

**Gene Marks**

*Quicker! Better! Wiser!*



# The Coming Tidal Wave

## *10 Ways Smart Business Owners Are Preparing For Health Care Reform*

### **DURING THIS PRESENTATION GENE WILL DISCUSS:**

- Which businesses will be required to offer healthcare coverage
- Timeline of key reform provisions that affect employers and individuals
- Health Savings Accounts (HSA) impacts
- The penalties for not offering coverage
- What the Act means to employers providing "Cadillac" Health Plans
- The small business tax credit, who is eligible, and who will benefit the most
- How healthcare reform will affect someone who is self employed
- Small Business Health Options Programs, or "SHOP Exchanges," and how small businesses will be able to pool together to buy insurance at a lower price.
- The new reporting requirements
- and much more...

During this presentation, Gene will review the current state of the country's healthcare system and then review all the changes that will affect small companies. He'll look at the tax effects of this legislation, both corporate and professionally. He'll discuss the ins and outs of the new exchanges that will be coming into place and offer recommendations for making the best use of healthcare expenditures.

Small business owners have a lot of questions about how healthcare reform will affect their business financially. Because of this, Gene will offer at least 10 significant issues that a business owner will need to consider when projecting his company's health care expenditures over the next few years.

### **To Book Gene for your keynote or breakout session contact:**

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### **To see Gene in action visit:**

[www.quickerbetterwiser.com](http://www.quickerbetterwiser.com)

**WHO  
SHOULD  
ATTEND?**  
Business Owners  
Executives  
Managers

# Gene Marks

## Quicker! Better! Wiser!



Gene's books include the recently published *In God We Trust, Everyone Else Pays Cash — Simple Lessons From Smart Business People* (Create Space, 2010) #1 Amazon Small Business Best Seller *The Streetwise Small Business Book of Lists* (Adams Media), *The Small Business Desk Reference* (Alpha Books, 2004), *Outfoxing The Small Business Owner — Crafty Techniques for Creating a "Profitable Relationship"* (Adams Media, 2005) and *The Complete Idiot's Guide To Successful Outsourcing* (Alpha Books, 2005).

Gene writes online columns twice monthly for both Forbes and Business Week. Gene's column, "The Penny Pincher's Almanac" appears nationally in American City Business Journals ([www.bizjournals.com](http://www.bizjournals.com)) publications bi-weekly.

Gene appears frequently on MSNBC, Fox Business News, CNBC and as a guest on numerous TV and Radio talk shows. He has authored dozens of articles for many publications and is often quoted in the national media including The New York Times, USA Today, The Chicago Tribune and The LA Times. He is also a member of the National Speaker's Association.

Through his keynotes, workshops, seminars and executive retreats, Gene helps small business owners, executives and managers learn about all of the great products and services available to manage their companies quicker, better and wiser.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides customer relationship, service and financial management services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 500 companies and more than two thousand individuals throughout the country.

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.

## TESTIMONIALS

Gene guided our audience of business owners through the jungle of the internet and revealed some real jewels to help small businesses think differently and be more profitable.

— Thomas Schaub, Marketing Manager,  
*The Muskegon Chronicle*

Gene's tips give small business owners new opportunities so they can find success in the future.

— Justin Kitch Chief Growth Officer,  
*Intuit Corporation.*

One of the most informative and entertaining speakers we have had in a while. Gene's relaxed style and sense of humor makes his presentation a very enjoyable experience for any audience.

— Rod Serianni, Chair, Union League  
*Business Network*

Gene Marks packs in so many great profit building tips during his presentation our attendees were running out of notepaper! He left us laughing and wanting more.

— Therese Flaherty, Director,  
*Small Business Development Center  
Wharton School,  
University of Pennsylvania*

## QUICK FACTS ABOUT GENE MARKS

- Originator of the Quicker! Better! Wiser! and Penny Pincher strategies
- Owner of The Marks Group
- Author of five best selling business management books
- Online Columnist for Forbes
- Online Columnist for Business Week
- Columnist for American City Business Journals
- Appears Quarterly on MSNBC's Your Business
- Appears frequently on FOX, FOX Business and CNBC
- Frequent presenter at small business conferences and events
- Member of the National Speakers Association

## SELECT CLIENTS

- Cisco Systems, Inc.
- Bank of America
- Intuit Corporation
- Symantec Corporation
- Sam's Club
- Citrix Corporation
- eLance Inc.
- Wharton and National Small Business Development Centers

## RECENT MEDIA

- "How Small Business Will Profit Under An Obama Administration"  
— *Business Week/Entrepreneurs*
- "Improving Productivity Through Consistency" — *Forbes*
- "The Technology Tipping Point"  
— *Business Week/Tech*