



# GROWTH 2022

## COVID, THE ECONOMY, INFLATION & MID-TERMS – TACTICS, STRATEGIES & ACTIONS TO INCREASE PROFITABILITY

Presented by **GENE MARKS**



**Booster shots are here, the economy is in flux, inflation is increasing, and mid-term elections are less than a year away.** So what does this mean for your company, your people, your partners and your community? What new issues will we be facing? What investments should we be making? How will the economy fare? How will the mid-term elections impact your operations? What are smart leaders around the country doing to navigate their companies towards growth and profitability over the next two years?

Join nationally recognized journalist, best-selling author, and business owner Gene Marks CPA for a fast-paced, entertaining and data filled presentation where he will share with you the advice, lessons and actions being taken by his audience of more than half a million business owners, managers and leaders to deal with these issues and position their companies for success in the years to come.

### Among the topics Gene may cover:

- ✓ A look at little-known, high-frequency weekly and monthly data that underlies the core manufacturing, services and construction industries that will help you better understand the economy and better predict future downturns and growth.
- ✓ A review of the latest legislation and White House and congressional activity in DC with an emphasis on business matters such as labor, healthcare, taxes and regulations that will affect your company;
- ✓ Opportunities that have been accelerated by the pandemic and how to leverage labor disruption, new markets, funding sources, work from home and new workplace practices to keep employees happy, productive and loyal;
- ✓ The latest technologies that require review and investment which will ensure further growth in your industry.
- ✓ Operational tactics to help address inventory, labor and overhead challenges as a result of supply chain and inflationary pressures on prices and costs.

“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**  
**(610) 675-7648**

[Click here to e-mail Caryn directly.](#)

**See Gene in Action [www.GeneMarks.com](http://www.GeneMarks.com)**



# 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.

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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

I would say in my 30 years of attending presentations, yours was THE MOST: valuable, relevant, properly paced, perfect amount of info; not too much, but enough, excellent humor, and perfectly executed presentation I have experienced. Thank you! I'll look for your book!

**Jill Keim**, Vice President Relationship Manager, First Merchants Bank

