



March 17th, 2020 L'EDITION Newsletter

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**03/25 A Literary Pause with FACC Board Member Stephanie Schechner, Ph.D.  
*Camille in October* French Novel, English Discussion via Webinar**

### **Past Events - View Photos:**

**02/27 *Digital Marketing 5 Key Lessons Learned* with IQnection at WeWork**

**03/05 *The 30th Annual Fête & 2020 Global Leadership Award Honoring Pierre-André de Chalendar, Chairman & CEO, Saint-Gobain Group***

### **Thanks to Our New and Renewing FACC Members**

### **Coronavirus Update:**

**French Banned from Entering the United States**

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**Sauvez des Vies - Restez Chez Vous / Save Lives - Stay Home**

**LVMH Converting Its Perfume Factories to Make Hand Sanitizer**

### **Upcoming Events**

**Wednesday, March 18th, 2020**

**5:00 PM - 5:30 PM**

**GREEN  
AND SPIEGEL**  
AN IMMIGRATION LAW FIRM  
UNITED STATES

# COVID-19 and Corporate Immigration

**A Town Hall with U.S. Practice Director and Managing Partner, Jonathan Grode**

**Wed, Mar 18, 2020 at 5:00 PM - 5:30 PM EDT**

1524 Delancey Street, 4th Floor  
Philadelphia, Pennsylvania 19102

TEL: (215) 395-8959  
FAX: (401) 454-7882

info@gands-us.com  
www.gands-us.com

In response to the global coronavirus outbreak, Green and Spiegel is hosting a pop-up webinar featuring [Jonathan Grode](#), Esq., the firm's U.S. Practice Director and Managing Partner.

Jonathan will provide attendees with guidance, updates and best practices in these uncertain times.

This webinar will be an open format call and Jonathan will make time at the end of the webinar to answer any questions you may have.

## **Topics include:**

- Entering the U.S. – Travel Restrictions, Consular Closures, and ESTA Cancellations
- Maintaining Status – ESTA Extensions and the Many Issues of Going Remote
- Visa Waiver (ESTA)
- Foreign Students
- H1-B Workers
- Internally Filing Extensions
- Layoffs and Office Closures
- New Hires and Employment Verifications
- New Public Charge Requirements
- Remedies for Missing Expiration Dates and Dates of Departure

***Register Now!***

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Wednesday, March 25th, 2020  
7:00 PM - 8:30 PM  
Virtual Talk via [www.Zoom.us](http://www.Zoom.us)



*Camille  
in October*

MIREILLE  
BEST

Translated by  
Stephanie Schechner

Join translator Stephanie Schechner for a talk on working-class French lesbian author, Mireille Best, with readings from *Camille in October*, first published in 1988 and now available in English on Seagull's Pride List.

**Wednesday, March 25th, 2020**

**7:00 PM - 8:30 PM**

[Virtual Talk via www.Zoom.us](http://www.Zoom.us)

***A Literary Pause with FACC Board Member  
Stephanie Schechner, Ph.D., Widener University***

The Alliance Française and the FACC will join **Stephanie Schechner, Ph.D.**, Professor of French and Gender, Women, and Sexuality Studies, Widener University, for a Virtual Talk via Zoom.us. Stephanie will discuss the French novel she translated into English, **Camille in October**.

Stephanie will share information about the life of French author Mireille Best, give readings of passages from the novel in English, and welcome your questions.

In 1950s France, Camille struggles to figure out who she is and where she fits in the world of her coastal working-class neighborhood. Her mother holds the family together, with the support of a group of women who talk over coffee and cigarettes each day. Her father, a war veteran, is largely silent except when his inner rage erupts in violence. Her sister, Ariane, provides comic relief, while her construction worker brother, Abel, is a lost soul who suffers from severe seizures. Camille herself can usually be found curled up with a book, observing everything.

But an intellectual and sexual relationship with her dentist's wife opens a world of new possibilities to Camille. Where will this lead her? Suicide, murder, accidental death--all are possible in this unconventional narrative from French author Mireille Best. As a young adult, Camille is not always the most reliable narrator, but she charms with her intelligence, lack of pretension, and strong connection to her roots. Through Camille's eyes, we embark on a fundamental and universal quest to balance where we come from with who we need to become.

"Amid misery, love as a passage to life—emotional and cultural—gives this story its power and its originality. To achieve this requires an exacting sensitivity. Here is the true success of this novelist." -- *Le Monde*

[Register Here!](#)

#### Past Events - View Photos



Greg Cawood, President & CEO, and Linda Penrod, Senior Digital Marketing Consultant, IQnection.



Pierre-André de Chalendar, Chairman & CEO, Saint-Gobain Group, and Jonathan Grode, FACC President.



Welcome New FACC Members & Merci Beaucoup to Our Renewing Members!

**Welcome New Members**

***Associate Corporate***



***Individual***

Christiane Gallois

Kristina Balten

**Merci Beaucoup to Our Renewing Members**

***Ambassador***



***Senior Corporate***



***Associate Corporate***



***Individual***

Luba Shvayko

Coronavirus Updates



## French Banned from Entering the United States

March 12th, 2020 by Clément Thiery, France-Amérique

Donald Trump made a shock announcement on March 11th, declaring that Europeans would be forbidden from travelling to the U.S. from Friday, March 13, due to the coronavirus pandemic. The French are now preparing for an organizational nightmare and are worried about the economic consequences, particularly in the tourism sector.

This measure applies to anyone who has been to the Schengen Area during the last fourteen days before their arrival in the United States, aside from American citizens and permanent residents (green-card holders). The ban will come into force on Friday, March 13, at midnight EST.

