

Your PIFA Officers

President: Carmine Mazzarella

Vice-President: Brooke Hawley

Secretary: Maggie Arends

Treasurer: Jennifer Sullivan

Advisory Council Liaison:

Stella Zilber

Director Members:

Jeffrey Grey

David Kovar Jr.

Rory Zimney

Gene Gold

Trustees:

Carmine Mazzarella

Nadia Sledge

Jennifer Sullivan

Vincent Facchiano

Gene Gold

Important Dates & Events

AAFD Townhall Meetings

<https://www.aafd.org/join-us-in-may-for-our-town-halls/>

MAY 8th – Franchisor Relief Response Survey

MAY 15th – Guest Speaker

MAY 29th – COVID-19 Pandemic Update



A Word from the Chairman

Hello PIFA Members,

We've have some great information for you in this newsletter! For instance, if you received PPP money and are worried about the loan forgiveness, we have a solution. PIFA Board has been meeting and discussing how PIFA can support all of our members. Also, PIFA is sending a second communication since March, to the PVLТ next week. We are offering support and making recommendations for the PVLТ to assist the franchisees better. I am very concerned we are all going to be facing substantial debt repayments in July, Aug and Sept. We need to have a comprehensive plan now. We want our franchisor to protect its investment (PV franchisees). I believe this means more than just deferring some payments.

Personally, the last month has been a roller-coaster of emotions. The pride that came from helping a five-year-old with severe myopia and a nurse that broke her glasses has been the inspiration to keep opening my locations. It was stressful, not knowing if I was going to get my PPP loan. I have worked almost every day since March 1st. The opportunity to support my community has been the fuel that keeps me going!

Carmine Mazzarella
Chairman PIFA

Trust Fund Payments Suspended until July

The Board of Directors and the Trustees voted last week to suspend trust dues until July 2020. Knowing many Pearle Vision locations are closed or at reduced volume, the PIFA executive team did not want add to the financial burdens due to the COVID-19 stay at home orders.

This Issue

A Word From the PIFA Chairman

Trust Fund Payment Update

Important Dates and Events

Membership Renewal Reminder

Are You Ready to Open

PPP Loan Monitor

Lease Negotiation Help

Are You Ready to Reopen?

As you know many businesses are starting the process of reopening or getting back to regular hours of operation.

Are you preparing your store, staff and doctors for a reopening?

What steps are you taking now to ensure a smooth and safe transition?

Are you marketing? Should you be??

Here are some tips for preparing NOW for the next 30 days:

Before you reopen:

- Prepare a safety protocol for retail and doctors areas & adjust open hours.
- Keep website and after hours messages up-to-date.
- Be specific when discussing how & what to clean.
- Create a check list for daily, weekly cleaning
- Stockpile cleaning supplies and PPE
- Staff meeting to review your plan
- Anticipate customer/patient needs and potential issues.
- Adjust store seating areas
- Minimize clutter – counter cards, etc.
- Remove any shared products (large contact lens solutions)
- Pre-Apts – rebook lost exam Feb-Apr.

First 30 days:

- Set exam slots to 30 minutes
- Control patient flow during exam
- Extend hours as business returns
- Track cleaning supply usage
- Adjust expectations for lab times
- Encourage direct ship for products

Is It Time to Renew?

Here's a quick reminder to check your PIFA membership renewal date.

Is it coming up? If so, make sure you renew as soon as possible so you don't accidentally lose your PIFA membership.

Renewing your membership is also a great opportunity to strengthen our Association by also contributing to our investment fund.

In our last newsletter, we explained why the investment fund is so important.

For example, we've already used the fund to hire the AAFD to perform a thorough grading of the Pearle Vision franchise. We've also hired attorney Michael Einbinder to perform a legal review of the Pearle Vision Franchise.

These actions will support all of us and help us better negotiate with our franchisor, but it's only possible when we pool our resources together.

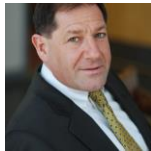
Over the next weeks, our board members will be contacting PIFA members to discuss membership renewals and investment fund contributions.

This is a great time for you to ask us questions about the fund and learn more about how your contributions can keep our Association strong.



PPP Loan Monitoring Services

Gain Peace of Mind with PPP Tracking & Monitor Services



David Rabinovitz, a finance expert is offering a fantastic product to all PIFA members. The product is PPP Loan Forgiveness Monitoring. David has a background in finance for the last 1,000 years. He is older than Yoda. Seriously, he has over 30 years of experience and is consulting around the country for many small businesses including medical and retail.

You can read one of his recent PPP [articles](#) here and check out his thoughts on loan [forgiveness](#).

If you have secured a PPP loan, be very careful about tracking expenses as it may be easy to forfeit valuable loan forgiveness.

David can provide assistance in monitoring and tracking your forgiveness progress and assisting you to assemble your forgiveness request to your lender. You only have 8 weeks from the day you receive the funds to accrue forgivable expenses. If you make a mistake, you cannot go backwards and fix it. David can help make certain you do it right. His weekly tracking can identify issues that can cause you to miss out on forgiveness.

You can contact David directly by [email](#) or phone: (617) 281-0710 He can discuss pricing and get you up and running very quickly. This is time sensitive, call today!

Did You Negotiate Your Lease?



Get a Flat Fee to Renegotiate Your Lease

Did you contact your Landlord?
If yes, did you have a professional help you?

PIFA has partnered with Einbinder and Dunn to provide assistance in lease negotiations.

Michael Einbinder of Einbinder & Dunn, has agreed to review franchisees leases and assist franchisees in obtaining rent abatement or reductions during this difficult time. His firm will review your leases and relevant state law for a flat fee of \$1,500 per lease and provide you with an analysis of your rights under the lease and a proposed letter to your landlord. Please contact him directly via email at me@ed-lawfirm.com if you are interested in pursuing this proposal.

AAFD & Partner Links

Check out Franchise Stores here:

COVID-19 Update:

<https://www.aafd.org/covid-19-resources/>

Franchise News:

<https://www.osler.com/en/resources/regulations/2020/franchisors-providing-relief-from-contractual-obligations-during-the-covid-19-pandemic>

AAFD Townhalls:

<https://www.aafd.org/join-us-in-may-for-our-town-halls/>

Leading through transition webinar

<https://seekingsuccession.com/leading-thru-transition/>