

BARRY ASMUS PH.D.

IDEAS SPOKEN



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: Six Unstoppable Trends

Dr. Asmus identifies the "Six Unstoppable Trends" that are impacting America's business and its economy. The current recession will temporarily slow these trends but not stop them. The Latin word for credit is *credere* which means "to believe." The deleveraging and economic contraction begun in 2008 could last until 2010. But note this: we have had 13 economic recessions in the last 80 years followed by 13 expansions. Currently, 75 million Baby Boomers are in the high investment and most productive stages of their lives. Confidence will be restored. The end of prosperity? Or, the best yet to come? Dr. Asmus' presents his "Six Unstoppable Trends" and asks you to decide.

Globalization: International Prosperity and its Impact on America

The opportunities embedded in entrepreneurial capitalism, a growing population, and a rapidly globalized world are stunning. As the Internet continues to transform the world, making the planet the relevant market and connecting everyone as both producers and consumers, the role of emerging countries will be something to celebrate. And, because drivers like freedom, prosperity and technology produce such transforming outcomes, the question is how to harness the power of those incentives. The world will once again move forward after a very painful backward step.

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 nation's 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. Democratic capitalism and freedom are still the best hope for mankind.

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 the necessary incentives for a competitive health care system. A high deductible catastrophic insurance plan would cover the high costs, while an individual health saving account would cover all the smaller charges. Reforming Medicare and Medicaid reimbursements would also 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. 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

As a Senior Economist with the National Center for Policy Analysis, Dr. Asmus has argued for removing laws that restrict the development of domestic energy supplies. By 2020, Asmus estimates that America will consume 125 quads of energy, a 25 percent shortfall from the current supply. France doubled its energy independence by building 57 nuclear power reactors in the last 30 years. The U.S. should do the same. By drilling in Alaska, in America's Outer Continental Shelf, in the Gulf of Mexico, and in states that have huge deposits of shale and coal our dependence on foreign oil would fall dramatically, as would energy prices. Both wind and solar energy will be helpful in the long term, but they are only intermittent sources of future power. Do we want more oil, gas, and electricity or more regulation, taxes, and dependence? The choice is ours.