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## June 2017

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## Welcome to News with Edge!



It's true! We are close to the halfway mark on 2017. Don't panic when you read the subtitle on this month's feature article - **"Are you on track to reach your goals for this year?."**

June is a good time to set aside a couple of days to review your annual plan and progress to date, and make adjustments. If the strategy has changed, or product release schedules have moved since the annual plan was assembled, now is a good time to revisit the marketing mix and adjusting where needed.

In this month's article Tanya provides some great practical tips for refocusing on the goals, roles, and motivating your team for a successful second half. Interested in improving your planning process? Our [December article](#) offers more on the importance of planning.

*Amy Juere*

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

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## What's the state of your nation?



**With half of 2017 behind us, are you on track to reach your goals for this year?**

When I get to the office in the morning, the first thing I do to start my day is make a big cup of coffee. The second thing I do is look at my calendar.

For some reason, it just sank in today, and I had to do a double-take. That can't be right: June 2017?! We're nearly halfway through 2017 already? How is that possible?!

Of course, time slips by because we are consistently consumed with and distracted by the day-to-day: We have meetings, deadlines and appointments. There are the constant questions of "What's for dinner?"; "Where's my blue shirt?"; "Did that proposal go out?"; "When is the last time I called my mother?"; "Have I tweeted enough lately?" And on and on it goes until you wake up one morning and realize you're six months into 2017, despite the fact that you're still writing "2014" on your kids' field trip permission slips.

We all start each new year with delusions of grandeur: This is the year I will join a gym and lose 10 pounds, get my inbox sorted and organized, eat more kale and less chocolate and start saving more for that anniversary vacation instead of inevitably spending up my travel nest egg on Black Friday.

What happens when you realize you're six months into that shiny new year. ([read more](#))

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### About the Author

Tanya Amyote joined the Edge team in December 2016, as Marketing Assistant, database and Excel guru, and token Canadian. Tanya possesses a strong work ethic, impeccable communication skills, and a can-do attitude...

as long as she's had her coffee!

Tanya is an outspoken advocate for awareness of Osteogenesis Imperfecta (brittle bone disease), which she and her son both have. She is an avid reader, musician, and amateur photographer. In addition to their own young son, James, Tanya and husband Bryan have two rescue dogs, a senior pug named Harley and a small Heinz 57 named Luna.



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## Did You Know...?

Daniel Pink, previously a speech writer for Al Gore and now a Career Analyst, wrote in his book, "DRiVE", that carrots and sticks are last-century. Now, we need autonomy, mastery, and purpose.

Dan's **TED Talk on the puzzle and science of motivation** is the eighth-most watched TED Talk to date, with more than 18 million views on [www.ted.com](http://www.ted.com), and more than 6 million views on YouTube.

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## Industry Stories and News

### Read the latest top stories and industry news!

[Inside the C-Suite: Rise of the Homegrown Law Firm CMO?](#)

[7 ways artificial intelligence and machine learning will impact the finance office](#)

[GAO Report Highlights Security, Privacy, and Governance Challenges of the Internet of Things](#)

[AI and Machine Learning in Online Marketing \(article & podcast\)](#)

[Law Firm Basics: What to Consider when Pricing Legal Services](#)

[The 8 Big Mistakes Accountants Make](#)

[Millennial businesses want more diverse services from accounting firms](#)

[Legal Competence and the Role of Technological Expertise](#)

[Sustainability Accounting Standards as the New GAAP](#)

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## Upcoming Events

### Check out these upcoming industry events!

[American Association of Law Libraries, July 15-18, Austin](#)

AICPA EDGE Experience, Aug. 2-4, New Orleans  
ILTACON 2017, Aug 13-17, Las Vegas  
Accountex, Sep 6-8, Boston  
EDRM-Duke Law Technology Assisted Review (TAR) Conference, Sep 7-8  
ACC Annual Meeting, Oct 15-18, Washington DC  
Deep Learning Summit, Oct 10-11, Montreal  
AICPA Women's Global Leadership Summit, Nov 8-10, Chicago  
Georgetown Law Advanced e-Discovery Institute, Nov 16-17

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