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Gray, Gray & Gray, LLP's News

Gray, Gray, & Gray Named "Associate Member of the Year" by Connecticut Energy Marketers Association



Gray, Gray, & Gray, LLP (www.gggcpas.com), the leading consulting, advisory and accounting firm in the energy industry, has been named "Associate Member of the Year" by the Connecticut Energy Marketers Association (CEMA). The announcement was made during CEMA's 70th annual meeting, which was held virtually due to pandemic restrictions. Gray, Gray & Gray was lauded for helping the energy industry in Connecticut through education, resources, and advice during a challenging year. Read the full press release [here](#).

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New Webinar Reminder! The Changing World of Work



Wednesday, December 2nd
1:30 pm - 2:30 pm ET

The COVID-19 pandemic continues to impact organizations and individuals across the globe. With no clear end in sight, many organizations have implemented modifications to the way their teams work and continue to seek ways to plan for what the future may hold. How has your company adapted to the changing work world to date? What plans do you have for the future adaptation? Join in the webinar! For more information and to register [click here](#).

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Family Business

Coping With a Nightmare: Firing a Relative in a Family Business



Firing an employee is never easy. But the situation is far worse when the person is a relative in a family business. Here are six steps to help deal with the task of terminating a relative — while dealing with pressures from the family and maintaining important relationships.

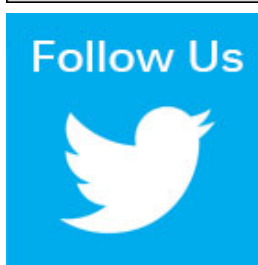
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Benefits Administration

Communicating with Millennials about Benefits

Times change and so do your employees. As older workers retire and are replaced, or joined by members of the younger generation, adjustments will need to be made. True they have to follow your rules, but for



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the best results, you need to be flexible too and, to some degree, speak to them in the language they understand. Keep reading to learn more about communicating successfully with a younger workforce.

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Marketing

Strategies to Survive in Any Economy



A lackluster economy, along with other financial pressures, may cause companies to reduce spending on marketing. But an economic slowdown can actually be a good time to *increase* your efforts. Aggressive marketing during hard times, when competitors are cutting back, can generally boost market share and return on investment. Here are four strategies to help your business survive and come out a winner in any economy.

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