

LinkedIn and Twitter:

Tuesday April 14:

AM:

Looking for examples of true leadership in a crisis? From Iceland to Taiwan and from Germany to New Zealand, women are stepping up to show the world how to manage a messy patch for our human family.

<https://www.forbes.com/sites/avivahwittenbergcox/2020/04/13/what-do-countries-with-the-best-coronavirus-reponses-have-in-common-women-leaders/#1a1dd4d13dec>

Image that will pull from link:



PM:

Clients of Sendero: Check your email for an invitation link to our upcoming 2-part webinar series starting this Thursday, April 16 at 3PM CT, "Peeking Around the Corner Post Covid-19".

Join moderator, Elizabeth Crawford, CEO, Patrick Kenary, Senior Strategist and John Rowsell, PhD, Partner and Chief Strategist for part 1 to discuss current market perspectives. The American economy is in the midst of its most significant disruptive and potentially transformative experience in a century. Please join them as they explore macroeconomic and geopolitical discussions taking place for a post-pandemic world.

Image:



ELIZABETH CRAWFORD
CEO, Moderator



PATRICK KENARY
Senior Strategist



JOHN ROWSELL, PHD
Partner/Chief Strategist

Wednesday, April 15

AM:

In This Together flip-o-gram

PM:

Congratulations. You've filed all of the paperwork for your PPP (Paycheck Protection Program) loan and within a few days you'll hopefully have the money in the bank. Now is the time to start planning how you're going to make sure that you use the funds correctly.

<https://www.inc.com/thomas-koulopoulos/6-way-to-make-sure-you-dont-screw-up-your-ppp-loan.html?icid=landermore>

Image:



Thursday, April 16

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Image:



OR



ELIZABETH CRAWFORD
CEO, Moderator



PATRICK KENARY
Senior Strategist



JOHN ROWSELL, PHD
Partner/Chief Strategist

Friday, April 17

America, we've never seen you like this before. Bustling commercial centers and corporate campuses are barren; main streets and malls are black holes.

<https://www.forbes.com/sites/carolinehoward/2020/04/10/in-pictures-america-closed-for-business/#7a3d8217124f>

Image:

