Whether you’re a financial person or not, this presentation is critical for your business. Why? Because taxes represent the biggest expense you have in your organization and personally. Minimizing your tax expense will free up capital to invest, hire and save. Knowing the tax breaks and incentives that you can use will help you defer the costs of bringing on great people and growing your business. The recent tax reform legislation is one of the largest changes to the tax code in a while. But that’s just the beginning! You don’t need to be a financial expert to understand this. You just need to know the issues and questions to ask your accountant. That’s what we’ll discuss.

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During this lively presentation Gene will cover the following topics:

✓ A look at how the changes in individual rates will affect you and your employees.
✓ What organizational structure is right for your business?
✓ Examples of new corporate rates
✓ A deep dive into rates for pass through entities to determine if your company qualifies
✓ A round up of changes to corporate and individual deductions and credits
✓ Special employee related credits to help with reduce the costs of compensation
✓ Tax changes that will affect your paid time off and retirement plans
✓ The impact of tax reform on healthcare and the latest strategies for controlling healthcare costs
✓ Specific changes that will affect your industry
✓ Key questions you should be asking your accountant

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Gene’s presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.

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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

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