



# The Advisor



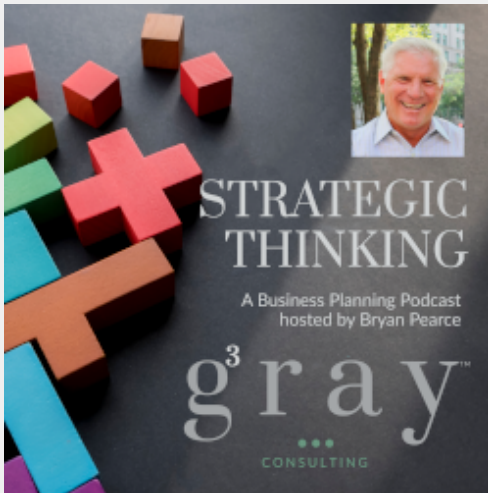
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## Gray, Gray & Gray, LLP's News

### Announcing Our Very First Podcast Series: Strategic Thinking with Gray, Gray & Gray!



We are excited to announce the launch of our first podcast series – Strategic Thinking with Gray, Gray & Gray. Tune in to discover how business leaders are meeting today's challenges while positioning their companies for future growth. CEOs from a wide range of industries share their insights with host Bryan Pearce, Director of Strategic Business Planning at Gray, Gray & Gray.

In our first episode, Bryan interviews Marty Mazzella, Owner and President of Ti-SALES. Located in Sudbury, Massachusetts, Ti-SALES has been an essential partner to municipal water utilities and other customers in the water industry since it was founded in 1963. Marty purchased Ti-SALES in 2018 from the family that founded the company and is now leading the growth and transformation of this successful business. Click [here](#) to listen to the episode now.

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## Family Business

### Build a Strong Board



**Directors play** a crucial role in the route your company takes and the successful attainment of its goals. Many family businesses restrict board membership to relatives, but that may not be the best road to take. Click "Full Article" to see how your business compares with other family-run firms and how to beef up your board.

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## Benefits Administration

### The Challenges of Administering Family and Medical Leave



**The Family and Medical Leave Act (FMLA)** requires companies to provide unpaid leave for certain family and medical reasons. However, many companies have difficulty administering the law because they must determine which absences qualify, when the leave begins, and ensure a variety of other requirements are met. Here are two cases in which the courts ruled in favor of employers after staff members were denied FMLA leave.

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## Marketing

### Make Your Mission Statement More Than a Wall Ornament



Your company's mission statement should be prominently displayed on your website, brochures and other materials. It's a compass to what your business stands for and where it's headed. It also mobilizes people behind a common cause and gets results. This article explains how to create a mission statement that highlights your products and services and helps build customer loyalty.

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