

Capture the Magic June 9-10 in Denver

he Business Technology Association's (BTA's) next event, Capture the Magic, hosted by BTA West and open to dealers from across the country, will be held June 9-10 at the Gavlord Rockies Resort



& Convention Center in Denver, Colorado. Prior to the event, from 5 to 8 p.m. on June 8, BTA member All Copy Products will host a pre-event reception and tour of its new headquarters in Denver.

Capture the Magic will begin at 7:30 a.m. on Friday, June 9, with breakfast, followed by opening comments and the keynote address, "Building Unstoppable Teams," led by Curt Cronin, a former Navy SEAL and CEO of Ridgeline Partners. Following the keynote, attendees will have time to visit the exhibiting sponsors, participate in exhibitor table discussions and/or attend one of three breakout sessions. The sessions to choose from will include:

- (1) A sales dealer panel, "Optimizing Your Dealership's Sales Team," with panelists Mike Ardry, Automated Business Solutions, Warwick, Rhode Island; Jose Lopez, Barlop Inc., Miami, Florida; and Carol Mitschke, Frontier Business Products, Aurora, Colorado
- (2) A mailing dealer panel, "Why Mailing Is a Good Fit for BTA Dealers," with panelists Will Champlin, All Copy Products; Patrick Cunningham, Cunningham Business Systems, Alexandria, Louisiana; and a third panelist to be announced.
- (3) "Key Metrics for Service Managers" session led by Gary Lavin and Mike Kirkpatrick of CEO Juice

After the breakout sessions, a dealer panel, "Positioning Your Dealership for Greatness," will be held. The panelists: Brad Knepper, All Copy Products; Tim Renegar, Kelly Office Solutions, Winston-Salem, North Carolina; and a third panelist to be announced. After the panel, lunch will be served until 1 p.m. After lunch, attendees will have another hour to visit with peers and exhibitors, and/or participate in exhibitor table discussions. After the exhibit time, featured speaker Anthony Sci of Keypoint Intelligence will present "Preparing for the Future: Key Strategies for Success." Additional exhibit time will follow.

The first day will wrap up with "Demystifying AI: Practical Insights & Tools for Business Growth," led by West McDonald of West McDonald Co. That evening, attendees will enjoy a San Diego Padres versus Colorado Rockies Game at Coors Field.

The second day of Capture the Magic will begin at 7:30 a.m. on Saturday, June 10, with breakfast, followed by "I Heard It Through the Grapevine," led by BTA General Counsel Bob Goldberg. A break and breakout sessions, as well as time to visit with exhibitors and attend exhibitor table discussions, will follow. The second round of breakouts will include new panelists in the sales dealer panel (Scott Flaherty, Altek Business Systems, Telford, Pennsylvania; Jim George, Donnellon McCarthy Enterprises, Cincinnati, Ohio; and Tim Stanley, TDSiT, Lowell, Arkansas); a mailing session, "Mailing Equipment Decertification"; and the "Key Metrics for Service Managers" session.

After the breakouts, another dealer panel will be held. "Meeting the Challenges Faced by Today's Service Departments," will include panelists Wendy Hagerstrand, Imagine Technology Group, Chandler, Arizona; Juan Maldonado, UBEO Business Services, San Antonio, Texas; and Dale Scheuerman, All Copy Products.

To learn more, see pages 2 and 3, or visit www.bta.org/BTADenver. BTA dealer members receive \$199 two-for-one registration. ■

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