**HOW TO PROFIT FROM THE COMING RECESSION**

Metrics, Strategies and Specific Actions That Will Help Your Company Survive... and Thrive...in the Next Downturn

A Presentation by GENE MARKS

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**THIS IS NOT AN ECONOMICS LECTURE. IT’S A STRATEGY SESSION.**

The next recession is coming. Some believe it will be in 2020. Others think after that. Maybe the election will influence things. Maybe not. For sure there is a lot of conflicting information. But smart business owners know what data to watch, and what tactics to take, in order to ensure that that they are successfully navigating their company through any economic downturn.

Join national business columnist and author Gene Marks to learn how to identify the signs for when the next recession is coming and what to do so that you can profit.

**During this fast paced and entertaining session Gene will teach your audience:**

- A bunch of little known but powerful metrics that have proven throughout history to predict economic recessions and what they're currently telling us;
- A few great economists and thought leaders to know and follow so that you are taking advantage of their insights and advice;
- Specific tactics to take learned from business owners across all industries who have successfully navigated their companies through the last great recession of 2009...and others;
- Actions based on key business trends, technologies and best practices that will help you best manage your business in the event of a downturn;
- And more!

For the past ten years, Gene — a six time author and certified public accountant — has written weekly on business management and the economy for *The New York Times, The Washington Post, The Guardian, The Hill, The Philadelphia Inquirer, Forbes, Inc* and *Entrepreneur Magazine*. His columns are read by more than half a million business owners and managers each week and he has spoken to tens of thousands of business leaders over the past decade.

And what has Gene learned? That the most successful leaders are always thinking one step ahead of their competition and always have a plan for dealing with any future challenges, including economic downturns.

**Now it's time for you and your audience to learn these secrets too.**
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