



# Navigating 2026 and Beyond: Strategic Moves For Your Industry

Presented by **Gene Marks**

As President Trump marks one year into his second term, familiar challenges—tariffs, elevated costs, and ongoing labor shortages—persist, even as fresh opportunities and renewed momentum for business growth emerge. Ongoing regulatory changes continue to reshape the landscape, while tax reforms signal potential advantages for strategic, forward-thinking organizations. Higher interest rates are affecting financing and expansion, sticky inflation is pressuring margins, and our growing national debt is creating long-term challenges for the economy and for business leaders.

Meanwhile, AI continues its transformative role across industries, bringing both risks and unprecedented potential for efficiency and innovation. The “Silver Tsunami” is accelerating, making succession planning more critical than ever as experienced leaders transition to the next generation.

What are some of the smartest and most experienced business leaders doing to drive growth, sustainability, and profitability beyond 2026 amidst all of these challenges?

What changes are they making in their operations and cash management? How are they attracting and retaining talent?

What technologies are they investing in? How are they addressing both federal and local regulations that are impacting their businesses?

In this fast-paced, entertaining, and highly valuable session, Gene will share real-world, practical strategies and tactics that smart leaders are using to navigate an uncertain economy, a shifting and often divisive political climate, and the complexities of technological and workplace decisions—positioning their companies for sustained growth and success in the face of change.

## After Gene's presentation, audience members will be able to:

- ✓ Track the economy effectively using lesser-known but impactful economic metrics based on real-life data;
- ✓ Stay informed on congressional initiatives that will directly affect your industry;
- ✓ Implement proven tactics to retain top employees and attract new talent, even during these times of tight labor;
- ✓ Leverage financing, market opportunities, and tax planning strategies to maximize profits and ensure sustainability;
- ✓ Apply the latest estate, wealth management, and succession planning strategies for long-term business success;
- ✓ Adapt to AI and emerging technologies with real-world examples of industry-specific tools transforming workforce productivity;
- ✓ Navigate regulatory changes and rising healthcare costs with strategies that reduce expenses and protect profitability.



**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.**



GENE  
**MARKS**

**AUTHOR. COLUMNIST.  
KEYNOTE SPEAKER.**

**Entrepreneur**

**THE  
HILL**

**The New York Times**

**The  
Guardian**

**The Philadelphia Inquirer**

**Forbes**

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



A former columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Guardian, The Hill, Forbes, Entrepreneur Magazine, The Philadelphia Inquirer, The Washington Times and the Chicago Daily Herald where he covers the economy, public policy, regulatory, workplace, technology and other management issues impacting small and mid-sized businesses.

Gene has written six best-selling books covering cash flow, business management and technology. He hosts the popular Paychex Thrive podcast where he interviews politicians, policy makers, CEOs, entrepreneurs and key movers and shakers that impact small and mid-sized businesses. He also appears regularly on Fox News, Fox Business, CBS TV and CNBC. Gene also appears regularly on the John Batchelor Show for CBS radio and the Wharton Small Business Channel on Sirius/XM.

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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## TESTIMONIALS



"I finally got to hear Gene speak! This was at our National meeting in Orlando. **He is AMAZING!** Our builders loved him and just everything he had to say. Unfortunately, I only caught the last 15 mins or so of his speech due to working at the event for the most part. But just from what I heard **I was "wowed" to say the least.** He is truly amazing at what he does."

— *Sylvia Gonzalez, Sales & Marketing Administrator, Nucor Building Systems*



"Good morning, **Gene, without a doubt, your presentation was the best closing session I have ever attended.** I know you are doing the kickoff for Symposium and I'm sure I will be saying the same for the kickoff session. Somehow, you managed to make all the tough news entertaining. It was a master class on presenting."

— *Linda Dodd, Learning Specialist, North Carolina Association of CPAs*



"In a word.... **WOW! Gene absolutely delivered.** He was spot on for our small business members. He packed a lot into 45 minutes and left everyone with something to take away.

People were taking pictures of his slides during his presentation. The conversations about his keynote continued throughout the day. People said they emailed him right after he got off stage. Others mentioned that they were emailing their own accountants to find out if the advice he was giving could help them. They found out that they were entitled to tax relief or grants that would basically offset their price of attending our show. **That is a tremendous value for our members. We could not be happier. He was fantastic.**"

— *Mike Adamson, President & CEO The Aircraft Electronics Association*



"Gene, 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."

— *Jill Keim, VP Relationship Manager, First Merchants Bank*



**"Gene was a huge hit again.** We have never brought a speaker in back to back years. Gene certainly was worthy and delivered again!"

— *Kevin Gilbride, Executive Director, The Accredited Snow Contractors Association*



"Good afternoon Gene, your presentation on Saturday pretty much punched me in the nose. **I have been avoiding AI, but what you shared made it clear that I need to embrace it head on.** I've already engaged my leadership team about putting an AI policy in place—that wasn't even on our radar. Can you send me a copy of your presentation so I can share it with them? It explains so much about the advantages of AI but also the risks and ways we can use it. Thank you again for the great presentation."

— *Brad Brown, Business Development Manager, FMGI, Inc.*

## Book Gene for your keynote or breakout session



**CALL CARYN (610) 675-7648**



**EMAIL CARYN: [caryn@marksgroup.net](mailto:caryn@marksgroup.net)**