



To: All MAGNET Members
From: Scott Morgan, Chairman of MAGNET Board of Directors

Friends,

We all know we live in interesting times...and the Coronavirus has made it even more so. Rarely, if ever, could we imagine a pandemic situation where the strength and the span of our network would come into play as a benefit to our member agencies and their clients and other partners.

Our shared resources, our broad geographic reach and our expertise across so many marketing disciplines are especially valuable considering the global situation we all find ourselves in today. We hope, of course, that the health and wellness impacts on everyone who has been affected improve quickly – and certainly that an improved economic environment will follow. In the meantime, please assure your staff, your clients and all of your vendor partners, that MAGNET as a collective resource is here to help support you with outsource options and, in some cases, with localized support that may be necessary for clients where travel restrictions are involved.

Feel free to connect with Melissa Lentz, MAGNET CEO, or me, for any help and guidance at any time. We wish everyone well and as MAGNET, we will do our best to support one another and all our stakeholders during this time.

Best regards,

A handwritten signature in black ink that reads "Scott Morgan". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Scott Morgan