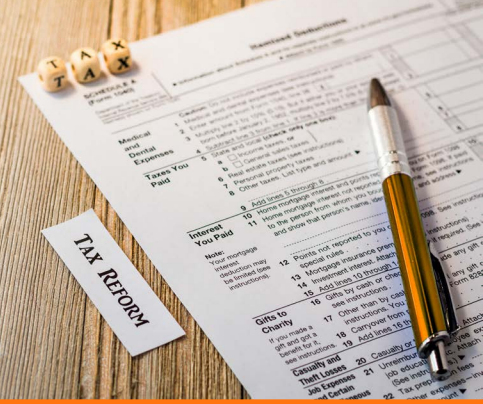




# YOUR TAX BILL IS TOO HIGH

## STRATEGIES AND TIPS FOR REDUCING YOUR CORPORATE AND INDIVIDUAL TAX EXPENSE

Presented by **GENE MARKS**



Whether you're a financial person or not, this presentation is critical for your business. Why? Because taxes represents 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..

Join author, columnist and CPA **Gene Marks** for a fast paced, entertaining but very detailed discussion of how tax reform will affect you, your company and your employees.

### 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

"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



CALL CARYN TODAY  
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# GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS EXPERT.

The New York Times The Washington Post  
THE HILL The Philadelphia Inquirer Forbes Entrepreneur.com The Guardian

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 The Guardian.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor 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

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

