done on the phone from the customer's home. You can book appointments, or even purchase a vehicle for home delivery. To also provide support to their customers, Patrick will send someone to your home to pick up your vehicle and return it after its service or maintenance. There are also enhanced measures for those services as well, such as sanitization of the vehicle before and after being dropped off.

Leaders of Innovation and Impact



Innovation has been key across industries in terms of managing the pandemic. It requires a diligent respect for the details. Business owners and managers are thinking about the safety of customers and employees, as well as considering the experience and customer service they pride their business on. A good example of this is at [JuliAnne Salon & Spa](#). “We will be giving **gloves and personal bagged masks to each guest**, as some color services could stain or damage their personal masks” JuliAnne says.

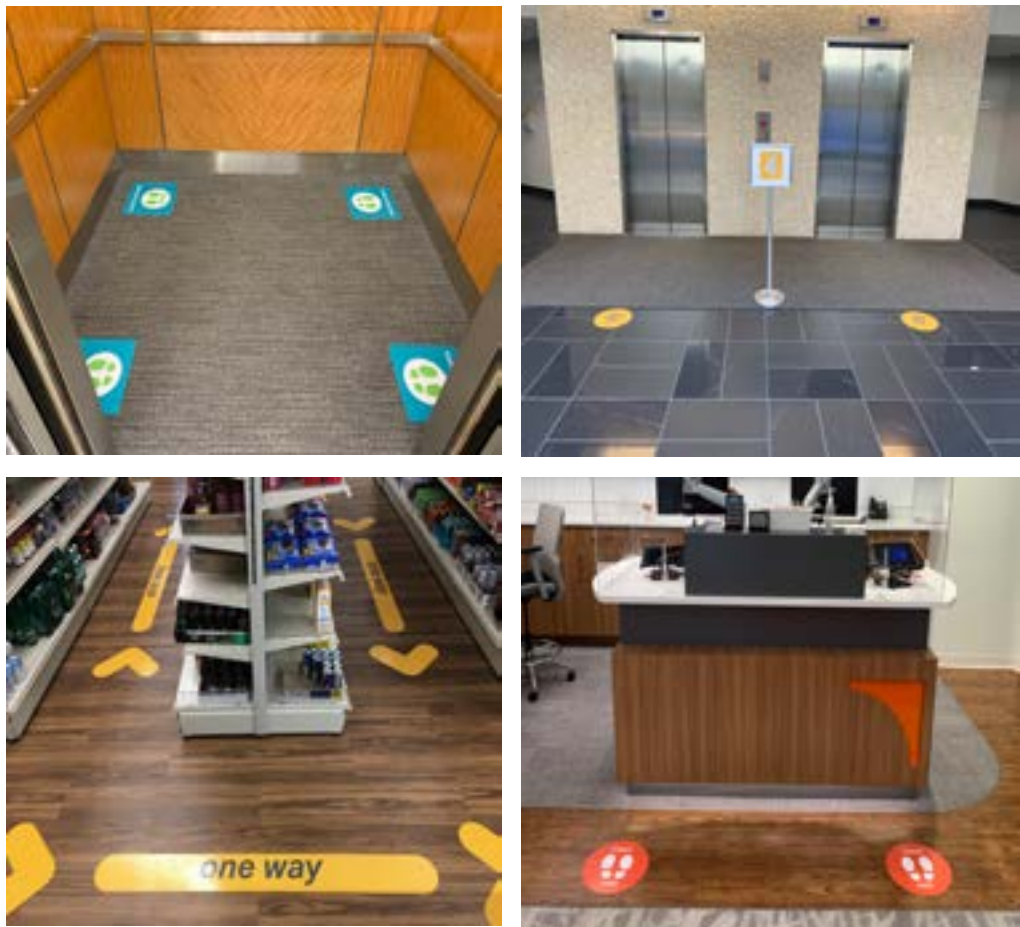
Another innovative approach to implementation comes from [IKEA-Schaumburg](#). They are having team members in charge of monitoring employee social distancing and the proper usage of face masks. This ensures the employees safety in their workstations as well as in the designated drive through and pick up zones. In making these adjustments they truly are addressing **employee safety and customer confidence**.

The health industry is requiring new measures as well. A great innovation for allowing patients to social distance is [Tri Modern Health](#), using their parking lot as a waiting room. “Patients are asked to wait in their car/vehicle and will receive a phone call from our office and wait for further instructions” says Dr. Hector Martinez, DC. This is also followed by patient symptom screening and **contactless payment options**.

