



NLA Member Guidance Masks Now Required In All Indoor Public Places

Governor Evers Issues Emergency Order #1 Requiring Masks In All Indoor Public Places

Dear Wisconsin Dealer Members:

Today, Governor Tony Evers announced the signing of Emergency Order #1: Requiring all Wisconsinites (*with the exception of children under the age of 5*) to wear a face covering in certain settings to prevent the spread of COVID-19.

[Read the Full Executive Order Text Here.](#)

Effective at 12:01 am on Saturday, August 1, 2020, all Wisconsinites will be required to wear a mask and/or face covering when the individual is indoors or inside a building that is not their primary residence. Additionally, masks and/or face covering(s) will be required whenever social distancing can not be maintained. This includes places of business including retail operations.

Per the order, businesses must require that employees, customers and visitors of any kind wear a face covering and/or mask unless otherwise exempt from doing so.

The order has a posted end date of September 28, 2020.

Under the Emergency Order, face coverings and/or masks are not required if/when:

- Individuals have a medical condition, mental health condition, or disability that makes it unreasonable for the individual to maintain a face covering. This includes, but is not limited to, individuals who have a medical condition that compromises their ability to breathe, and individuals who are unconscious, incapacitated, or otherwise unable to remove a face covering without assistance. These individuals should consider using alternatives to face coverings, including clear face shields, and staying at home as much as possible;
- When communicating with a person who is deaf or hard of hearing and where communication cannot be achieved through other means.

Penalties/Enforcement

Any individual who willfully violates this Emergency Order shall be punished by a fine not to exceed \$200.

NLA Is Here To Help

Love it or hate it, it is now the law in the State of Wisconsin. If you are in need of face coverings (or even if you would like to have fun with this unfortunate situation), NLA has access to masks (custom or generic) via a number of its trusted vendors. Required order quantities are as low as 20. The NLA staff has even created some fun, industry-related catchphrases to put on your mask(s) to lighten the mood.

Some tips to help ease your staff and/or customers into this new requirement:

- Assign a staff person to greet and hand out masks at the door if the customer does not have one.
- If you do not have the staff for this, have a welcoming sign with an offer to get a mask at the counter if needed.
- Warmly thank all for complying with the mask requirement.

Have an unhappy customer? Maybe one that does not want to wear a mask?

- Show some sympathy: "We understand this isn't easy, but we appreciate that you are helping us to comply with the new mandate."

- Throw in a little humor: “I didn’t like wearing them either, but it seems it’s the latest fashion!”

Does someone feel they cannot breathe well enough or suggests they have a medical condition?

- Have a supply of face shields available to offer as an alternative.
- Offer to bring their items to them (curbside pick-up), so that they don’t have to come inside the store.

Should you have questions about this notice , please contact NLA President Cody Nuernberg at (763) 595-4052.

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