



April 2018

Welcome to News with Edge!

'Mistaking Moments'

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Welcome to News with Edge!



Spring is a great time for a fresh look, at home and at work. At Edge we are busy helping clients in the legal and accounting channels build their brands, communicate strategic M&A, and prepare for product launches. We often become an integral part of the client's marketing team, taking on a broad spectrum of services.

We also understand, though, that budgets come in all sizes, and sometimes you just need help with a re-branding effort, a website design, or a social media launch. We can make an impact quickly on a short-term engagement because we are focused on your industry, and we're connected with the media, associations and events that will be important to your success.

Email me or visit the [Edge website](#) and let us know how we can help!

Amy Juers

Four Things to Remember when Faced with a “Mistaking” Moment



Anyone with a child, or anyone who has ever spent an extended amount of time with one, can probably relate to the following conversation I recently had with my six-year-old son, James:

“Mom, you lied to me!”

“No, I didn’t lie; I was mistaken.”

“Actually, Mom, it’s ‘mistaking.’”

To my first-grader, as is so often the case for full-grown adults, James thought he knew best. He thought that a rule he knew to be true (that we say “-ing,” not “-in”) applied in all situations.

We like to consider ourselves experts in our respective fields. We like to think that we’ve got a proverbial handle on the needs of our clients and colleagues and how to meet and exceed those expectations.

So what happens when you’re faced with a “mistaking” moment?

[Read the article](#)

About the Author

Tanya Amyote is a Marketing Assistant, database and Excel guru, and token Canadian at Edge. Tanya possesses a strong work ethic, impeccable communication skills, and a can-do attitude.



Tanya is an outspoken advocate for awareness of Osteogenesis Imperfecta (brittle bone disease), which she and her son both have. She is an avid reader, musician, and amateur photographer. In addition to their young son James, Tanya and husband Bryan have two rescue dogs, a senior pug named Harley and a small Heinz 57 named Luna.

Did You Know...?

According to Paul Schoemaker, the research director for the Mack Center for Technological Innovation at the University of Pennsylvania's Wharton School and co-author of the forthcoming *Brilliant Mistakes*, most people tend to overreact to their slip-ups. As a result, they may be tempted to hide their mistakes, or even worse, continue down paths that have proven unproductive. This "sunk cost fallacy" can be dangerous and expensive.

(Source: "You've Made a Mistake. Now What?", by Amy Gallo. Harvard Business Review, 2010)

Industry Stories and News

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Upcoming Events

Check out these upcoming industry events!

[ALA Annual Conference, May 3-6, National Harbor](#)
[Texas CPA Tech, May 7-8, Dallas](#)
[Texas CPA Tech, May 10-11, Houston](#)
[Gartner Digital Marketing Summit, May 15-17, San Diego](#)
[Compliance Week 2018, May 21-23, Washington DC](#)
[AVVO Lawyernomics, May 21-23, Las Vegas](#)
[Corporate Counsel SuperConference, May 22-23, Chicago](#)
[Accountex, May 23-24, London](#)
[EDRM Spring Workshop, May 23-25, Durham NC](#)
[AICPA Engage, June 9-14, Las Vegas](#)

ILTA LegalSEC Summit 2018, June 11-13, Arlington
AALL Annual Meeting & Conference, July 14-17, Baltimore
ACE 2018 - IMA Annual Conference & Expo, June 16-20, Indianapolis
2018 American Accounting Association Annual Meeting, Aug 4-8, Washington DC
ILTACON - August 19-23, National Harbor MD

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