



Bright vs Coronavirus 2020

20 March 2020

Dear Event Professionals/Clients/Industry Partners:

As we all are, Bright is navigating our ever-changing world on an hour-by-hour, day-by-day basis. We all have our stories and experiences from the special events industry. We have dealt with natural and economic disasters previously. Part of what we love about what we do is that there is something new every day. This, however, was not the “new” we were looking for, not even close.

I would like to share with you some important Bright updates:

- Bright is complying with the Governor of the State of California’s Executive Order to Stay at Home and the related Arizona orders. We have closed our Showrooms to appointments and face-to-face consultations. We have Team Members available to work online via FaceTime or Skype or over the phone and website. Phones and emails are being answered and responded to as well. We are working with first responders, health care providers, and municipalities to help contain and control the coronavirus outbreak. We are also working on future events, new dates for postponed events, and what may be the new realities of events when they return.
- We have implemented a furlough with a substantial part of our Team. In a world without events, we just don’t have much work. We chose a furlough so we could maintain their health benefits, tenure, and status with Bright. Additionally, this allows them to take advantage of state and federal programs for those who are seeing reduced hours or no work as a result of the current health care crisis. We are also working with them to find interim work opportunities in businesses who have seen crisis related spikes in demand. This is heartbreaking, but their professionalism and passion for Bright has been humbling. We will bring them back just as soon as we get past this.
- If you have an outstanding balance with Bright, please do your best to pay as it will help us keep our Team’s healthcare in place for an extended period if necessary.
- We continue to follow all WHO, CDC, and federal/state/municipality guidelines for containment and control of coronavirus/COVID-19. The sooner we are healthy, the sooner we are back to doing what we love.
- Finally, we have seen an increase in nefarious activities – scams, phishing, attempted theft, etc. It’s sad, but unfortunately true that in times of crisis, unscrupulous characters look to prey on fear, confusion, and chaos. We have redoubled our efforts to prevent these things and encourage you to do the same. No one should suffer twice in this situation.

Thank you for your support and business. Be safe, be healthy, and Bright On!

Mike B.

Mike Bjornstad
President/CEO