



February 2020

- Welcome to News with Edge!
- Nurturing an Innovative Mindset
- Did You Know...?
- Industry Stories and News
- Upcoming Events
- Connect With Us

Welcome to News with Edge!



2020 is already shaping up to be a fabulous year for Edge and I hope business is good for you as well! Edge recently announced some new strategic partnerships with London- and Paris-based marketing and public relations firms. You can read the full press announcements [here](#).

If you agree that Edge is leading the way, please show your support by voting for us in question 41 of [Daily Report's Best of 2020](#) survey (Best Public Relations Agency). Voting closes this Friday, February 21st.

In our article this month, Tanya Amyote shares three ways to nurture an innovative mindset as a business owner. Stepping out of one's comfort zone is never an easy proposition, but these tips help remind us that "comfortable" is not always a good thing.

Please let me know if you would like to talk about ways we can help shift your mindset with marketing and PR, and expand your comfort zone!

Amy Juers

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



Nurturing an Innovative Mindset



Image by [Marc Rickertsen](#) from [Pixabay](#)

As a business owner, you are acutely aware of the fundamental risks and benefits of thinking outside the box. You know the pros and cons of taking that leap of faith and you have done it, successfully. You have carefully crafted your company and everything that entails, and you are, justifiably, proud of everything you and your team have accomplished.

So, then what?

With so many factors to consider (your company's reputation and longevity, and employees who depend on you for their livelihoods, to name just two), it's no wonder successful entrepreneurs can find themselves in a tug-of-war between contentedly trucking along the same safe, well-worn road as always, or forging into uncharted territory.

[Read on for three ways to nurture an innovative mindset.](#)

About the Author

Tanya Amyote is 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. In addition to their son, James, Tanya and her husband, Brian, have three rescue dogs: Luna, Gary, and Gus.





Did You Know...?

According to [this study by PwC](#), 81 percent of homes in the United States used Netflix in 2019, versus 68 percent who are pay-TV subscribers. As for Blockbuster, they've gone from almost 9,100 stores worldwide at their peak in the early 2000s, to one single location left in the world.



Industry Stories and News

Check out the latest top stories and industry news!

[Practicing Law in the Cloud: Assessing the Options](#) - **Attorney at Work**

[Why Preventing Data Breaches Should be a Top Priority for CPA Firms](#) - **CPA Practice Advisor**

[Corporate Legal Departments Slow to Adopt Artificial Intelligence Contract Analysis Tools](#) - **Legaltech News**

[#Legalweek20 - Your conference pics & news](#) - **Legal IT Insider**

[Voices: CFOs must decode data to fuel the next wave of growth](#) - **Accounting Today**



Upcoming Events

Check out these upcoming industry events!

ABA TECHSHOW - February 26-29, 2020, Chicago, IL

ALA Annual Conference & Expo - May 3-6, 2020, Salt Lake City, UT

CLOC - May 12-14, 2020, Las Vegas, NV

Women in eDiscovery™ 2020 Conference - May 18-20, 2020, Austin, TX

AICPA Engage - June 7-11, 2020, Las Vegas, NV

Scaling New Heights: Rise of the Advisor - June 21-24, 2020, St. Louis, MO

EDRM Summit at Duke University eDiscovery Conference -

Save the Date: June 24-25, 2020, Durham, NC - Stay tuned for more info.

ILTACON - August 23-27, 2020, Nashville, TN



Connect With Us

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

the
EdgeRoom®



 **EDGE
LEGAL
MARKETING**





©2020 Edge Marketing | Minneapolis MN

[Web Version](#) [Preferences](#) [Forward](#) [Unsubscribe](#)

Powered by **Mad Mimi**®
A GoDaddy® company