



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

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 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 Magazines*. 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'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



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See Gene in Action 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.

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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

