

The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

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Gray, Gray & Gray, LLP's News

The Importance of Cash Flow Management in a Time of Crisis



Although the U.S. economy is once again opening for business, the impact of the COVID-19 shutdown will have a lingering effect on businesses across virtually all industries. The acute disruption of "business as usual" will continue to make managing your company's cash flow a top priority. [Click here](#) for 11 tips for controlling and managing your cash position.

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New Webinars Added This Month

We have added more webinars to the lineup this month. Be sure to register in advance! [REGISTER HERE](#)

Helping Energy Companies Plan for What Comes Next

THURSDAY, JUNE 11, 2020 – 1pm ET

The outlook for heating oil and propane companies in the COVID-19 world remains fluid. How are you planning to manage what comes next? Join Gray, Gray & Gray Partner [Joe Ciccarello](#), and Director/Energy Practice Chair [Marty Kirshner](#), along with [Warm Thoughts Communications](#) President [Rich Goldberg](#) and VP of Marketing Services [Ben Gutkin](#), for this special one-hour webinar as we review important factors that should impact your plans now.



Relieve! Making the Most of the PPP Flexibility Act

MONDAY, JUNE 15, 2020 - 1pm ET

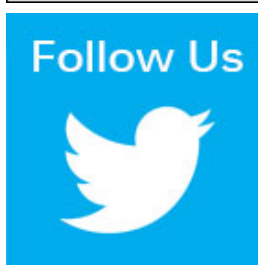
The SBA's tight restrictions on PPP timing and loan allocation have been significantly eased by the recently enacted PPP Flexibility Act. Gray, Gray & Gray's [Jim DeLeo](#), [Kelly Berardi](#), [Brad Carlson](#) and [Derek Rawls](#) will explain the new guidelines and offer practical advice on how to reallocate PPP funds to potentially maximize value for your business within the new loan forgiveness constraints.

The New Approach to Succession Planning for Energy Companies

THURSDAY, JUNE 25, 2020 – 11am ET

The pandemic and subsequent economic disruption impact extends to a key management component for many fuel oil and propane retailers: succession planning. This special panel webinar is designed to provide advice and guidance on succession planning issues from the energy industry's leading experts on fuel oil and propane company management. Join Gray, Gray & Gray's [Marty Kirshner](#) and [Joe Ciccarello](#), Federated Insurance's [Bob Butkus](#), and Robinson & Cole's [Earl Phillips](#) and [Brian Freeman](#) as they tackle these pressing concerns.

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Checkpoint



Family Business

Put Social Networking Sites to Work for Your Family Business



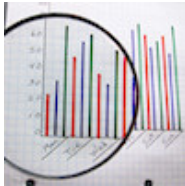
Marketing strategies have changed dramatically in recent years. Like it or not, a huge part of your target audience gets their news and information -- even their opinions -- from social media. Social networking sites like Twitter and Facebook can not only help you to broaden your customer base, but perhaps even reduce your traditional advertising budget. For more details on this win-win, read on.

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Benefits Administration

Employers to Offer More Benefits in the Future



Important trends in employee benefits are identified in a relevant study worth examination. One finding of the report is that employers expect to shift even more benefit costs to employees. And employees are looking for even more "life style"-type benefits. Keep reading to learn more about what's ahead for employee benefits down the road.

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Marketing

Unleash the Power of Language



A clever turn of phrase can beef up your company's advertising copy and promotional material. In turn, that can translate into increased revenues. But make sure the words you choose are clear and powerful. Use commonly understood words, because common terms will grab attention faster. Click "Full Article" for suggestions on how to punch up your messages.

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Latest Headlines

J&J to begin human trials of COVID-19 vaccine in second half of July

Reuters.com - Wed, 10 Jun 2020 09:59:54 -0400

Ford to return to pre-COVID production rates in U.S. plants by early July, COO says

Reuters.com - Wed, 10 Jun 2020 09:55:26 -0400

S&P opens higher, Nasdaq hits record as all eyes turn to Fed

Reuters.com - Wed, 10 Jun 2020 09:50:58 -0400

Mnuchin says U.S. recovery has begun, will gain strength in Q3, Q4

Reuters.com - Wed, 10 Jun 2020 09:49:55 -0400

Airlines heading for \$84 billion loss this year: IATA

Reuters.com - Wed, 10 Jun 2020 09:47:13 -0400

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