

## Monthly Media Tip Sheet

Beat	Story	Source
Personal Finance	<b>Your Assets in the Digital Age:</b> Digital assets have surpassed a \$2 trillion market cap with a staggering number of Americans investing in, trading or holding cryptocurrencies. When it comes to estate planning, how should these digital assets be managed? What risks need to be accounted for? What protections should be put in place.	An estate planning expert from <b>BMO Wealth Management</b> can shed light on what’s involved in a digital asset inventory and the actions that need to be taken to protect it.
	<b>Alternatives to credit cards when you need to borrow money:</b> Credit cards are a convenient way to borrow money. But for some consumers a credit card may not be an option, leaving them to find alternative financial solutions. What alternatives are available? What are their pros and cons? What impacts do each have on consumers’ credit scores?	A source from <b>Take Charge America</b> can break down solutions other than credit cards that are available when consumers need to borrow money.
Healthcare	<b>April is Autism Acceptance Month:</b> Many Arizona families are stuck on waitlists for autism evaluations for a year or more, preventing them from accessing life-changing therapies. How does one get a formal diagnosis for autism? What is considered the “right” kind of diagnosis in order to access therapies? What is now being done to reduce the wait time thousands of Arizona families are facing?	CEO Christine Ehrich from <b>Axis for Autism</b> can explain how their cutting-edge model works to reduce wait times, as well as the roadblocks (and solutions) families are encountering when it comes to getting a diagnosis for their child or themselves.

	<p><b>If You're at Risk for Heart Disease, When Do You Seek Preventive Treatment?</b> Heart disease is the leading cause of death, and about 60% of people will have a heart attack, stroke or heart failure in their lifetime. However, research shows that up to 90% of heart disease and stroke (what doctors call cardiovascular disease) is preventable. If someone has a risk factor – like a family history of heart disease or unhealthy lifestyle (whether they want to admit it or not) – when is the right to seek preventive treatment, especially if they aren't showing symptoms of slowing down? At what stage is the disease preventable?</p>	<p>Dr. Robert Hurst, founder of <b>HealthspanMD</b>, can explain the importance of preventative care, how to seek it out, who would benefit and the role life stage plays.</p>
<p>Risk Management/ Labor Market/ Employee Benefits</p>	<p><b>Rising Insurance Costs, Labor Challenges &amp; Recession Worries – What to Expect in the Months Ahead:</b> Inflation. Layoffs. Rising insurance costs. Business anxiety. The existing economic climate is sending mixed signals that are making companies uneasy and causing uncertainty across industries. How is this impacting Arizona businesses? What are major risks they should prepare for? What challenges are their leaders facing in today's uncertain climate? What can businesses expect in the coming months?</p>	<p>A source from insurance broker <b>Lovitt &amp; Touché</b> can discuss how economic uncertainty is affecting Arizona businesses and share strategies many are implementing to navigate these times.</p>
<p>Accounting/Biz Finance</p>	<p><b>How business leaders can audit-proof their companies:</b> The word 'audit' may elicit anxiety and fear among business owners. Although audits are rare, it's better to be prepared than not. What can businesses do to prepare for an audit? What is involved in the audit process? What documents are needed? What types of accounting systems are best for audit-proofing?</p>	<p>Elizabeth Hale, CPA and CEO/Founder of Scottsdale accounting firm <b>eeCPA</b> can share strategies for audit-proofing businesses.</p>
<p>Legal</p>	<p><b>Revocable, Irrevocable and Special Needs Trusts:</b> Thousands of Arizona families are thrust into probate every year because of a lack of or gaps within an estate plan. Revocable and irrevocable trusts can play a key role, yet family dynamics, age, profession and assets can all play roles in which route you decide. What is the difference and what factors should be considered?</p>	<p>An estate planning attorney from <b>Guidant Law Firm</b> can break down the ins and outs in simple terms.</p>
<p>Public Works &amp; Infrastructure</p>	<p><b>Solutions for combatting Arizona's drought:</b> Water supply is a complex and controversial topic – especially throughout the western U.S. as drought, climate change and diminishing groundwater supplies surpass historical norms. For Arizona, water is an extremely scarce resource. Arizona receives approximately 40% of its water supply from the Colorado River system – a system that's been experiencing severe drought for decades. What are the consequences of water shortages? What</p>	<p>Sources from the <b>American Public Works Association (APWA)</b> can discuss the critical drought impacting the state and which innovative methods can address the issue.</p>

	can be done about this before it is too late? There are solutions, which include reclaiming, conserving and storing water, as well as water desalination.	
Residential Real Estate	<b>Helping the first-time homebuyer:</b> With the percentage of single-family homes for sale under \$400,000 dropping from 82% in 2018 to just 29% today, first-time homebuyers are increasingly challenged to purchase as their entry point into homeownership becomes more costly. To combat the higher cost of entry and competitiveness, first-time homebuyers are exploring various financing options and government-backed programs designed to assist them, as well as innovative mortgage strategies and additional first-time homebuyer grants, low-down-payment loan programs and tax credits to ease their financial burdens.	A source from <b>Phoenix REALTORS®</b> can provide insights on how they are helping aspiring homeowners get creative – from search strategies to employing creative financing – to land the home of their dreams at a price they can afford.

**Contacts**

Tim Gallen  
(480) 335-6719  
[tim.gallen@akerink.com](mailto:tim.gallen@akerink.com)

Mary Little  
(480) 586-5134  
[mary.little@akerink.com](mailto:mary.little@akerink.com)

Katie Brashear  
(480) 330-0872  
[Katie.brashear@akerink.com](mailto:Katie.brashear@akerink.com)

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