



# Fueling Your Future

You Deliver Power to Your Customers.  
We Give You the Power to Do More.

April 2022 Issue

## Upcoming Webinar! What Inflation Means for Your Company's Operating Expenses

*Presented by Gray, Gray & Gray and Cetane Associates*

**April 20<sup>th</sup> from 11:00 am - 12:00 pm EST via ZOOM**

The after-effects of COVID on our economic state are far reaching with the rise in inflation. For propane and fuel oil marketers, these challenges are compounded by rising costs of global fuel prices due to reductions in production and disruption of the Russian/Ukraine conflict. Many are left wondering how to remain competitive in the marketplace while also maintaining a reasonable profit margin.

Gray, Gray & Gray and Cetane Associates have joined forces to help organizations like yours meet these challenges head on. During this one-hour webinar, we will discuss ideas on how to measure, assess and soften the impact of inflation and rising fuel costs on financial operations.

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THE POWER OF MORE

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*Oil & Energy Magazine* features "9 Steps to  
Manage Your Way Through a Price Spike" article  
By Gray, Gray & Gray's Marty Kirshner & Joe Ciccarello



## How to prepare your company and customers for higher costs

Crude oil and propane prices are at their highest level since 2014. The bargain basement prices seen during the pandemic (remember “below zero” oil) have rebounded more quickly than anticipated. But supply has not kept pace with global demand, leading to a big spike in cost. This is not the first time the energy industry has seen wholesale prices skyrocket. What lessons did we learn from previous spikes that can help us manage our way through this one? [Read the full article](#) to learn nine steps you can take to prepare yourself, your company and your customers for dealing with more expensive propane and fuel oil.

READ THE FULL  
ARTICLE

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## Gray, Gray & Gray and GraVoc Announce Cybersecurity Services Collaboration

Gray, Gray & Gray is elated to announce our partnership with [GraVoc Associates, Inc.](#), a Peabody-based technology consulting firm. The collaborative venture is designed to provide comprehensive cybersecurity services to organizations across all industry segments.



The alliance between Gray, Gray & Gray and GraVoc will provide the technological skills and resources to deliver a full slate of cybersecurity services. These services include risk assessment, disaster recovery/business continuity planning, security awareness training and testing, IT audit, penetration testing, as well as compliance and advisory services to help clients improve their security posture while meeting industry, state, federal, and international information security regulations and standards.

READ THE FULL PRESS  
RELEASE

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## New Strategic Thinking Podcast Episode! Bryan Pearce Interviews Nate Gravel of GraVoc

In episode 5 of our Strategic Thinking podcast series, host Bryan Pearce, Director of Strategic Business Planning at Gray, Gray & Gray, interviews cybersecurity expert Nate Gravel of GraVoc Associates. During this episode, Bryan and Nate discuss a variety of important topics relating to cybersecurity, including common risks, threats and misconceptions that middle market business owners should be aware of, how to test and assess a company's vulnerabilities, how to approach

cybersecurity initiatives, and more.



LISTEN  
NOW

View other episodes in the series [here](#).



## COMING SOON!

### Gray, Gray & Gray's 31st Annual Energy Industry Survey



At Gray, Gray & Gray, we are committed to bringing you key information for your success. For three decades, your participation in our Energy Industry survey has allowed us to provide a "snapshot" of the energy industry, helping to establish industry benchmarks and the standards by which company performance is measured.

*Please watch your inbox for this year's survey coming soon!*



## Recording Available!

### Avoiding Catastrophic Mistakes in the Face of Unprecedented Price Volatility Webinar



In case you missed our recent price spike webinar or would like a refresher on the information shared, you can now access the recording online.

During this webinar, industry leaders discussed how the unprecedented surge in fuel prices, current volatility and future uncertainty are creating a dangerous cocktail for heating oil and propane companies. They shared what you need to do today and in the coming months to

manage through this crisis and mitigate the damage.

ACCESS RECORDING

# Upcoming Events

We are pleased to announce our participation at the following spring events.

## **NPGA Southeastern Convention & International Propane Expo** **April 24 - 26, 2022**

Music City Center, Nashville, TN



Be sure to visit Gray, Gray & Gray's booth (#749) at this year's expo. We will also be co-presenting the following session:

### **Myth vs Reality for the Propane Industry**

**Monday, April 25, 2022, 9:00 am - 10:00 am**

*Presenters: Marty Kirshner, CPA, MSA, Partner, Gray, Gray & Gray, LLP; Philip Baratz, CEO & Co-Founder, Angus Energy*

The retail propane distribution industry is undergoing significant changes, from ongoing consolidation, to product diversification, to shifting demographics, to mounting environmental pressures. The perception is of an industry whose leadership is grappling with these changes while also managing day-to-day business issues and the residual effects of a global pandemic. Our annual propane survey paints a different picture, one of companies successfully dealing with the ever-shifting marketplace. What is the reality for propane? During this session, we will look at survey findings while also addressing the impact of the Russian/Ukraine conflict on propane companies and how you need to adapt.

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## **Eastern Energy Expo**

**May 22 - 25, 2022**

Mohegan Sun, Uncasville, CT



Be sure to visit Gray, Gray & Gray's booth (#539) at this year's expo. We will also be presenting the following session:

### **How to Turn Today's Information Into Tomorrow's Action**

**Monday, May 23, 2022, 9:30 am - 10:30 am**

*Presenters: Marty Kirshner, CPA, MSA, Partner, Gray, Gray & Gray, LLP; Joe Ciccarello, CPA, MST, Partner, Gray, Gray & Gray, LLP*

The way for propane and fuel oil business leaders to make the best decisions is to have accurate information available on a timely basis. This management and application of business intelligence is the route to a steadily profitable company. Key performance indicators track and measure performance across a company's operational and business units, which should be converted into actions that improve efficiency and performance.

Attendees at this seminar will gain insights into which KPIs are critical to monitor in the midst of the ongoing pandemic and resulting turbulence in the marketplace, learn how to analyze data through internal and external benchmarking, and discover effective ways to apply the results operationally.

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## **Southern New England Energy Conference**

**June 20 - 21, 2022**

Newport Marriott, Newport, RI



We will be presenting the following session:

### **Fighting the Great Resignation**

**Monday, June 20, 2022, 10:00 am - 11:00 am**

*Presenter: Marty Kirshner, CPA, MSA, Partner, Gray, Gray & Gray, LLP*

Are you an owner out on the truck making deliveries for the first time in years? Do you find yourself handling dispatch calls because there is nobody else to do it? Are you struggling

to cope with the loss of technicians, drivers and office staff? You are not alone. The energy industry has not been immune to the "great resignation" afflicting businesses across the country. Losing employees is the single biggest threat to your company. An experienced team is an absolute necessity for remaining in business. Which is why employee retention should be your biggest priority in 2022. It is more important to dedicate resources to keeping employees than it is to hiring new workers or even signing up new customers.

Learn why employee retention has become more important than customer recruitment and retention, creative ideas on how to retain employees, and ways to make your company a "destination" employer for the future.

Watch for more information on additional events coming soon!

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## Gray, Gray, & Gray Ranked Among Top New England Accounting Firms by Accounting Today

We are pleased to announce that Gray, Gray & Gray has been ranked as the seventh largest independent accounting firm in New England by Accounting Today, the accounting industry's foremost publication. *"Gray, Gray & Gray's annual revenue of \$26.9 million represents a rate of growth of more than 8 percent over the previous year, and positions them as the third largest independent firm in Massachusetts."*



[READ THE FULL PRESS RELEASE](#)

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