Our physical spaces are not the only places of innovation. Across industries we are seeing that COVID-19 has forced innovation in cross industry partnerships. Companies are partnering with allies that they may have never considered previously, to tackle the new business and world environment. [DoubleTree by Hilton](#) is a Hilton brand and as such has partnered with Lysol and the Mayo Clinic to create elevated hygiene practices from check-in to check-out. These are the kind of partnerships that are a necessity now in an industry like travel. With our new light on the spread of viruses like COVID-19, these may be new **lifetime partnerships** for these businesses to continue these efforts long after the pandemic is over.

Prioritizing Employee Safety

Businesses have taken vast approaches to employee safety, but some basics have remained the same. An unlikely champion to making sure employees have proper guidance on how to stay safe is [Divine Signs & Graphics](#) here in Schaumburg. Our new world requires strict adherence to guidelines such as: social distancing, mask wearing, and handwashing. Proper signage serves as guidance as we adjust to our new business life.



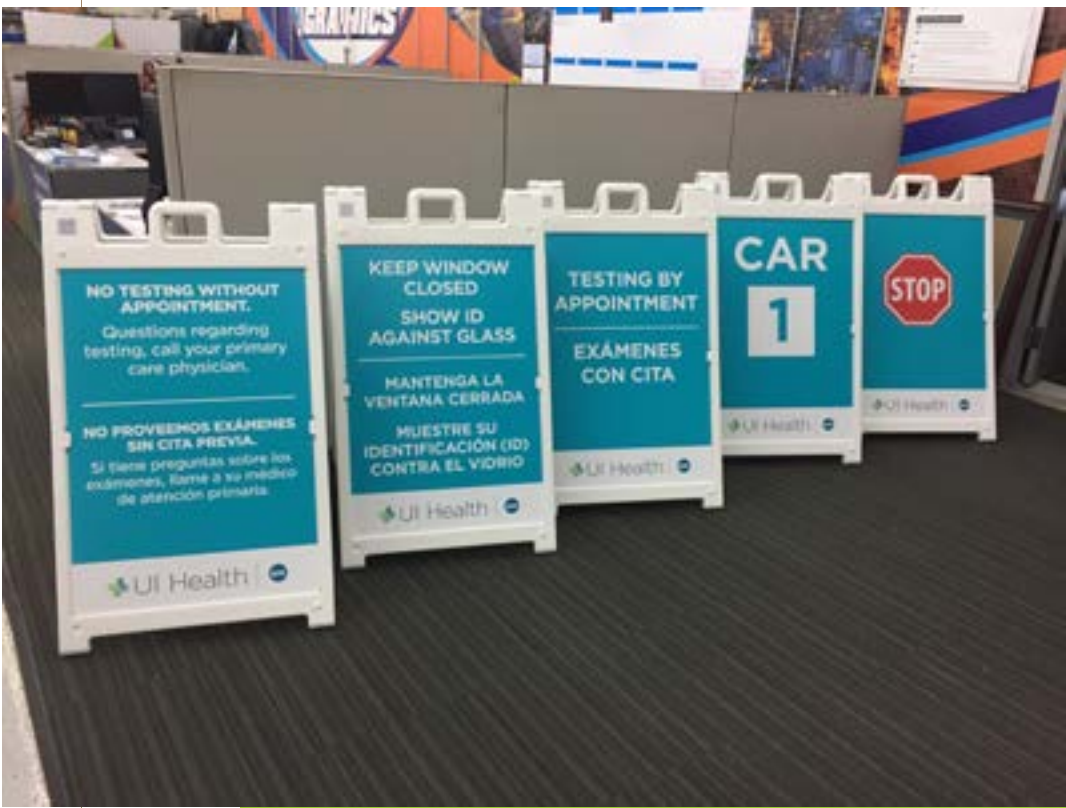
The largest Schaumburg employer is no stranger to keeping employee safety top of mind.

[Woodfield Mall](#), a Simon Property, is open for curbside pickup, and will eventually be able to open its doors. They have many stipulations to that opening that directly addresses employee safety concerns. Employees will be directed to:

- ☑ Self screenings prior to shift
- ☑ Symptom-free within 72 hours of any shift
- ☑ Report status to supervisors
- ☑ Body temperatures taken prior to shift

[Woodfield Mall](#) as well as many other employers in many industries are creating environments for social distancing as well. Placing work stations or desks 6 feet apart. As well as separated by barriers, usually made up of a plexiglass or plastic blend.

