

# The Advisor

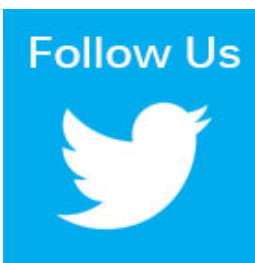
Going Beyond the Numbers to Deliver Insight, Guidance and Success

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CERTIFIED PUBLIC ACCOUNTANTS | ADVISORS

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## Gray, Gray & Gray, LLP's News

### Happy Thanksgiving!



This Thanksgiving, we are grateful for our continued partnership with all of our clients as well as our team members who we consider to be the best in the industry.

We wish you a safe and happy holiday!

*Please note Gray, Gray & Gray will be closed on Wednesday, November 25th, through Friday, November 27th, in celebration of the holiday. We will resume normal business hours on Monday, November 30th.*

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### 1 Week to Go! The Changing World of Work Webinar





**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? **Take part in a brief survey [here](#). Then join us for the webinar where we will**

**walk you through some of the key findings and share best practices.**

For more information and to register [click here](#).

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## Family Business

### Keep a Firm Grip on Workplace Strife



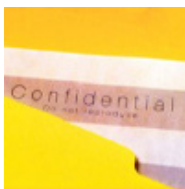
**A family business** should follow the same rules as any well-run company, but pressures from relatives can add tension to the mix. In addition, non-family members may become disgruntled by what they view as nepotism. Continue reading for some tips on keeping peace in the workplace.

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## Benefits Administration

### Make Sure Workers and Managers Comply With HIPAA



**When it comes** to health issues, employee privacy is important. But the rules may seem overwhelming for employers. The *Health Insurance Portability and Accountability Act* (HIPAA) has added many new responsibilities. Do you know what's expected of your organization? If not, continue reading.

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## Marketing

### Raise Your Company's Profile for Little or No Cost



**Let potential** customers hear about your firm by taking time to develop marketing techniques that have nothing to do with advertising and are inexpensive and effective. You or members of your staff can teach in your firm's area of expertise, join and become active in your trade organization, or link your company to a good cause. It's all good business. Here's how to go about it.

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