"The European Union has failed to take the same precautions and restrict travel to China and other infection sites," said the POTUS, half accusing Europe of being responsible for the spread of a "foreign virus" in the United States. The European Commission has heavily criticized Trump's position.

"Donald Trump is trying to divert attention away from his attempts to stem the spread of the virus in America by finding a scapegoat," says Roland Lescure, the representative for French citizens living in North America, in an interview with France Info. "It's going to be an organizational nightmare. There will be planes flying half empty with untested Americans, whereas the French travelers who have been tested will not be allowed on. It will also have major economic consequences for the tourism industry."

French travel agencies are already describing the situation as a "catastrophe." The United States is one of the leading tourist destinations for the French — without counting business trips, academic exchanges, and conferences. The Paris-New York line alone offers 5,000 seats every day going both ways, the equivalent of two million passengers every year.

Air traffic in France has already dropped 20% since the start of March. Air France is in a "state of economic emergency," according to its CEO, and more fragile airlines are in danger of going bankrupt. "Our economic, social, political, and daily lives will not just stop because of the spread of the virus," said Richard Ferrand the president of France's National Assembly.

The French Embassy in Washington is telling expats about a toll-free number introduced by the French Regional Health Agency that can be dialed toll-free while in France: 0 800 130 000 (free, accessible 24/7, in French).



## France Orders People to Stay at Home For 15 Days Due to Pandemic

March 16th, 2020 by Dan Manga, CNBC

### KEY POINTS

- The president of France said he was ordering people in the country to stay at home for up to 15 days because of the coronavirus outbreak.
- President Emmanuel Macron said people may leave their homes only for essential duties, beginning midday Tuesday.
- The announcement came as Canada's leader, Prime Minister Justin Trudeau, announced that he was closing that country's borders to foreigners, with the exception of U.S. citizens.

The president of France on Monday said he was ordering people in the country to stay at home for up to 15 days because of the coronavirus outbreak.

President Emmanuel Macron said people should leave their homes only for essential duties, beginning midday Tuesday.

Macron said he was taking the drastic step of limiting people's movements in France to reduce the risk of contamination from the virus.

He said any violation of the edict would be punished.

"We are in a health war," Macron said.

Macron also announced he was calling off the second round of municipal elections in light of his order.

Macron's announcement came as Canada's leader, Prime Minister Justin Trudeau, announced that he was closing that country's borders to foreigners, with the exception of U.S. citizens.

"It is time to take every precaution to keep people safe," Trudeau said.





**SAUVEZ  
DES VIES  
RESTEZ  
CHEZ  
VOUS**

**SAVE LIVES**

**STAY HOME**





## **LVMH Converting Its Perfume Factories To Make Hand Sanitizer**

**March 15, 2020, Richard Kestenbaum, Contributor, Forbes**

LVMH announced on March 15th that it is converting three of its perfume manufacturing facilities where it normally makes fragrances for its Christian Dior, Givenchy and Guerlain brands to make hand sanitizer instead. The first deliveries were March 16th and by the end of this week, LVMH expects to have made 12 tons of the hydroalcoholic gel. The product will be given at no charge to French authorities and the largest hospital system in Europe.

LVMH is accomplishing several things with this move. It is, of course, responding to a shortage of hand sanitizer. But more than that, it is positioning itself to its consumers and its employees as doing what's in the public interest. It is also justifying having its factories remain open and keeping its employees coming to work. All of those things make the company more purposeful and less commercial.

What's so interesting about LVMH's move is how quickly they are doing it and their understanding of what luxury means right now. Luxury used to be providing the highest quality products—now it means that and more. A true luxury business has to fill consumers' needs at the highest level and by converting to hand sanitizer manufacturing, LVMH is doing just that. This moment is unique; at any other time, hand sanitizer for a luxury company would make no sense. But in this moment, perhaps even only this week or month, it's appropriate and commendable to make what would normally be the most un-luxurious product and LVMH gets that. It is a great example of why they continue to be a leader in luxury.

It's also interesting that LVMH did not present its switchover as producing its own branded hand sanitizer. There's no indication that the hand sanitizer it is producing will be for one of its brands; it appears to be no-named. It's counter to the idea that everything produced at the company is a luxurious product for high-end consumers. It's highly flexible thinking that allows management to act in this way.

We are in a time where shutdowns will reduce profits all over the world. That is taking time for people to adjust to because it is happening so rapidly. What's needed in this moment is for brands to look beyond the profits they are losing and ask what else they can do to preserve their position during this very difficult time for everyone. That's what LVMH is doing.

What should other brands that have fewer resources than LVMH be doing now? It requires management to look inward and ask: what do I have that could help someone, anyone, right now? What's in short supply that I have or could get in abundance? That is clearly the approach that LVMH took and it now falls on all of us to ask that question of ourselves.

***Merci Beaucoup to Our FACC Premier & Ambassador Members!***

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## The FACC's Mission and Membership



## FACC's Mission

The French-American Chamber of Commerce (FACC-Philadelphia) is an independent, non-profit, member-supported business association.

Our mission is to foster a thriving economic relationship between the United States and France and to welcome and support French and Franco-friendly companies, entrepreneurs, and business professionals in Pennsylvania, Delaware, and Southern New Jersey.

Whether you are French, or an international or American Francophile, the FACC Philadelphia is your best resource for productive networking, educational and informative programs, and fun cultural events with a *joie de vivre* spirit. All activities are conducted in English to reach the broadest audience. Speaking French is not a requirement to join.

For more information about the Benefits of the FACC Membership, please click on the button below.

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[www.FACCphila.org](http://www.FACCphila.org)

