



THE WORKFORCE CHALLENGE

HOW TO FIND THE BEST PEOPLE, KEEP THEM PRODUCTIVE, ALL WHILE KEEPING LABOR COSTS UNDER CONTROL.

Presented 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 best places and tactics for finding employees and how to recruit them better than your competition.
- ✓ 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 while continuing to be competitive in the job market.

Other topics that may be addressed include Compensation and Interview Strategies.

“Our group loved you last year. You got the highest score of any speaker.”



David Perry, Executive Editor
Furniture Today

“We got some preliminary results back from our follow-up survey, and Gene was our top ranked speaker. He did a great job, the content was highly accessible, and he was really nice to work with”



Dan Marx, Director of Content Development
Specialty Graphic Imaging Association

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.

Book Gene for your keynote or breakout session



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See Gene in Action www.GeneMarks.com



GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS EXPERT.



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 Washington Times, The Philadelphia Inquirer The Guardian, Forbes, and Entrepreneur Magazine.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His latest best selling books are *In God We Trust*, *Everyone Else Pays Cash* and *The 2020 Small Business Book Of Lists — Volume 1 and Volume 2*.

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

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

