



**WHO IS DR. BARRY ASMUS?** A dynamic, world-class economist who communicates his insights in a captivating and entertaining manner.

Dr. Barry Asmus has been named by *USA Today* as one of the five most requested speakers in the United States. As a Senior Economist for the prestigious National Center for Policy Analysis (NCPA), Dr. Asmus does more than just speak on policy, he is actively involved in its implementation both in the U.S. and abroad.

Whether addressing thirty world bankers at the home of Harvard's president, 3000 farmers in Des Moines, or 6000 members of the Million Dollar Round Table at Radio City Music Hall, Dr. Asmus presents a powerful commentary laced with humor, enthusiasm and solid economic principles.

## BIOGRAPHICAL HIGHLIGHTS

Twenty-five years of speaking experience

Testified before House Ways and Means Committee on tax reform

International Economics: the NCPA initiated the Freedom Index which monitor 160 countries

Invited by Lee Iacocca to speak at the re-dedication of the Statue of Liberty, in a "Tribute to America"

Author of nine books: latest is *Bulls Don't Blush, Bears Don't Die*

His Book *Crossroads: The Great American Experiment* was nominated for an H. L. Mencken Award

Articles published in *Wall Street Journal*, *USA Today* and numerous Association journals

Honored with the Valley Forge Freedom Foundation Award for Private Enterprise Education

Voted Professor of Year at two major universities

## TESTIMONIALS

I've never heard a speaker who could combine today's news, with yesterday's lessons, and tomorrow's promise as well as you. The laughter, the standing ovation and thought provoking commentary were bonuses.

*Steve Powers, Senior Vice President, American Express*

Dear Barry, I have been in the association/meeting planning business for over 20 years. Every so often, I am lucky enough to find the absolute perfect match between speaker and audience. Such was the case last week at NCRA's Firm Owners Executive Conference. You delivered exactly as promised, an upbeat, motivational presentation with relevant content and great humor.

*Sue Wolk, Senior Director, NCRA*

## SPEECH TITLES

America's Economic Future: The Six Unstoppable Trends

Globalization: International Prosperity and its Impact on America

Freedom: Still America's Best Investment

Healing Health Care in America

Powering America's Energy Future

## **SPEECH TOPICS**

### **America's Economic Future: The Six Unstoppable Trends**

Dr. Asmus identifies the "Six Unstoppable Trends" that are impacting America's business and its economy. Some results of these powerful trends are: a strong stock market, low unemployment, low inflation, high labor productivity, record economic growth, and consumer net worth at all-time highs. Currently, 75 million Baby Boomers are in the high spending category and most productive stages of their lives. The Boom continues. Companies of the 21st century must be positioned to capitalize on these trends. Dr. Asmus' presents his trends to audiences across America in an engaging and entertaining manner.

### **Globalization: International Prosperity and its Impact on America**

Dr. Asmus' presentation on International Economics stems from a lifetime of study and experience. His clear presentation of the why, where, and therefore of globalization's considerable benefits and sometimes painful costs has informed business people throughout the world. His book, *Crossroads: The Great American Experiment*, has been used in hundreds of university classrooms for international trade and comparative economics. As a Senior Economist with the National Center for Policy Analysis, Dr. Asmus has helped monitor 160 countries over a period of 15 years on ten measurable criteria of economic freedom. Dr. Asmus is currently working with national leaders to transform Romania from communism towards freedom and prosperity.

### **Freedom: Still America's Best Investment**

The most vital force of our country has been freedom. Freedom unleashes more energy and genius than any alternative. America, the biggest island of freedom in the world, has always been the place people run to when, in hope or hopelessness, they are running from somewhere else. When freedom proceeds, prosperity follows. When freedom leads, the mutually beneficial exchange of capitalism moves nations forward. Dr. Asmus makes a compelling case for why America produces nearly a third of the world's wealth, most of the world's Nobel Laureates and a majority of the world's inventions, with less than 5 percent of the world's population.

### **Healing Health Care in America**

How much would you buy if you went shopping with someone else's credit card? Yet, this is how today's health care system works. We are spending everyone's money except our own. Is it sustainable? No. Can we do something about it? Yes. Health Savings Accounts create incentives for a competitive health care system. Reforming Medicare and Medicaid reimbursements would allow hospitals to overcome the governmental mandate of free health care, currently at \$30 billion annually. Tort reform and limitations on medical liability are necessary to slow down the practice of defensive medicine and widespread use of electronic medical record keeping is imperative for cost and quality control. Dr. Asmus' presentation offers real world solutions to run-away health care costs.

### **Powering America's Energy Future**

Dr. Asmus has extensive experience in energy economics. As President of Intermountain Consultants, his firm conducted various multi-state reviews and built models of energy use and supply and demand forecasting. His testimony on energy markets was presented before numerous state public utility commissions and was entered into the Federal Congressional Record. By 2020, Asmus estimates that America will consume 125 quads of energy, a 25 percent shortfall from the current supply. His presentation addresses how America can secure its future energy needs.