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## May 2020

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## Welcome to News with Edge!



As summer creeps closer the world is cautiously dipping its toes into a new normal, with businesses and borders slowly reopening.

We entrepreneurs greet these changes with our usual conscientious balance of deliberate care and diligent flexibility for our clients, colleagues and communities.

We have so much to think about, especially now. In our newsletter article this month Cindy Moen offers tips on creating mental space for creativity and productivity

through meditation.

We hope you are safe and healthy. Please let me know if you would like to chat about how we can help you clear your mind of those delicate PR and marketing challenges.

*Amy Tuers*

Amy L. Juers, MBA

Founder and CEO

Edge Marketing, Inc.



## How Meditation Brings Creativity

**Skip the Doritos and try meditation.**



Image by [Free-Photos](#) from [Pixabay](#)

These are unusual, highly stressful times. Across every industry, jobs have been reduced or eliminated.

The only places to find stress relief seem to be in a long walk outside, a glass (or two!) of wine, or the bottom of a Doritos bag.

But does it have to be that way? What if you could spend ten minutes every day not just reducing stress and anxiety, but also improving creativity so you can solve your most pressing business challenges?

Move over, Cool Ranch. Meditation is here.

[Click for the full article.](#)

### About the Author

Cindy Kremer Moen is working on practicing unconditional love for her two adult/teenage sons and husband, who are all observing stay-at-home orders and working/schooling from home... all the time. In addition to working with several Edge clients, she currently is also cleaning the kitchen – constantly – and reigniting her love for Doritos.





## Did You Know...?

According to [Harvard University](#), meditation can change the composition of your brain after just eight weeks.

[Sales of snack foods in the U.S.](#) increased 39% in the beginning weeks of the pandemic, as compared to the same time frame last year.



## Industry Stories and News

**Check out the latest top stories and industry news!**

**Attorney at Work** - [The 5 Most Common Tech Challenges in the New Remote-Work Normal](#)

**CPA Practice Advisor** - [Business Continuity and Disaster Recovery: Be Ready for the Next Crisis](#)

**Legaltech News** - [Too Much? Practice Management Platforms Diverge on Adding Video Conferencing Features](#)

**Legal IT Professionals** - [Women in eDiscovery appoints directors of new chapters to leadership team](#)

**CPA Practice Advisor** - [Adapting to the Changing Rules for Businesses During Covid-19](#)

**Accounting Today** - [5 tips for onboarding clients to a technology stack](#)



## Upcoming Events & COVID-19 Updates

The following information is accurate as of May 19, 2020.

In light of the COVID-19 pandemic, dates and locations are subject to change.

**2020 EDMR Global Virtual Workshop/Summit** - June 25-26, 2020  
Cancelled.

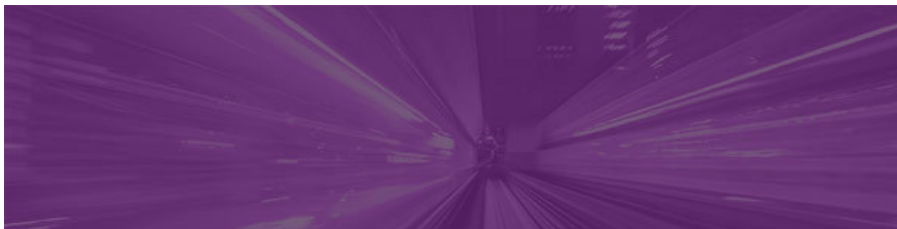
**AICPA Engage** - July 20-24, 2020  
Now virtual only, with new dates.

**Accounting & Finance Show LA 2020** - July 29-30, 2020

**ILTACON** - August 23-27, 2020, Nashville, TN  
Virtual options now available.

**Scaling New Heights: Rise of the Advisor** - September 20-23, 2020, Orlando, FL  
New dates and location.

**Accounting & Finance Show NY 2020** - September 22-23, 2020  
New dates.



## Connect With Us

Feel free to forward this e-newsletter to a colleague,  
and **contact us** with any questions or comments.



Cast your vote in **The Legal Intelligencer's Best of Pennsylvania survey**, which runs from May 18th to June 12th. If you agree that Edge is the industry leader in legal marketing and PR, **please vote for Edge Legal Marketing in question #60 (Best Public Relations/Marketing firm)**. We truly appreciate your support!

Click to cast your vote!

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