The biggest hurdle for **managing employee safety in a post COVID-19 world** is training. There will need to be countless hours of training for employees in safety and sanitation. [Woodfield Mall](#) has committed to this training of protocols and encouraging all tenants to do the same. Many industries and companies are doing **temperature checks** on staff and guests alike, to increase safety standards in communal spaces.



Consumer Safety and Sanitation

All businesses are figuring out ways to implement and adhere to CDC and state guidelines. The industry with the highest concern is healthcare. [Tri Modern Health](#) has embraced innovative ways of keeping patients and staff safe and in compliance with CDC, local and state guidelines. They have heightened their already strict cleaning, sanitation, and hand washing efforts. They have also embraced **telehealth options** for patients. All patients must always make appointments to create a controlled flow of patients, and if feeling symptomatic, asked to reschedule. All staff and patients are required to wear masks and gloves at all times.

Another industry with the public's eyes on them is the restaurant industry. No one knows this more than Katy Garcia at [Riccardo's Restaurant](#). The Riccardo's team follows a list of important safety and sanitation guidelines they are committed to. Some include: having a **cleaning crew for sanitation**, separate crews for clearing and serving, switching to disposable plasticware, pre-ordering meals so it is ready when you sit down, and seating every other

table. With many people's thoughts on when they can travel next, many are interested in how the hotel industry is going to address safety and sanitation. Most are putting forth their 10 high-touch **deep clean programs**.

This covers usual sanitation measures with deep cleaning focused on the 10 most touched surfaces in the room. Most of these consumer facing industries already have a minimal standard of safety and sanitation, but some of the most interesting evolutions are in the disinfection technologies.

[Hilton](#) is implementing some **high-tech disinfection technologies**, including electrostatic sprayers, which use an electrostatically charged disinfecting mist to clean, as well as ultraviolet light to sanitize surfaces and objects. These new technologies are also applying to the air. [Jewelry & Coin Mart](#) is using **blue light air ionizers** to keep customers safe, on top of their security measures and occupancy limits.

The salon industry has always gone to great lengths to stay up to date on safety and sanitation practices. They have only gotten tighter since the outbreak of COVID-19.

[JuliAnne Salon & Spa](#) has gone with more disposable items, such as manicure tools that are sanitized and individualized for each client. They will have a staff member constantly cleaning, while **staggering chairs** to provide ample distance between clients. Since occupancy must remain low for safety they have extended their service hours to accommodate as many people as they can. To further be a service to the community, they have sectioned off Sundays and Mondays to provide services to cancer patients only, with no other patrons or unnecessary employees in the salon during that time.

[Mario Tricoci](#) has also made similar changes to the way they take care for their clients. After going through a non-contact temperature check and hand sanitizing ritual, guests will be able to take advantage of the **contact free front desk**. No cash or checks will be allowed at this time so they have enabled apple pay and google pay as well. The salon has also installed self check-in stations to further remove the need to come in contact with common surfaces.



WE ARE OPEN!

The Schaumburg Business Association stands ready to safely welcome businesses, employees and consumers back to Schaumburg. For questions or comments regarding this material please contact: ccox@schaumburgbusiness.com

A special thank you to Marketing Relevance for designing the layout for this brochure. If you would like more information about what Marketing Relevance has to offer please take a moment to follow us on our social media or go to: marketingrelevance.com/sba



Resources

The health and safety of the employees who work with us, consumers who visit and those who are committed to grow and flourish through this pandemic is of the utmost importance. Schaumburg Business Association members have outlined how the below resources have been implemented into their business, as well as how they have innovated to make them work well. For the resources and guidelines they followed set forth by the State and national organizations, please see the following:

[Center for Disease Control](#)

[Illinois Department of Public Health](#)

[OSHA](#)

[National Restaurant Association](#)

[American Hotel & Lodging Association](#)

[National Safety Council](#)

[Cook County Health Dept](#)

[Schaumburg Business Association](#)

[Village of Schaumburg](#)

[REOPEN ILLINOIS INFO SHEET](#)



Nothing contained in this Resource Guide should be considered legal or medical advice. Please follow and adhere to IDPH and the CDC guidelines, as they have laid out protocols that need to be followed and the protocols varied based on the type of business. If you need further assistance, please contact your attorney or appropriate advisor.