

# Politics, The Economy, and Small Business

*How Today's Current Events  
Impact Tomorrow's Profits*

A SEMINAR PRESENTED BY:

Gene Marks  
**Quicker! Better! Wiser!**

Columnist For

Bloomberg **BusinessWeek** **Forbes**  
**The New York Times**

## DURING THIS PRESENTATION GENE WILL DISCUSS:

- The key economic metrics driving today's economy and the meaning behind the numbers;
- Recent legislation passed that directly affects small and medium sized businesses;
- What small and medium sized business owners can expect from the next congressional session;
- How healthcare reform legislation will affect small business;
- Where to follow the stimulus money;
- How social media and cultural influences are changing customers' behaviors;
- New technologies that will drive economic expansion for many small and medium sized companies;
- New tax laws to watch;
- Other political and economic trends affecting small and medium sized business owners.

## Surviving this year? Yes. Profiting? Maybe. What about next year? Who knows.

The past few years have seen financial crisis followed by a tepid recovery. Sweeping regulation has affected banking, healthcare, construction and other industries. The stock market has experienced wild fluctuations. Technology changes. The value of our currency takes a significant swing on an almost daily basis. Taxes are creeping up. Unemployment remains stubbornly high. Markets which were once robust are now stagnant. And new opportunities are rising from the ashes.

Where is the economy heading? What are these opportunities? Where will new markets emerge? How do the smart business owners and managers adapt and thrive in the face of these political and economic challenges?

For thousands of years, able entrepreneurs have successfully navigated around political, economic and financial turmoil. These people have understood that behind the numbers events lay opportunities for growth and security.

Join Gene Marks as he explains the meaning behind today's numbers, the trends in Washington, the new technologies coming on the market, and where he expects tomorrow's opportunity for small businesses lie.

*New York Times, Forbes, Business Week and American City Business Journals columnist Gene Marks writes weekly on political, economic and cultural events that affect small and medium sized business owners. Since 1994 Gene, a CPA, has run his own ten person consulting firm based near Philadelphia. Previously, Gene was a Senior Manager with the international accounting and consulting firm KPMG. In addition to his columns and blogs, Gene has written five best selling books on small and medium sized business management, most recently "In God We Trust, All Others Pay Cash — Simple Lessons From Smart Business People." Gene frequently appears as a commentator on Fox Business, MSNBC and CNBC and speaks often around the country on small business management topics. Gene has worked with dozens of Fortune 1000 companies, helping them build relationships with the small business community.*

**WHO  
SHOULD  
ATTEND?**  
Managing Partners  
Senior Executives  
Managers

### 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)

# GENE MARKS

## Qucker! Better! Wiser!

Gene Marks is a columnist, author, and small business owner.

Gene weekly columns and blogs for The New York Times, Forbes, Business Week and The American City Business Journal are read by thousands of small and medium sized business owners around the country.

Gene has written five books on business management, specifically geared towards small and medium sized companies. His most recent is *In God We Trust, All Others Pay Cash — Simple Lessons from Smart Business People* (Create Space, 2010). Gene has also written the #1 Amazon Small Business Best Seller *The Streetwise Small Business Book of Lists* (Adams Media, 2006), *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).

Nationally, Gene frequently appears on Fox Business and CNBC discussing matters affecting small business. Gene also appears quarterly on MSNBC's "Your Business" program and monthly on various TV outlets in the Philadelphia area. In addition, Gene has appeared as a guest on numerous radio talk shows, authored dozens of articles for many publications and has been quoted frequently in the national media, including *The New York Times*, *USA Today*, *The Chicago Tribune* and *Business Week*. He is also a member of the National Speaker's Association.

Through his keynotes, workshops, seminars and executive retreats, Gene helps small and medium sized business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

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. 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.



### QUICK FACTS ABOUT GENE MARKS

- New York Times Columnist and Blogger
- Forbes Columnist
- Business Week Columnist
- American City Business Journals Columnist
- Author of 5 Best Selling Books
- Frequent guest on MSNBC, Fox Business and CNBC
- Owner of The Marks Group PC
- Member of the National Speaker's Association
- Frequent Presenter at small business conferences and events

### SELECT CLIENTS

- Intuit Corporation
- Citrix Online
- Wells Fargo
- Bank of America
- Sam's Club
- Symantec Corporation
- Kodak Corporation

### RECENT MEDIA

- "How Small Business Will Profit Under An Obama Administration"  
— *Business Week/Entrepreneurs*
- "The Dashboard"  
— *New York Times*
- "Improving Productivity Through Consistency"  
— *Forbes*

### TESTIMONIALS

Gene guided us through the jungle of the economy and revealed some real jewels to help small business think differently and be more profitable.

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

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 much information and advice 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*

Gene's advice gives small and medium sized business owners new opportunities so they can find success in the future.

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