

**YOUR PEOPLE, THE NEXT 2 YEARS**

# **THE 6 BIGGEST TRENDS, TECHNOLOGIES, & TOOLS FOR FINDING & MOTIVATING YOUR VERY BEST PEOPLE**

A Presentation by GENE MARKS



**One of the biggest challenges faced by business owners today is attracting and retaining great people. During this entertaining and fast moving session Gene will touch on some of the most important employee related issues in your company including:**

- How trends and regulations in minimum wage, paid time off, and overtime will impact your ability to find and motivate employees.
- Key issues that need to be addressed in your employee handbook.
- Innovative perks and benefits the big companies offer that you can too.
- The benefits, costs, risks and rewards of outsourcing, including the latest technology tools to manage your outsourced contractors.
- The newest and innovative cloud based technologies that are helping companies of all sizes recruit, manage, compensate and make them more attractive to work for
- A review of the most recent legislation regarding retirement plans.
- The latest developments in healthcare reform and how smart employers are controlling their healthcare costs in 2019 while continuing to be competitive in the job market.

*\* Other topics that may be addressed:  
Compensation and Interview Strategies*

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 business owner.



Forbes Inc. Entrepreneur.com



The New York Times The Washington Post

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Hill, The Philadelphia Inquirer, 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.

Gene, hands down one of my favorite things last week at the WWEMA conference was your presentation. When you get a chance can you forward your presentation to me.

Rich Cavagnaro, President & CEO, AdEdge Water Technologies/Water & Wastewater Equipment Manufacturer's Association

