



Welcome to MSCA's first edition of MSCA United. During these times of uncertainty, MSCA wants to offer its members a weekly resource with updates, tips & tricks, quotes, articles and humor. Each edition will be posted on the MSCA website under the Resources Tab as MSCA United - Special Editions.

Quotes from Leadership

Wendy Aaserud, 2020 President

“Whether you think you can or think you can’t, you’re right” Henry Ford.

B2B Marketing During a Crisis: 8 Ways to Keep Awareness Up

Pandemic

A Period in Time and The Path Forward

Thank you to member company Newmark Knight Frank for sharing their 2020 March Research Spotlight.



8 Things To Remember When Going Through Tough Times:

1. Everything can and will change.
2. You’ve overcome challenges before.
3. It’s a learning experience.
4. Not getting what you want can be a blessing.
5. Allow yourself to have some fun.
6. Being kind to yourself is the best medicine.
7. Other people’s negativity isn’t worth worrying about.
8. And there is always, always, always something to be thankful for.

InspirationCabin.com

COVID-19 Resources

- [Governor Walz, Executive Order 20-20 Stay at Home](#)
- [#StayHomeMN Frequently Asked Questions](#)
- [MSCA COVID-19 Resources Page](#)

If you have any ideas on how MSCA can help you, how we as membership can help each other, please contact Karla Keller Torp at ktorp@msca-online.com or Emma Radtke at eradtke@msca-online.com.

We are all in this together and together we will stand strong!