



IGNITE AMERICA'S GROWTH ENGINE

Empower Small Businesses Through Smarter Policy & Partnerships

Keynote Speaker | Policy Strategist
Author of *"Rethinking Economic Growth"*

DAN VARRONEY



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Providing Strategic Direction When The Stakes Are High —

Dan Varroney is a nationally recognized business strategist, keynote speaker, and author who helps industries & trade associations build strategic partnerships for sustainable growth.

As the founder and CEO of Potomac Core, he has spent over a decade advising Fortune 500 companies, trade associations, & small businesses on navigating disruption, influencing policy, & unlocking industry potential.

He authored *Reimagining Industry Growth* and the upcoming *Rethinking Economic Growth*, focusing on collaboration & small business impact. Dan founded the Strategic Guidance Lab, has been featured in major media, holds a degree from Catholic University, and a certificate in Leadership and Team Effectiveness from Yale.



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KEYNOTE SPEAKING

Defying Uncertainty, Guiding Change

In a time of economic shifts, political flux, and rapid innovation, resilience and leadership are essential. Dan Varroney blends history, strategy, and current trends to show how businesses & trade associations can transform uncertainty into opportunity.

Through inspiring stories, from Franklin to modern trade breakthroughs - Dan delivers a powerful call to action: lead with collaboration, not isolation.



Build strategic partnerships that fuel growth and reduce risk.



Understand the role of trade associations in shaping industry outcomes.



Learn how to influence policy, not just respond to it.



See how others turned disruption into innovation.



Move from fragmented efforts to unified, lasting impact.

WHO DAN HELPS



Small Businesses

Understand the policies impacting your future and how to shape them.



Trade Associations

Strengthen your value by guiding members through policy and market change.



Policy Makers

Drive real, sustainable growth through smarter small business strategy.

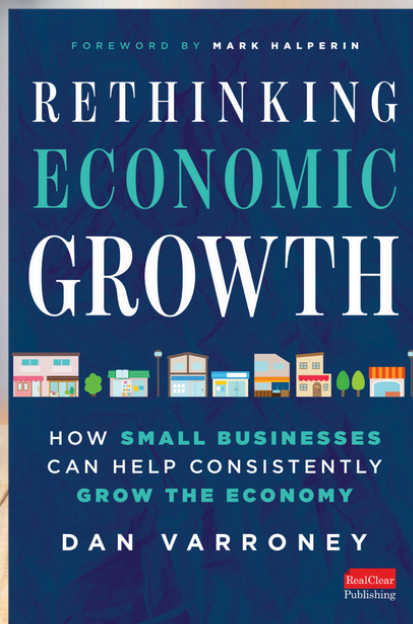


The Economists

Access clear models for connecting economic theory to real-world policy execution.



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RETHINKING ECONOMIC GROWTH

Discover the Plan To Reignite The U.S. Economy

With 32 million small businesses employing 46% of the workforce, Dan's latest book maps a practical path to long-term, national prosperity.

Key Takeaways

- ✓ Bold, actionable policy reforms designed to unlock long-term prosperity.
- ✓ Unfiltered insights from 36 small business leaders on what actually works
- ✓ Strategic frameworks trade associations & industries can use to lead real change
- ✓ A roadmap that shows how to align government, business, and results

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WHAT LEADERS SAY



Newt Gingrich

50th Speaker of the U.S. House of Representatives

"Small business is crucial to long term, consistent economic growth — and America's survival. Dan Varroney has very effectively outlined the policies that must be put in place to help small businesses thrive. His book is a road map to get to a favorable business and policy environment. Every small business owner and policy maker should read it."

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Mark Halperin

Journalist, Political Commentator, Author, Founder

"Dan Varroney understands the power of small business and its specific role in American history, culture, and creativity. He's brilliant at reading the economic tea leaves, and his book Rethinking Economic Growth offers concrete and accessible solutions, cutting through the noise and providing a blueprint for realistic and resourceful action."

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Donna Serdula

CEO, Vision Board Media & Author of LinkedIn Profile Optimization For Dummies

"I've watched Dan Varroney build his consulting business and thought leadership platform over the past decade. He has a rare ability to see what others miss about small business potential. His book proves why he's become such a trusted voice in the entrepreneurial community."

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SPEAKING RATE CARD

In-Person Keynote: \$10,000

A customized keynote presentation designed specifically for your industry, plus a bulk book purchase to equip your audience with lasting insights.

⊕ Travel & Lodging: Flat rate of \$2,000

Virtual Keynote: \$5,000

Both packages include a breakout session both before and after the keynote, along with a follow-up webinar for those unable to attend live.

For availability and bookings, contact:

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Thank You!

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