



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

### Announcing New Gray, Gray & Gray Team Members!

We are pleased to announce the following new additions to the Gray, Gray & Gray team. Welcome to the firm!



**Amy Alpert**  
Assistant Portfolio Manager  
Gray Private Wealth



**Kerin Coleman**  
Tax Staff Accountant



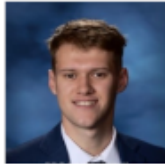
**James Cotter**  
Sage Intacct & Advisory  
Senior Consultant



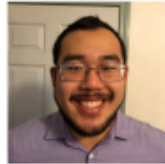
**Lisa Johnson**  
Sage Intacct & Advisory  
Consultant



**Carl Kaplan**  
Business Development  
Manager



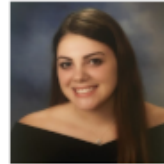
**Garrett King**  
Audit Intern



**Alan Nie**  
Staff Accountant



**Saphira Mondiere**  
Staff Accountant



**Samantha SantaCroce**  
Audit Intern



**Christin Schow**  
Office Administrative  
Assistant



**Siobhan Senior**  
Temporary Marketing  
Coordinator



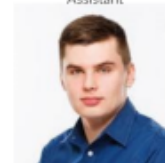
**Sofia Sowden**  
CAAS Intern



**Davis Stewart**  
Tax Intern



**Lisa Sullivan**  
Senior Bookkeeper



**Matthew Underhill**  
Audit Intern

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## Family Business

### A Family Business Does Not Have to Be a Casualty of Divorce



**The end of a marriage.** For most people, the mere thought of it raises many emotions, memories and questions. When a divorce affects a family business, the impact is multi-fold; however, among the primary concerns is often how the value of the company is calculated when the divorcing spouses disagree on the subject. This article examines some of the crucial issues involved.

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## Benefits Administration

### What Employers Should Know about Drug and Alcohol Abuse at Work

**Most of us** have pictures in our minds of what drug and alcohol abuse looks like, but often we're wrong. If you think people with these problems are not on your staff, think again. The vast majority of individuals who drink heavily and use drugs are employed, so there's a



good chance some are on your payroll. That should be a cause of concern for any businessperson. Keep reading to learn what you need to know about drug and alcohol testing in the workplace.

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## Marketing

### B2B Advertising: Sell The Steak



**With business-to-business** advertising, you're better off selling the substantive benefits of your products or services. The old saying is: "Sell the sizzle, not the steak." Well that works fine in consumer ads. But when selling to businesses, there's a better way. Get right to the meat of your product or service. In other words, what can you do to help customers solve their problems? Here's how it works.

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