

In God We Trust, Everyone Else Pays Cash

*Political, Economic, Technology, and
Customer Relationship Management
Trends That Will Affect Your Business
in 2012 and Beyond*

KEYNOTES & SEMINARS PRESENTED BY:

Gene Marks

Columnist For

Forbes

The New York Times

THE HUFFINGTON POST

AN UPDATE ON THE 2012 PRESIDENTIAL AND CONGRESSIONAL ELECTIONS AND HOW RESULTS WILL AFFECT YOUR BUSINESS:

- The key economic metrics driving today's economy and the meaning behind the numbers;
- Recent legislation passed that directly affects the business community;
- What the business community can expect from the next Congressional session;
- How healthcare reform legislation will affect the business community;
- What industries and markets will grow the most over the next five years;
- How social media and cultural influences are changing customers' behaviors;
- Recent and pending technologies that will drive economic expansion for the business community;
- New tax laws to watch;
- Other political and economic trends affecting the business community.

Hopefully, you've figured out your cash flow for the next 60 days. But what about the next three to five years?

We're looking at a volatile year ahead of us. 2012 will bring big changes in our government, our economy and the technologies we use to run our companies. What decisions should you be making now that will lead to profits and increased value in the future?

Presidential and Congressional elections are in November, 2012. What can we expect if the President is re-elected? What would be the impact if he's not? How would a change in power in Washington affect our business outlook beyond 2012? How will the political agendas of both parties affect our taxes, deficits, exchange rates and the future prosperity of both our country and our companies?

And what about the Fed? Chairman Bernanke has steered us through the last Great Recession. But what actions is he taking now and throughout 2012 that will affect inflation, interest and exchange rates? How will these actions ultimately impact what you buy, who you buy from and when you're buying? What metrics should we be following to truly understand what's going in the economy? Where do we turn for the right answers?

And of course the other big trends that affect the way we do business: technology. It's not just Google, Microsoft and Apple who are leading the wave. Exciting companies and new startups are creating industries and opportunities that will benefit all of us. How are smart executives leveraging the latest services, applications, devices and processes to maximize employee productivity, expand their operations and increase their profitability?

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 opportunities for smart executives lie.

New York Times, Forbes, The Huffington Post and American City Business Journals columnist Gene Marks writes weekly on political, economic and cultural events that affect the business community. 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. He frequently appears as a commentator on FOX Business, FOX News, MSNBC and CNBC and speaks often around the country on business management topics. Gene has worked with dozens of Fortune 1000 companies, helping them build relationships with the business community.

WHO SHOULD ATTEND?

- Managing Partners
- Senior Executives
Managers and
- Business Owners

To book Gene for your keynote or breakout session contact:

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GENE MARKS

Quicker! Better! Wiser!

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

Gene's weekly columns and blogs for The New York Times, Forbes, The Huffington Post 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, FOX News and CNBC discussing matters affecting the business community. 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 including The Sean Hannity Radio Show, 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 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. The Marks Group PC, launched in 1994, has grown to help more than 600 companies and thousands of 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
- The Huffington Post Columnist
- American City Business Journals Columnist
- Author of 5 Best Selling Books
- Frequent guest on MSNBC, Fox Business, Fox News and CNBC
- Owner of The Marks Group PC
- Board Member of the National Speaker's Association
- Frequent Presenter at business conferences and events

SELECT CLIENTS

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

RECENT MEDIA

- "Is Obama's 2012 Budget Good For The Business Community?"
—*NBC New York*
- "The Dashboard"
— *New York Times*
- "Small Biz Technologies I'm NOT Buying In 2011"
— *Forbes*

TESTIMONIALS

"Gene, You set a terrific tone for the entire meeting with your presentation. Thank you for the insights and material, and especially for all the resources you cited as people took furious notes. It was a pleasure getting to know you a bit and I look forward to hearing you again."

—Henry Chamberlain, APR, CAE, President & COO, BOMA International

"Dear Gene, Thank you for an outstanding presentation during our convention! Our attendees reported they thoroughly enjoyed and gained significant insight of relevance to their business. The myriad of topics you covered were right on target for their concerns and interests. On behalf of all IWPA members, I want to thank you again for your memorable presentation. Best Regards, Brent."

— Brent McClendon, Executive VP
International Wood Products Association

"Gene expertly translated today's economic and business trends into every day language and applications that helped our members answer the question, "So what does this mean for me?" It was a pleasure to work with someone who showed a genuine interest in our group ad in making sure his presentation was informative, relevant, and delivered with a generous dose of humor. He said his goal was to make sure every person in our group left with at least one new idea to help make their business more profitable in the coming year — and he more than delivered. I was stopped over and over again by attendees who said, "What a great speaker!"

— Betsy McGill, Executive Director
Florida Sod Growers Cooperative

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

— Justin Kitch, Chief Growth Officer
Intuit Corporation