

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

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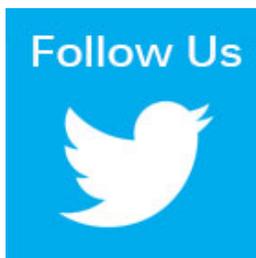
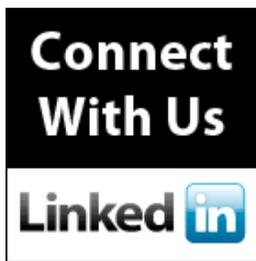
### Preserving Cash Flow



The economic disruption caused by the Covid-19 pandemic has been sharp, steep and sudden. With significant portions of the business world either shuttered or forced to work remotely, revenue streams have been impacted across the board. It is imperative that you take steps to monitor cash flow to help protect your business. [Click here](#) for seven steps you can take preserve your cash flow.

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## Family Business

### The Benefits of Philanthropy



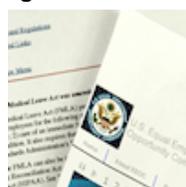
**Running a family business** often means local relationships are essential to your success. Charitable activities are an effective way of helping the community, your company's image and the bottom line. Continue reading for some insight into how businesses can benefit from charitable giving.

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## Benefits Administration

### Vigilance Can Reduce Family Medical Leave Act Cheating



**The purpose** of the Family Medical Leave Act (FMLA) was to allow sick or injured workers time to recover without losing their jobs. The same is true when an employee has a sick or injured family member who requires care. Unfortunately, some workers have treated the FMLA as extra time off to be used as they wish. If you suspect this is happening in your workplace, there are remedies. Read on for details.

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## Marketing

### A Winning Press Kit Helps Spotlight Your Company

**Looking for some** favorable publicity about your company? Grab the attention of journalists by putting together a good press kit. There should be a paper and electronic version of this. The latter is particularly versatile. Journalists can access the material 24 hours a day and you can include past speeches by company officials and official documents you want to make public. This article explains what you need to know about this important public relations tool.

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