

Elevate & Spring Break

BTA hosts events March 6-8 in Orlando, Florida

by: Elizabeth Marvel, Office Technology Magazine

The Business Technology Association's (BTA's) first event of 2025, Spring Break, was held March 7-8 at Disney's Grand Floridian Resort & Spa in Orlando, Florida. In conjunction, BTA hosted e-automate Elevate: A BTA Dealers Helping Dealers Best Practices Event on March 6.

Spring Break kicked off on March 7 with the keynote address, "Lessons From the Ledge," presented by Alison Levine, a leadership expert, polar explorer and mountaineer. The additional main stage sessions included: "Sales Team Improvement," with Kate Kingston, Kingston Training Group; "Dealers & the Profit Dilemma — How to Get Help From Your Manufacturers," with Laura Blackmer, Konica Minolta Business Solutions U.S.A. Inc.; and a dealer panel, "Cracking the Code: Successfully Selling Workflow Solutions," moderated by Patricia Ames, BPO Media. The breakout sessions were: "Sales Performance Solutions," with Nate Berkhoudt, PathShare HR Services; "The Road Map to Service Success," with Jack Duncan, Jack Duncan Consulting, and Richie Creech, CopyPro Inc.; and "Review, Realign & Recap," with John Eckstrom, former president of Carolina Business Equipment Inc., now a Novatech company.

The event sponsors: ACDI, AgentDealer, Avison, Brother, ConnectWise, Crexendo, Distribution Management, DXone, ECI Software Solutions, ecoprintQ, eGoldFax, ELATEC, Epson, FP, GreatAmerica, HP (breakfast sponsor), Hytec, IBPI, Image Star, Impression Solutions, Intermedia, Katun, Key-point Intelligence, Konica Minolta, LEAF, National / AZON, NA Trading, Noetics, Quench, Sharp (keynote sponsor), Static Control, TAG (breaks sponsor), TD SYNnex, The 20, Toshiba, Xerox and Zultys (lunch sponsor).

BTA's next event, the 2025 BTA National Conference, will be held June 17-19 at the Hyatt Regency Tamaya Resort & Spa in Santa Ana Pueblo, New Mexico. For more information, see the ad on pages two and three and visit www.bta.org/National25 to register. ■

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Clockwise from top left: Levine presents the keynote address; 2024-25 BTA Southeast President Blake Renegar serves as an emcee on March 7; the Spring Break event featured a keynote address, two additional main stage sessions, a dealer panel, three breakout sessions, time to visit with peers and exhibiting sponsors, and a reception and dinner on the first evening; Blackmer presents her main stage session; attendees visit with 37 exhibiting sponsors during a break between sessions; and Kingston presents her main stage session.





Above: Ames (right) moderates the dealer panel with panelists (left to right) Zak Danison of Modern Office Methods, Cincinnati, Ohio; Alan Peters of DOCUation, San Antonio, Texas; and Brent Wesler, Vital Records Control, Hooksett, New Hampshire.



The breakout sessions were presented by (clockwise from top left) Berkhoudt; Eckstrom; Duncan; and Creech.



Far left photo (left to right): Tim and Jean Slopsema of Indiana Business Solutions, Indianapolis, Indiana, visit with Marvin Salganov of Quench during a break. Near left photo: 2024-25 BTA East President-Elect Tim Seeley Jr. (left) draws a name during the prize drawings at the end of the event with the assistance of Noel O'Dwyer of Intermedia.



e-automate Elevate — A BTA Best Practices Event

The BTA Dealers Helping Dealers Best Practices Event, e-automate Elevate, was held March 6 ahead of Spring Break. The goal of the event was to bring a broad range of e-automate users together to learn about the software and its functionality, to address common concerns and share troubleshooting best practices. Elevate featured breakout sessions in seven tracks (Accounting, CEO Juice, Contracts, Inventory, Order Processing, Service and System Admin) and

wrapped up with an Ask the Experts session where all of the speakers answered questions from the attendees.

The speakers included Barbara Bragger, president of B&B Professional Consulting LLC; Creech; Duncan; Adam Jones, system administrator at CopyPro Inc.; and Mike Kirkpatrick and Gary Lavin, partners at CEO Juice. The event was sponsored by CEO Juice, ECI Software Solutions (lunch sponsor) and Xerox. ■



Above left photo: 2024-25 BTA National President Adam Gregory kicks off e-automate Elevate. Above right photos: Guyla Wrens-Armstead (top) and Jim Coniglio of Xerox, one of the sponsors, present at the beginning of the event.



Above: 2024-25 BTA National President-Elect Debra Dennis (far left) moderates the Q&A with presenters (left to right) Bragger, Duncan, Jones, Kirkpatrick and Lavin. Left: Kirkpatrick (standing) and Lavin present one of their breakout sessions.