



BTA PRESIDENT'S MESSAGE

Join BTA at its 2025 National Conference

The Business Technology Association's (BTA's) biggest event of the year, the 2025 BTA National Conference, will be held June 17-19 at the Hyatt Regency Tamaya Resort & Spa in Santa Ana Pueblo, New Mexico (near Albuquerque). The future-forward event will give attendees the opportunity to learn from two compelling keynoters, a panel of dealers discussing navigating industry shifts, two additional educational sessions, three breakout sessions and time with more than 40 exhibiting sponsors.



The national conference will also include an array of networking activities: an opening reception where attendees can soar to new heights with tethered hot-air balloon rides; an evening at a rodeo with a food truck feast on June 18; and the opportunity to tee off at the renowned Twin Warriors Golf Club on the afternoon of June 19.

The event will kick off on Tuesday, June 17, with the opening reception from 6 to 8 p.m. Be sure to join your fellow dealers for a fun evening of networking while enjoying hot-air balloon rides, drinks and appetizers.

Breakfast begins at 7:30 a.m. the next morning, followed by opening comments and the first keynote address, "Lessons from the Gridiron: Emmitt Smith on Leadership & Success," presented by Emmitt Smith, Pro Football Hall of Fame running back, speaker and entrepreneur. After Emmitt's keynote, there will be time to visit with the exhibiting sponsors and the first round of breakout sessions. The breakouts: "Beyond the Traditional: Expanding Strategies for Evolving Sales Organizations," with Jon Dunkelberger of Ricoh USA Inc.; "Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales," with Samuel Mascato

of Sandler; and "Your Go-to-Market Plan: The Key to Strategic Revenue Growth," with Dominic Pontrelli of Pontrelli Marketing. Lunch will follow the breakouts.

After lunch, the second keynote address will be held. John Bruno, president and COO of Xerox Corp., will present, "Xerox's Reinvention: Pioneering a New Growth Chapter," sharing how Xerox is expanding beyond traditional print and investing in cutting-edge technologies. After the keynote, attendees will have more time to visit with the exhibitors, followed by a second round of the breakout sessions from 3 to 4 p.m. To wrap up the educational portion of the day, the dealer panel will be held from 4:15 to 5:15 p.m. BTA General Counsel Greg Goldberg will moderate "Thriving Amidst Disruption: How Dealers Are Navigating Industry Shifts." From 6 to 9 p.m., attendees will ride into the sunset as they enjoy dinner and dessert from food trucks, and a rodeo at The Stables at Tamaya.

The final day of the conference will begin at 7:30 a.m. on Thursday, June 19, with breakfast, followed by exhibit time and the first educational session: "Expanding Into Vertical Markets: Unlocking Growth With Tailored Solutions," with Anne Valaitis of Keypoint Intelligence. Additional exhibit time will follow. After the break, Jocelyn Gorman of Document Solutions Inc. (DSI) will present the final educational session, "Building a Stronger Team Today & for the Future by Trusting Data, Not Just Gut Instinct." The event will wrap up with closing comments and prize drawings. That afternoon, attendees can play a round of golf at Twin Warriors for an extra fee.

Don't forget that BTA member dealers get two-for-one registration for only \$199! See the ad on pages two and three, or visit www.bta.org/National25 for more information or to register. ■

— Adam Gregory



2024-2025 Board of Directors

President

Adam Gregory
Advanced Business Solutions LLC
St. Augustine, Florida
adam@goabsinc.com

President-Elect

Debra Dennis
CopyPro Inc.
Greenville, North Carolina
ddennis@copypro.net

Vice President

Mike Boyle
BASE Technologies Inc.
Bethel, Connecticut
mboyle@baseinc.com

Immediate Past President

Don Risser
DCS Technologies Corp.
Franklin, Ohio
don.risser@dcs-tech.com

BTA East

Joe Dellaposta
Doing Better Business
Hagerstown, Maryland
jvd@doingbetterbusiness.com

Chip Denlinger
DCS Technologies Corp.
Franklin, Ohio
chip.denlinger@dcs-tech.com

BTA Mid-America

Greg Quirk
JQ Office Equipment
Omaha, Nebraska
gquirk@jqoffice.com

Brett Blake
Corporate Business Systems LLC
Madison, Wisconsin
bblake@corpbussystems.com

BTA Southeast

Mike Hicks
Electronic Business Machines Inc.
Lexington, Kentucky
mhicks@ebmky.com

Blake Renegar
Kelly Office Solutions
Winston-Salem, North Carolina
tbrenegar@kellyofficesolutions.com

BTA West

Kevin Marshall
Copy Link Inc.
Chula Vista, California
kevin@copylink.net

Scott Reynolds
Imagine Technology Group LLC
Chandler, Arizona
sreynolds@itgarizona.com

Ex-Officio/General Counsel

Greg Goldberg
Barta | Goldberg
West Hollywood, California
ggoldberg@bartagoldberg.com