

**Are You
Ready For
2018?**

**THE LATEST POLITICAL,
TECHNOLOGICAL,
ECONOMIC AND
MANAGEMENT TRENDS
THAT WILL DOMINATE
YOUR BUSINESS
THROUGH THE
NEXT 2 YEARS**

A Presentation by GENE MARKS

Smart business owners and managers share one quality that makes them stand out among their peers: they are always looking ahead. Not just a few weeks or months. But years. And that's what this keynote presentation is all about.

There are political, economic and technology trends and events occurring right now that will impact your business over the next 3–5 years. Do you know what they are? And if you do, have you thought about what your actions will be? There are so many who rely on you—your customers, your suppliers, your employees, your partners, your family. How will you respond so that you lead your organization forward? As an owner and executive it is your responsibility to know what's coming down the road and to be prepared for any surprises.

During this keynote presentation, Gene touches on the three most important power trends that will impact your business through 2018... and what actions to take:

- **Washington and the Economy.** How will President Trump's administration affect your business. What rules and regulations will be relaxed, and which ones will remain? How will potential rewrites of healthcare, taxes and financing laws impact your growth and profitability? How will the

federal government's budget deficit, spending and taxes impact your operations? What actions should you be taking now to navigate these changes in Washington?

- **Your People.** What new trends in employee management will you need to know so that you can find and keep the best people working as productively as possible over the next few years? What new legislation will impact your human resources activities? What tools can help you and your employees better collaborate, communicate and

service your customers?

- **Your Technology.** What new applications are hitting the market that you will need to invest in to keep your company ahead of the competition and positioned for future growth? Where is technology going for your business over the next few years?

You'll walk away knowing the biggest trends that will impact your company over the next few years and an action plan for navigating your business forward.

Gene's presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



CALL CARYN TODAY
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See Gene in Action www.GeneMarks.com



GENE MARKS

Gene Marks is a columnist, author, and small business owner.

The Washington Post **Forbes Inc.** **FOX BUSINESS**
THE HUFFINGTON POST **Entrepreneur.com** **msnbc**

Gene writes every day on business, politics and public policy for the Washington Post and weekly for Forbes, Inc. Magazine, Entrepreneur and the Huffington Post.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is The Manufacturer's Book of Lists.

Nationally, Gene frequently appears on Fox News, MSNBC and CNBC discussing matters affecting the business community.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

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"Dear Caryn, We are still working on finalizing the conference evaluations but I can tell you that Gene was a huge hit. I commented "what a way to close the conference." I will definitely be back in touch with you with some of their comments. Can you send me a list of topics and titles of presentations that Gene gives? I am looking at other opportunities. It has been such a pleasure to work with both of you.

—Lynn Smith, Manager of Meetings & Exhibitions
American Foundry Society

Caryn, Gene was awesome and we are so glad to have had him. I have pages of notes myself!

—Michelle Yungblut, VP of Training & Certification
Electronic Security Association

Thank you Gene — you hit a home run for us again this year!

—Patrick Shay, Director
National Shooting Sports Foundation

If you would like additional testimonials, please email caryn@marksgroup.net