

APRIL 9, 2020



STAY FOCUSED. STAY STRONG.

Hello everyone,

Because we are in the business that we are in whatever our particular discipline, we all have an entrepreneur spirit. We are accustomed to managing our own business and navigate through life. This new normal has been a challenge for all of us.

As entrepreneurs we are usually in control of a situation and when a situation is not working we design a way to make it work. Life now has presented us with a new feeling of being totally out of control. It's like we are on a roller coaster that we can't stop. But just like any ride there will be an end and then we can regroup.

In the meantime, we need to remember that we are all in this together and although we are in isolation physically we need to join together emotionally. It's a big world out there and there will be plenty of opportunity for all of us if we work hard and know our craft.

Lets continue to exchange ideas and forge ahead for the future of our sport. Design a game plan that you can implement as soon as you can get back into the rink and on the ice again.

Rely on yourself. You will get through this. I promise.

Xoxo

Paula