

Talking Shop

Can you ever remember a time of such rapidly changing narratives around an issue as important as coronavirus?! Some discrepancies in reporting can be chalked up to the pace with which news is coming out, so that's understandable.

Still, Americans are confused about when, and how to begin returning to normal life. It seems, at times, that each media source is saying something slightly different. That's why the data is so important. We are very selective about who we listen to, and many of you have come to value the message and method of First Trust's Chief Economist, Brian Wesbury.

Recently, Brian has ramped up his weekly output of economic assessment and commentary. As usual, it's full of thoughtful, data-driven commentary that, we think, really puts things into focus. Last week's conference call was especially interesting and geared more towards the general public. We are pleased to be able to share his informed perspective with you! Please listen here.

<https://www.ftportfolios.com/blogs/EconBlog/2020/4/23/coronavirus-update--economic-outlook>

Keeping the Faith

As the world begins to shift its focus towards reopening the economy, we must all do our part to support businesses big and small. This is going to be a tough transition for most owners, as they attempt to balance the new, stricter rules for being open, like reduced seating capacity and more stringent disinfecting protocol, with getting revenue back to pre-COVID levels as fast as possible. Let's do our part and support these businesses when we can! WMC-TV has created a site that lists, categorizes, and tracks local businesses in all industries who are open and ready to serve you. Find it here.

<https://www.graytvlocal.com/market/memphis-tn>

With families stuck inside and together, this newfound "quality time" can be a double-edged

sword; especially, if there are children in the house. Dr. Loretta Rudd, with the University of Memphis, recently wrote an article with tips for parents struggling with this very issue. In it, she provides specific, measurable guidance for parents seeking to make the most out of this temporary new-normal.

<https://alumni.memphis.edu/s/1728/15/index.aspx?sid=1728&gid=2&pgid=2259>

As the school year heads into the final stretch, summer break is around the corner. Traditionally, this would mean family vacations, with some parents making the trek down to Orlando to get their "theme-park fix."

With no immediate plans to re-open soon, Disney World has provided would-be visitors with the next-best-thing, a virtual Disney World experience. No, it doesn't replace the real thing, but at least you can provide the kids with a welcome distraction, and something to look forward to once life returns to normal. Click here.

<https://www.youtube.com/channel/UCYyJUEtYv-ZW7BgjhP3UbTg>



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

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