

We're doing the hustle over here. And ALL my friends who own small businesses are, too. I'm

lucky to have them as sounding boards, sharing what's working, our wins, and losses. Sometimes just a willing ear. We're all in the same boat, trying to figure out a path forward when most of our revenue has been cut to almost zero. Many of us have laid off our team and are operating complex companies with a couple of employees. It's rough out there and will be for the foreseeable future. In my case, I feel like I'm back to the beginnings of The E List and reinventing (again!) for the new normal. It's depressing. It's frustrating. But I'm trying to remember our motto here at The E List: GAME. We've got too much to lose to throw our hands up in the air, so this is another challenge to figure out. What's inspiring and energizing me, is seeing so many of my friends and colleagues hustling, too. GAME. We got this.

love,  
Erica

**MOTHER'S DAY INTRO TO PILATES\* OR 5 VIRTUAL ZOOM CLASSES FOR \$29**

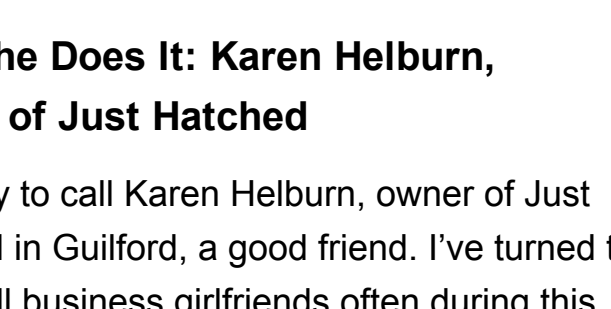
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\*Can be substituted for other fitness formats

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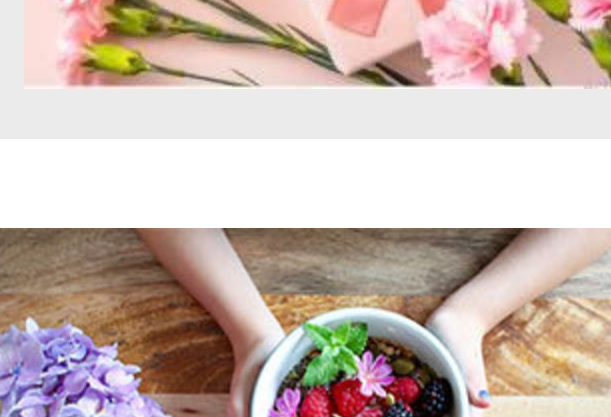
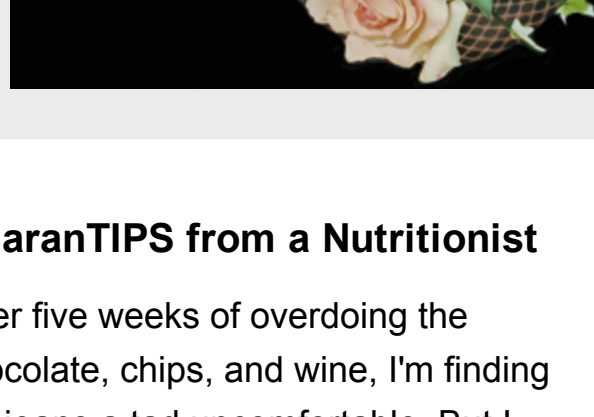


### How She Does It: Karen Helburn, Owner of Just Hatched

I'm lucky to call Karen Helburn, owner of Just Hatched in Guilford, a good friend. I've turned to my small business girlfriends often during this pandemic, for a sounding board, advice, and to find out how they are forging ahead with their companies. Karen's optimism and wisdom, not to mention the ability to turn on a dime, has inspired me to stay the course. Her story is hopeful and inspiring for small business owners during these crazy times.

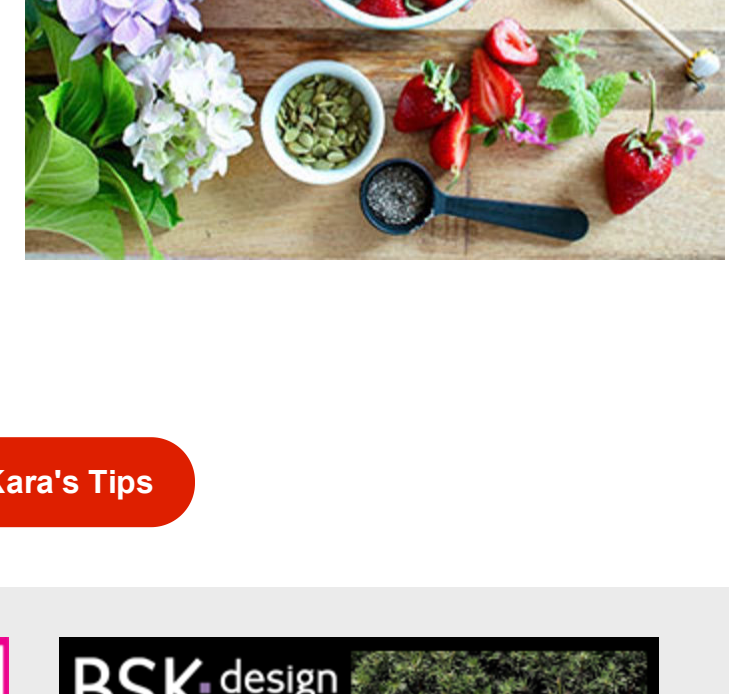
**Mention THE E LIST and take 20% off at Just Hatched through May 16th.**

[Read Karen's Story](#)



### QuarantIPS from a Nutritionist

After five weeks of overdoing the chocolate, chips, and wine, I'm finding my jeans a tad uncomfortable. But I won't be seeing anyone for the foreseeable future and I've got (literally) NOTHING on my calendar to derail me. I'm going to turn this sad pattern around. I asked our go-to Nutritionist, Kara Pachniuk (who has seen us through POP Weight Loss programs) for some tips...



