

Talking Shop

We are hearing great responses to this weekly outreach! Our firm is so glad to know our friends are receiving, and more importantly, reading these short little articles. They're meant to be quick & easy reads that start a conversation with friends and family. Remember, if you have an opportunity, pass these along to someone you think may benefit!

We've spent a lot of time discussing the uniqueness of this outbreak, while examining the commonalities that exist with all crises, specifically as they relate to market volatility and investor behavior. Take a look at this piece from *Capital Group* that reviews time-tested behaviors to help get investors through this type of volatility.

<https://www.capitalgroup.com/ria/insights/articles/4-ways-to-stay-calm-when-markets-stumble.html>

Keeping the Faith

Read this story from WKNO about local hotels sheltering and feeding the homeless population. What a great example of communities and industries finding ways to help their fellow man, even when it doesn't help their bottom line!

<https://www.wknofm.org/post/memphis-hotels-now-sheltering-homeless>

We've previously highlighted Americans utilizing their skillset to help in these unprecedented times. This story from The Commercial Appeal shows another fantastic example of gifted individuals using their

talents to help their community, in what is fast-becoming a new cottage industry: mask-making.

<https://www.commercialappeal.com/story/news/2020/04/03/coronavirus-face-masks-memphis/2943044001/>

Additionally, local clothier *Oak Hall* has adapted to the times, while trying to give back by partnering with the Church Health Center, with their "Buy One Give One Mask" promotion. Click here for details.

<https://oakhall.com/products/buy-one-give-one-mask>

Lastly, if you just need to "check out" for a bit, try daydreaming about that vacation later this summer. If your imagination alone won't get you there, get a little help from this:

<https://30a.com/beach-cam/>

We are halfway through April. As of now, most experts are looking for a graded re-entry into normal life starting next month! We can do this!



Got an idea or suggestion for content we should pass along? Email me!

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And visit our website

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