



July 2021 Issue

Oil & Energy Magazine features
"When Is a Customer Not a Customer?" article
By Gray, Gray & Gray's Marty Kirshner & Joe Ciccarello



Every fuel oil and propane dealer loses customers, and each for a different reason. Maybe the customer sold their home and moved out of your service area. Or converted to pipeline gas. Or installed a heat pump. Or switched to a dealer offering discounted prices. Or passed away. Whatever the reason, at some point, certain customers need to come off your active customer list. The question is, when?

The answer is not a simple one. Nobody wants to give up on a customer. As long as they are heating their home, there is always a chance that you can win them back, right? In many cases, heating fuel dealers are reluctant to shrink their customer list by even a single name. However, it is important to keep an accurate record of who is — and who is not — a customer. This information is essential for accounting, hedging, supply management and business valuation purposes.

[READ THE FULL ARTICLE HERE](#)

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Gray, Gray & Gray featured in *LP Gas Magazine's* "Pipeline cyberattack a wake-up call for propane businesses" article

The article focuses on the Colonial Pipeline cybersecurity attack's effect on fuel supplies in the southeastern U.S. as well as the importance of having cybersecurity measures in place to prevent these types of threats.



Quoted in the article is Gray, Gray & Gray's IT Director & Cybersecurity Practice Chair, Bobby Garrett, who provides insights into cybersecurity trends and best practices - including the importance of having cybersecurity defense tactics in place. Additionally, the article mentions Gray, Gray & Gray's digital security trainings that we provide to our team on a regular basis.

"Knowledge is power, and businesses can be smart in their approach to cybersecurity, taking steps to protect themselves, their customers and their employees from the damages."

[READ THE FULL ARTICLE HERE](#)

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Upcoming Events

We are pleased to announce Gray, Gray & Gray's participation in the following events:

EMANH Northern New England Energy Conference
August 30 - September 1, 2021
Omni Mount Washington Resort, Bretton Woods, NH



Gray, Gray & Gray is proud to be a Bronze Sponsor for the 4th Annual Northern New England Energy Conference.

NEFI HEAT Show
September 13-15, 2021
Foxwoods Resort Casino, Ledyard, CT



Visit booth #405 to learn more about Gray, Gray & Gray's services and dedicated Energy Practice Group. We are excited to be co-presenting the following:

Myth v. Reality - What the 2021 Industry Survey Tells Us
Monday, September 13, 2021, 2:00 pm - 3:00 pm

Presenters: Marty Kirshner, Gray, Gray & Gray; Phil Baratz, Angus Energy

What is the reality for heating oil? Is the future as bleak as some pessimists are predicting? Or will we find our way through the current crisis? This session is based on the annual industry survey conducted by Gray, Gray & Gray and will examine misleading vs. spot on statistics, key front line financial trends, what customers expect from their heating oil dealer, the future of the heating oil market, and more!

Joint Venture Case Study, An Alternative Acquisition Strategy

Tuesday, September 14, 2021, 11:00 am - 12:00 pm

Presenters: Marty Kirshner, Gray, Gray & Gray; Craig Snyder, BantamWesson

A joint venture can prove beneficial in accelerating growth plans, with the potential for improved efficiencies, the ability to move into new markets, hire more experienced personnel, and more. Hear firsthand how the joint venture works.

LP Gas Growth Summit
September 15-17, 2021
Reunion Resort, Orlando, FL



Gray, Gray & Gray is proud to be a 2021 LP Gas Growth Summit partner.

PGANE Annual Meeting
October 13-14, 2021
AC Marriott Hotel, Portsmouth, NH



NPGA Southeastern Convention & International Propane Expo
October 18-20, 2021
Georgia World Congress Center, Atlanta, GA



Be sure to visit Gray, Gray & Gray's booth (#1132) at this year's expo. We will also be co-presenting the following session:

The Power of Data to Help Meet our Challenges - If You Can't Measure It, You Can't Manage It
Tuesday, October 19, 2021, 9:00 am

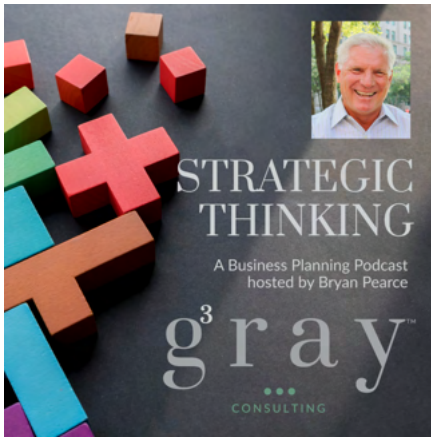
Presenters: Marty Kirshner, Gray, Gray & Gray; Ron Jessen, CHS, Inc.

Marty Kirshner and Ron Jessen will go over key performance indicators, and their importance to the overall operation in order to run a more valuable and profitable business.



Announcing our first podcast series: Strategic Thinking with Gray, Gray & Gray

Listen to our first two episodes 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 of TI-SALES, located in Sudbury, MA. During the interview, Marty discusses his experience with being a leader in the water industry and strategic business planning methods to position his business for future growth. [Click here to listen now.](#)

In episode two, Bryan conducts another engaging and thought-provoking interview with Jen Harrington of HATCH The Agency, a branding agency in Boston, MA. Throughout the episode, Jen highlights some of her strategic business planning methods that have allowed her to successfully position HATCH in a competitive and growing industry. [Click here to listen now.](#)

We hope you find these topics exciting and informative. More episodes coming soon!

[LISTEN NOW](#)



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