

# Running Your Business During a Pandemic

ASweatLife, Webcast  
June 9, 2020

Trainers have experienced an array of pivots, changes, feedback, behavior adaptation, and uncertainty along with hope during the pandemic. Join us as we partner with aSweatLife to create a workshop to talk through all of the hard stuff so we can come together strong as trainers and plan for successful next moves.

Attendees will be able to ask SA partners Max Goodman and Beverly Alfon their burning questions about post-pandemic safety, how to protect your business and your clients in the new world, what financial impact you might be dealing with, and what you can anticipate as social distancing restrictions begin to lift.

The Discussion will focus on:

1. Business Management: Unemployment benefits, loan options, financial impact
2. Technology: Music licensing, waivers on technology platform
3. Social distancing restrictions lifting in Chicago: What that could look like for studios/trainers, safety precautions, best practices for protecting your business and your clients

Max represents clients in the health, wellness, and fitness industry where he partners with business owners to deliver informed advice and counsel concerning business and legal needs. He handles matters related to complex breach of contract, unjust enrichment, fraud, tortious interference claims, defamation, and false light claims defending free speech. Max also defends various restaurant and hospitality groups in claims concerning the Dram Shop Act, negligence, and intentional torts.

Max will be accompanied by Beverly, who supports employers on a full range of labor and employment issues. She provides daily advice and counsel on matters arising out of federal, state, and local laws that govern the employment relationship (e.g., Title VII, wage and hour, medical leave, Americans with Disabilities Act, etc.). She works closely with clients to develop work policies that protect and promote their goals, prevent and manage discrimination/harassment matters, and negotiate non-compete and severance agreements. Beverly also advocates for clients in matters pending before state and federal courts, labor arbitrators, the National Labor Relations Board, Equal Employment Opportunity Commission, and IL Dept. of Human Rights.

## PROFESSIONALS

Beverly P. Alfon  
Partner

Max Goodman  
Partner