[See Kara's Tips](#)

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### Local Takeout (Updated!)

Our restaurants need you. We've updated our list of take out and added some new ones, including River Tavern!

[See the List](#)

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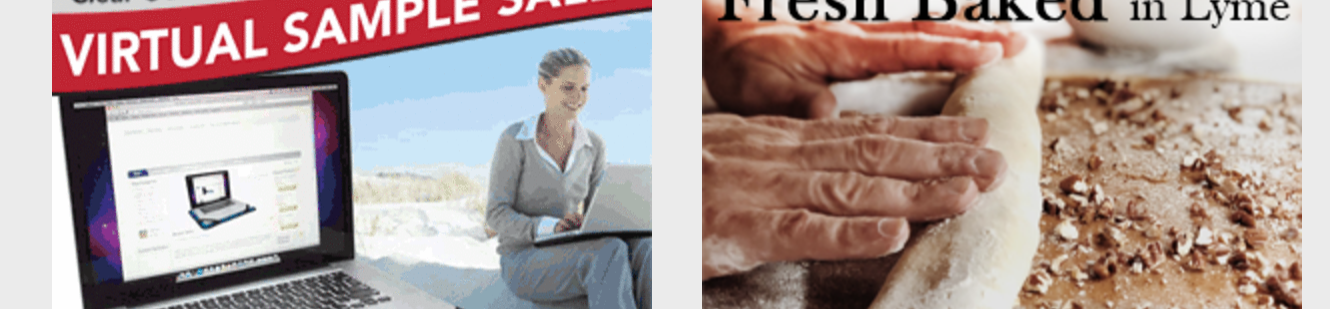
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We are *desperate* for some Vitamin D, but don't get burned! These lovely sun hats (\$110, now \$77) and sweet rainbow clutch (\$100, now \$70) are by Mar Y Sol. Use code SPRING30.

[Shop Online](#)

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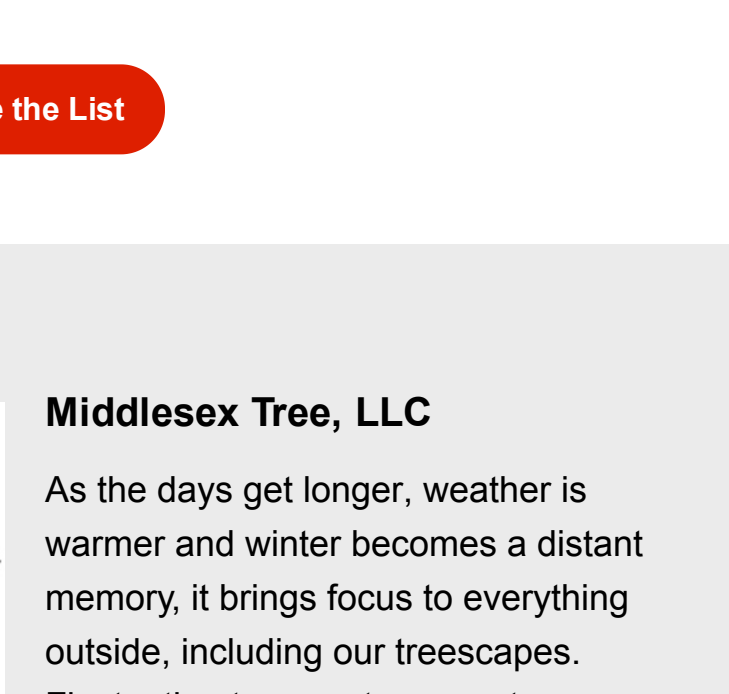
Wb WOMEN IN BUSINESS SHOP NOW!

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### I hope you have a happy Mother's Day!

Find flowers, sweets & other good ideas for Mom (or anyone!) on last Thursday's list.



[See the List](#)

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p.s. from Erica

Make your own fiesta with new **Taco Kits from Essex Market.**

High Hopes' Annual Fundraiser goes virtual this year! [See the amazing Big Virtual Bash auction items here.](#)

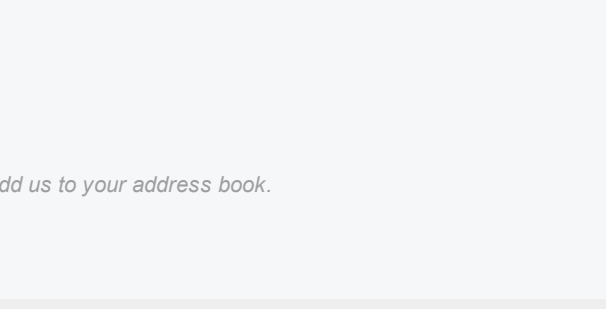
Liv's Shack is open! [Place your lobster roll orders online here.](#)

Schitt's Creek Fans! The Flo Gris Museum Shop has [Rose Apothecary body creams and goat milk soaps](#) (a collaboration with Beekman 1802). I couldn't resist!

When you've overdosed on CNN, turn to [Li Ziqi for a mesmerizing jaunt into her fairy tale world](#) of food in the Chinese countryside. I just can't stop.

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