



## Who is Jeff Thredgold?

Economic futurist Jeff Thredgold has been helping people understand the tangled maze of the economy and financial markets for over three decades. With a unique ability to “cut through the fluff,” he leads his audience on a slightly irreverent, up-to-the-minute “tour” of the economy, financial markets, education, government, and a sneak preview of the future.

Jeff is President of Thredgold Economic Associates, an economic consulting and professional speaking company based near Salt Lake City, Utah. He is **the only economist in the world** to have ever received the international designation of CSP, or Certified Speaking Professional, the highest earned designation in professional speaking. He has spoken more than 1,500 times during the past 20 years, traveling more than two million miles in the process.



His latest book, *econAmerica*, was released by major publisher Wiley & Sons. In *econAmerica*, Jeff explains in detail the four key factors, or Silver Bullets, that will drive the American economy for years to come.



Customizing his remarks specifically to the industry or group that he is addressing, he can present whatever length program is desired, from 30 minutes to four hours, and will always finish according to your schedule, not his. He uses humor to keep things light, while also providing a great deal of substance for audience members.

His career includes 23 years with \$100 billion banking giant KeyCorp, where he served as Senior VP and Chief Economist. He now serves as economic consultant to \$55 billion Zions Bancorporation, which has banks in 10 states.

Jeff has appeared dozens of times on CNBC-TV, the nation's business network, in addition to numerous appearances on CNN, and is quoted regularly in the nation's financial press. He is a monthly contributor to the national publication *Blue Chip Financial Forecasts* and quarterly *USA TODAY* economic forecast surveys.

Jeff has been writing a weekly economic and financial newsletter, now titled the *Tea Leaf*, for 35 years. He is the monthly economic columnist for *Business Issues*, one of Asia's newest business publications.

In addition to *econAmerica*, he is the author of *Economy by Thredgold*, *A Parent's Letter to My Children in School*, and *On The One Hand...The Economist's Joke Book*. The company also produces quarterly economic reports and a monthly small business index for various clients.

He served as an adjunct professor of finance at the University of Utah for 16 years and served as President of the National Association for Business Economics Utah Chapter. He is a former member of the Economic Advisory Committee of the American Bankers Association and the Economic Policy Committee of the U.S. Chamber of Commerce.

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**Entertaining** and **Economist**  
in the same sentence? **YES!!**