

**Are You
Ready For
2020?**

THE ROAD TO 2020: Taxes, Tariffs, and Technology

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 four most important power trends that will impact your business through 2020, and what actions to take:

- **Washington and the Economy.** How will this year's mid-term elections impact legislation that will affect your business? If tariffs will affect your industry, what are some strategies for surviving a trade war. How will the federal government's budget deficit, spending and taxes impact your operations? What will be your actions depending on who controls Congress and the White House?

- **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?

- **Your Taxes.** How will the change in individual rates affect you and your employees? What organizational structure is right for your business? Does your business qualify as a pass through entity? What tax changes will now affect your paid time off and retirement plans? How will tax reform affect healthcare and what strategies can you implement to control your healthcare costs? What are some specific changes that will just affect your industry? And much more...

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



GENE MARKS

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

The Washington Post Entrepreneur.com Inc.
The New York Times The Guardian Forbes FOX BUSINESS

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Guardian, Forbes, Inc. Magazine, Entrepreneur Magazine and Fox Business.

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 appears regularly on MSNBC and Fox News as well as The John Batchelor Show and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

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 and—most importantly—the actions they can take to continue to grow and profit.

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 and—most importantly—the actions they can take to continue to grow and profit.



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.

Wow Gene! You were a total hit with the four hundred plus attendees at our NPSA Conference and Trade Show presentation in West Palm Beach. You fulfilled all the expectations that our group could have ever imagined. Additionally, as the mark of every great speaker, you left the group wanting more. You were spot on with your content, delivery, and relevance to what was important to our group.

—Mark Graham, Owner, The Advice Store LLC, Chairman, NPSA Conference Committee



If you would like additional testimonials, please e-mail caryn@marksgroup.net