

# BEYOND 2024

## Political, Economic, And Tech Trends That Will Affect Your Business In The Next Three Years...And The Actions You Should Take

Presented by **Gene Marks, CPA**

**The 2024 elections loom and this year the stakes are high for your business.** Inflation remains sticky. Labor is still in short supply and regulatory agencies are active. Many tax breaks are expiring. AI is taking over the world and succession planning is now a bigger challenge.

What's next for your business? What are other businesses doing to navigate their ways towards growth and profitability in 2024 and beyond? How are they attracting and retaining talent? How are they dealing with new rules impacting their workplace? What tax moves are they making now? What technologies are they investing in? What are you now to build value in your business for future generations...or buyers? How will both national and local elections potentially impact your business and what steps should you be taking now to prepare yourself?

During this fast paced, non-political, entertaining and extremely valuable discussion, Gene will go over real life, feet-on-the-ground strategies and tactics that smart leaders are using to navigate their way through potential changes in our country's leadership, challenges in the current economy, and the spending and investment decisions required so that they can position their companies for future growth. During this presentation, **Gene will cover some of these topics:**

- ✓ A bi-partisan overview of how the 2024 elections will impact your business and your industry;
- ✓ An update on major legislation, rules and regulations that will impact your operations and workplace and tactics for being in compliance;
- ✓ A review of little known metrics and the major economic trends that are impacting your business and industry and how to best maneuver in the coming months;
- ✓ Cash flow and operational management strategies and tactics used by the best business leaders to navigate sticky inflation and higher costs;
- ✓ Thoughts on AI and other hot technologies that will require your investigation and investment in the coming months;
- ✓ Tax moves to take now to lower this significant cost;
- ✓ The hottest employee benefits that smart companies are using to attract and retain the best talent.
- ✓ Thoughts on succession and estate planning;
- ✓ ...And more.

GENE  
MARKS

**AUTHOR. COLUMNIST.  
KEYNOTE SPEAKER.  
BUSINESS ADVISOR.**

**Forbes**   
**The Guardian**

**The Washington Post**

**The Philadelphia Inquirer**

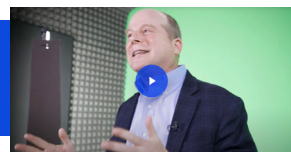
**The New York Times**

**Entrepreneur.com**



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.

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



Book Gene for your keynote or breakout session



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# GENE MARKS

**AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS ADVISOR.**

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.

Gene also hosts two very popular podcasts: Thrive, sponsored by Paychex; and Small Biz Ahead, sponsored by The Hartford Insurance.

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## TESTIMONIALS

👍 "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." — *Lewis 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*

