



April 2021

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Welcome to News with Edge!

As we enter the second quarter of 2021, we hope this message finds you safe and well.

The next few months will bring several exciting events in the accounting and legal tech industries (See below). Our team is always looking for opportunities to network and nurture relationships with you, our esteemed colleagues, so please let us know which events you're most looking forward to. We'd love to take advantage of the opportunity to catch up!



Our article this month, by Tanya Amyote, focuses on the importance of context, language, and intent, in terms of diversity and inclusion. As someone who, in her own words, has "lived with visible physical differences and limitations" her whole life, Tanya can attest to the importance of inclusivity in that context. Through our partnership with **Khoo Consulting**, the team at Edge is doing the work to educate ourselves on our responsibilities as allies to communities that are diverse, and how to pass that knowledge on to our clients, so their stories will resonate in the world. Check out Tanya's article, which includes links to great resources from experts on D&I.

If you would like to chat about our services, including internal communications, fractional CMO, strategy development and more, please email me at ajuers@edgemarketinginc.com, or [click here to schedule a phone call](#).

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



Allyship 101

"[The Guide to Allyship](#)", created by Amélie Lamont, is a starter guide to becoming a more thoughtful and effective ally. In it, they share:



"Anyone has the potential to be an ally. Allies recognize that though they're not a member of the underinvested and oppressed communities they support, they make a concerted effort to better understand the struggle, every single day.

Because an ally might have more privilege and recognizes said privilege, they are powerful voices alongside oppressed ones."

Now, before you object to being accused of having privilege, let's clarify exactly what that means.

[READ FULL ARTICLE](#)

About the Author:

Tanya Amyote joined the Edge team in 2016, as marketing assistant, Excel guru, and token Canadian.

When not solving the world's pivot table problems, Tanya is an avid reader, fountain pen user, and outspoken advocate for awareness of Osteogenesis Imperfecta (brittle bone disease). On May 6th, [Wishbone Day](#), we'll be wearing yellow to raise awareness of the varied, full, and meaningful lives of people with O.I., including Tanya and her 9-year-old son, James.



Did You Know...?

In "Be a Better Ally", an article appearing in the Nov/Dec 2020 issue of Harvard Business Review, the authors outline a number of ways that leaders can take responsibility for their own attitudes and behaviors.

[Click here for the article and its valuable insight.](#)



Industry Stories & News

Check out the latest top stories & industry news!

CPA Practice Advisor - How COVID Changed the Accounting Profession for Good

Legaltech News - Accountability and ROI: Building Cybersecurity into Your Budget

Accounting Today - Building your firm's backup strategy

Above the Law - How Law Firms Shifted Their Professional Development, DEI, and Anti-Racist Initiatives During COVID-19: Top Takeaways from the NALP Foundation's 2020 Law Firm Study

Corporate Counsel - CEOs Want Data-Based Risk Management; GCs Lack the Tech to Do So.

Attorney at Work - Opportunity in Crisis: Innovative Ways Law Firms Are Stepping Up Client Relationships

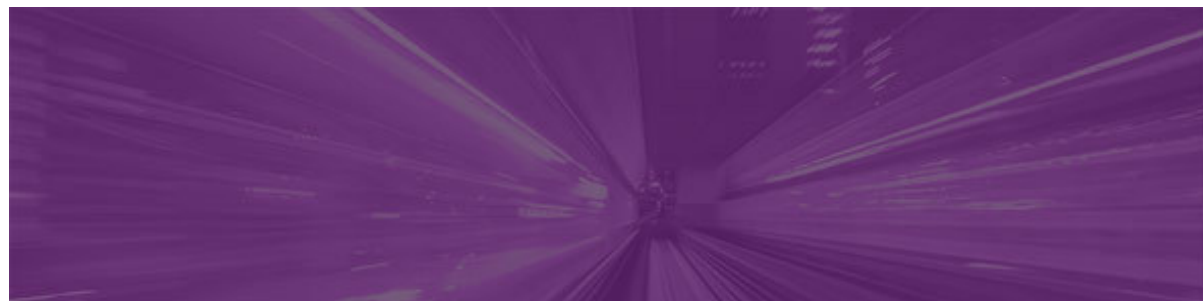


Q2 2021 Events & COVID-19 Updates

The following information is accurate as of April 22nd, 2021.
In light of the COVID-19 pandemic, dates and locations are subject to change.

AIIM Conference 2021 - April 27-29, 2021, Virtual

Legalweek(year) 2021, Virtual Series 4 - May 11, 2021



Connect With Us

Feel free to forward this enewsletter to a colleague,
and contact us with any questions or comments.

