



Gray, Gray & Gray, LLP's News

Our New Brand Identity & "Power of More" Initiative



We are pleased to announce that we have undertaken a major rebranding in response to an ongoing expansion and shift in the services provided to clients. This rebranding includes the new logo shown above, a refreshed website at www.gggllp.com and a new client-centric initiative we're calling the "Power of More."

What does the Power of More represent?

***More attention. More expertise. More opportunity.
More solutions for your ever-changing needs.
More than you've asked for. More than you expect.***

Click [here](#) to read the full press release.

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Family Business

Daughters Step Up in Family Businesses



The days may be gone when parents bemoan the fact that they don't have sons interested or qualified to carry on the family business. More and more, daughters are stepping into the top spots, according to one study, and overall, they're doing a pretty impressive job. Find out how some family companies are faring under female leadership.

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Benefits Administration

HRAs Are Subject to 'COBRA Continuation'

The IRS guidance makes it clear health reimbursement arrangements are considered group health plans subject to continuation of coverage rules if employment ends. Continue reading for an explanation of how these plans work and how to treat them under the



Consolidated Omnibus Budget Reconciliation Act (COBRA).

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Marketing

Keep Control in a Media Interview



Be prepared when meeting with reporters to talk about your company or a new product. You want the publicity but also want to be sure you present the right image and don't get trapped by probing questions. This article gives you six pointers, from getting *your* points across to choosing the right words, that can help turn you into a media savvy executive.

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