

# MILLENNIALS, TRUMP AND AMAZON.COM

## Trends and Issues That Will Impact Your Cash Flow And Profits In The Next Four Years

A Presentation by GENE MARKS

amazon.com®



**Want to increase your cash flow and profits over the next 4 years?**

Then, like many other successful business owners and managers you'll need to be thinking ahead and taking action now.

In this entertaining, educational and fast paced keynote, Washington Post columnist, business owner and author Gene Marks will answer the most significant questions facing your business over the next four years.

### MILLENNIALS

What effect will the soon-to-be largest generation in the U.S. have on your business and profits? How will you sell to them? Why are they different from prior generations? What do you need to know to find, hire and compensate this very different group of people so that they are happy, productive, motivated and profitable?

### TRUMP PRESIDENCY

How will the policies of a Trump Administration affect your business over the next four years? What regulations will change? What will happen with taxes, the Affordable Care Act and other legislation coming out of Washington? What actions should you be taking now so that your business can profit from this administration?

### AMAZON.COM

Thanks to the cloud, there's been a proliferation of great technologies and applications that could change your business over the next few years. What are they? What technologies are smart business owners and managers investing in now to ensure that their companies stay profitable, productive and attractive to Millennials and others in the coming years?

Donald Trump photo © by Gage Skidmore, Creative Commons license.

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  
(610) 675-7648

[Click here to e-mail Caryn directly.](#)

See Gene in Action [www.GeneMarks.com](http://www.GeneMarks.com)



# GENE MARKS

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

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

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

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.

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 was a huge hit. I commented "what a way to close the conference."

—Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

—Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers' Association

Our group thoroughly enjoyed Gene's presentation. He was the perfect combination of wit, humor and breadth of topic—and he executed it with great balance.

—Andrea Schnelten, MSW Director, Meetings & Membership, Farm Equipment Manufacturers Assoc.

If you would like additional references, please email [caryn@marksgroup.net](mailto:caryn@marksgroup.net)