

THE COMING RECESSION

How To Prepare Your Company For The Downturn

Presented by **GENE MARKS**



Is there a recession coming? According to national business columnist and certified public accountant Gene Marks it is...and sooner than you think.

But there's no need to panic. Anyone who has been running a business for a period of time knows that the economy is cyclical. There are always ups and downs. And experienced business leaders across the country are already preparing for the next downturn which is likely to come in the next 6-12 months. They're doing this because they have people — employees, customers, partners and their families — who are relying on them to be prepared.

During this fast paced, entertaining and extremely valuable discussion, Gene will share what these leaders are doing to position their companies so that they can successfully navigate through the coming downturn. Among these tactics:

- ✓ a look at a few little known metrics that give the best indication of our economic future (and a few great economists Gene follows);
- ✓ strategies smart companies are using this year to navigate inflation and supply chain issues;
- ✓ an update on legislative and political events that may impact your strategy;
- ✓ tactics that forward-thinking leaders are using to not only retain their best employees during a downturn but to attract new talent that will be soon available;
- ✓ the latest technologies that are attracting investments from small and mid-sized companies and which are helping to keep overhead low and profits growing;
- ✓ cash flow moves managers are making now to ensure they have adequate reserves for the downturn;
- ✓ and much more...

"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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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*.

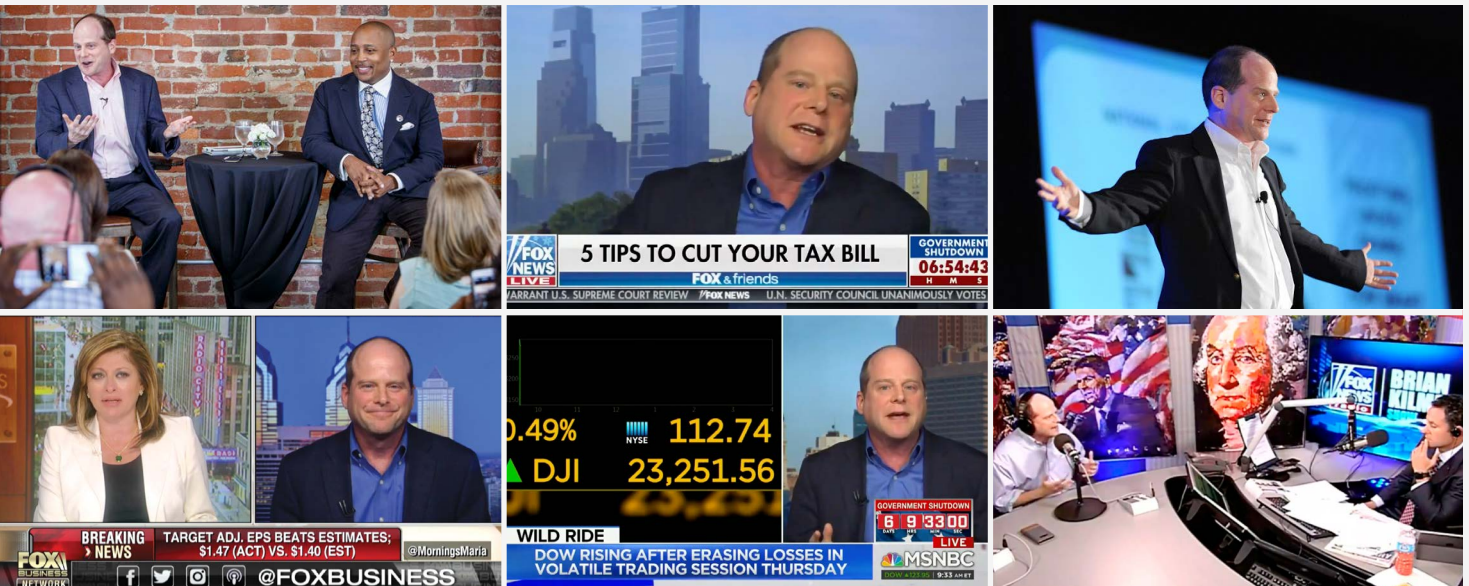
Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

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

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

