



Dear NSSTA Members,

Our world has been turned upside down during the COVID-19 crisis and we're all looking for new information about sustaining our businesses and better ways to serve our stakeholders. At NSSTA, we hear that, and we're creating this new weekly communication for you that will contain short bursts of news, information and tips that are specific to the structured settlement industry. We aim to add value, but not overload your inbox with news that you can get elsewhere about the pandemic itself. Let us know how we're doing. [Send your feedback to us.](#)

Federal Loans for Small Business

The Federal Cares Act provides \$376 billion in relief for American workers and small businesses. Applications are being taken now. There are multiple funding options for small businesses including emergency loan advances, a paycheck protection program to keep employees on the payroll and bridge loans. [Click here](#) to read the NSSTA memo with important Q&A about the coronavirus stimulus and relief package. Some loans may be forgiven and some not, so read each option carefully with more details are available on the [SBA website](#). [Click Here to Apply](#)



Empathy, Compassion and Confidence for Better Outcomes

by David J. Korch JD, AIC, SCLA, CMSP, CMSS, WCSS

VP Workers' Compensation and Medicare Practices at Arcadia Settlements Group

Humanitarianism deals with actively working to improve the happiness and welfare of others. The concepts of humanitarianism and advocacy are actually integral to the workers' compensation industry, as we're in the unique position to offer solutions that are truly win-win by using needs-based analysis and negotiation methods within the realm of structured settlements. As we see today during the COVID-19 crisis, anxieties stem from the unknowns surrounding physical health, financial security and the future in general.

[Download Here](#) to read exactly how empathy is key in addressing those fears in David Korch's full Arcadia article that appeared nationally in [Claims Journal](#) on April 2.

NSSTA Capitol Hill Update

with NSSTA Executive Director, Eric Vaughn

Life here in Washington, D.C., and especially on Capitol Hill, in the time of the coronavirus pandemic, has been challenging, unsettling, complicated and extremely frustrating. Our industry must maintain an active presence on the Hill. Members of Congress need to hear from structured settlement industry leaders to build and enhance their enthusiastic support for the positive impact structured settlements have on the lives of injured people and their families. [Click Here](#) to read Eric's full report.



Marketing: Less can be Best

with Lu Ann Reeb, MBA (NSSTA's Communication Consultant)

Ironically, the same crisis keeping us at home has created stress about if we should create more marketing messaging during a pandemic. This is new territory, so there isn't a rule book or even best practices. My advice is to be prudent, simple and helpful in your marketing. I offer these few tips:

1. Reach out to your current clients and partners. Do they need your help or reassurance?
2. Make a simple phone check-in with people in your network - that can go a long way.
3. People are worried about health, family and jobs, so focus your efforts on sharing resources, especially for small business people. [This Forbes article](#) has the best list for government and private relief efforts combined that I've seen.
4. Social media gets mixed reviews in my mind. It certainly offers an opportunity to strengthen your personal brand as a credible source of information. If you use social channels already, then make that your theme with posts of useful information.
5. Reassess any campaigns you were about to launch. Adjust the timelines, alter the messaging and change the visuals. And it's ok to pause marketing until things get better.

Free NSSTA Annuity Webinar April 30 at 1pm-5pm EDT

Valid for 4 hour(s) of CA & TX ANU CE credits. This course will demonstrate through case law and case examples the rules governing the design of annuities, as well as the sale of annuity products and the appropriate products to be sold to the senior population. Only NSSTA brings you CE credits that you need for license compliance.



Register for the
Webinar