



NEWS from the Shelby County Mayor's Office

Lee Harris, Mayor

Vasco A. Smith, Jr., Administration Building
11th Floor, 160 North Main, Memphis, Tennessee 38103

FOR IMMEDIATE RELEASE

July 27, 2021

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**SHELBY COUNTY MAYOR'S OFFICE PARTNERS WITH GREATER MEMPHIS
CHAMBER TO HOST SECOND ANNUAL "NEW NORMAL" VIRTUAL
CONFERENCE**

The "New Normal: Part II" will focus on incentivizing vaccination and providing a safe space for employees and customers to return to.

Shelby County, TN – On Thursday, July 29, 2021, Shelby County local executives, small business owners, and government leaders will convene online for a series of discussion on best practices when conducting business in the wake of COVID-19. The conference will take place from 9:30 AM to noon and will feature three panel discussions. Panel topics will include: Incentivizing Vaccinations among Workforce, Providing a Safe Work Environment for Workforce and Customers, and Demonstrating Compassion during Workforce Re-entry.

To register or receive additional information on the virtual conference, email Clinton.Anderson@shelbycountyttn.gov

Shelby County Mayor Lee Harris: “Last year we partnered with the Greater Memphis Chamber to host our first ‘New Normal’ conference in the shadow of significant closures and before the arrival of life-saving vaccines. This year, we will focus on how workplaces can operate safely, and as important, how you can encourage vaccination among your employees. Vaccination is how we keep our communities safe and keep our businesses open.”

Greater Memphis Chamber President/ CEO Beverly Robertson: “The role businesses are playing in the fight against this global pandemic cannot be overstated, even as we continue to be guided by the advice and mandates from public health agencies and government officials. We

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understand that businesses bear a tremendous responsibility in ensuring this guidance is implemented with fidelity. This conference provides an avenue for sharing best practices businesses can benchmark to encourage and incentivize vaccinations among their employees. Ultimately, our working together to increase the ranks of the vaccinated will be the best way to address this extremely infectious Delta variant of COVID-19.”

- WHAT:** New Normal: Part II Virtual Conference
WHO: Shelby County Mayor Lee Harris, Greater Memphis Chamber, business leaders.
WHEN: 9:30 AM – 12:00 PM, Thursday, July 29, 2021
WHERE: Online, E-mail Clinton.Anderson@shelbycountyttn.gov to register and receive livestream link.

(End of Release)