



ASAC Membership,

There's no beating around the bush. We are amid a pandemic, unprecedented in modern times. The effects of this Covid-19 pandemic are currently far-reaching both personally and economically to nearly every individual and group in this nation.

It is at times like these that we are truly responsible, as leaders in our communities, associations and businesses, to be the example.

I find myself reflecting on my own personal responsibility in a time like this. During this time of self-reflection, I could only draw on one other experience in my lifetime. That, of course, was the time in this nation post 9/11. One of the most direct and positive lessons learned from that very tough time in our history was that galvanizing force of "we" vs. "me".

There are currently so many examples of "we" effects. Blood drives, PPE donations, NBA player donations to event staff, food drives, loan forgiveness, interest deferral etc. Millions of people all over Colorado have come together in unprecedented ways to work towards generating a net positive effect on flattening the curve. These are certainly the examples we need to follow.

The "me" effects are more sensationalized in the media as they use our curiosity against us to generate ad revenue. Nevertheless, they are there. Toilet paper fights, Z generation spring break make outs and the #coronaviruschallenge, broad incidents of refusal to comply with government mandates, choosing to spend time in large groups in small spaces and so on. These are, of course, the examples that we should choose not to follow.

Although the temptation to wonder about what my life will look like or where my business will be once this is all over is certainly very strong, I will continue to choose to be part of the "we" and to positively affect the "we". I think we each have a social and moral responsibility to do so. While the mandates and regulations are consistently changing by the day, it is our responsibility to comply with the governmental recommendations for how to run our lives and businesses in these tough times.

One thing I would implore all of you to do is to count your blessings and be aware of them. Treasure your family and friends in this difficult time. Be thankful for your home protecting you from the elements. Remind your children that there are billions of people on this earth whose daily lives are more like our current existence than the one we took for granted just 3 short weeks ago. Be aware of the intense luxuries we are afforded in the United States and take joy in showing gratitude for them. Living lean over these next weeks and months will become the new normal, and when we return to the status quo, it will do us all some good to remember that in context.

ASAC is working together with many associations and individuals to have a net positive effect. We are reaching out to the Governor on your behalf. We are working with like-minded organizations to provide you with the best information possible about the government assistance programs and regulations via email newsletters, Zoom meeting, webinars, ASAC website etc.

We are here for you and we are here to help you be helpful to others. Please reach out if you would like to assist. To quote former ASAC President and my dad Scott Deering, "Be of service when you can. When we help others, we are freed from dwelling on our own struggles. Experience has shown me the best way to get through tough times is to be of service to others."

Nick Williams, ASAC President
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