



# Elevate, IGNITE Events Cultivate New Ideas

The Business Technology Association's (BTA's) recent events — e-automate Elevate and BTA IGNITE Orlando — delivered exceptional experiences for attendees and truly showcased the strength of our



dealer community. And Disney's Yacht Club Resort provided an incredible backdrop that encouraged meaningful engagement.

We kicked things off on March 19 with e-automate Elevate, a dealer-driven event centered on helping attendees get more out of the software. ECI's Laryssa Alexander welcomed attendees and set the tone for a day dedicated to practical knowledge and shared success. Sessions led by Dondra Bott, Jack Duncan, Mike Kirkpatrick, Gary Lavin, Jason Plott and Duane Walker delivered actionable insights and real-world strategies. The collaboration and openness between the presenters and attendees reinforced what makes BTA events unique — they provide an environment where dealers learn directly from one another.

Building on that momentum, BTA IGNITE Orlando, held March 20-21, brought together a packed audience for two days of forward-thinking content and networking. The agenda reflected the dynamic nature of our industry. During the manufacturer panel, attendees heard about key issues shaping the marketplace, including tariffs, economic pressures and the future of office technology. Dealer panels explored practical applications of artificial intelligence (AI) and company culture, offering insights attendees could take back to their businesses. Breakout sessions covered topics ranging from sales and service alignment, to leveraging CEO Juice's Power BI for KPI tracking, to leadership and communication skills.

Beyond the sessions, the event floor was vibrant with activity. With 38 exhibiting sponsors, attendees had ample opportunity to explore new solutions, build partnerships and strengthen existing relationships. Networking events — including a first-time attendee reception and dinner at the Yacht Club Marina — provided valuable time for connection in more relaxed settings.

A highlight of the event was the keynote address, "How Leadership Affects Customer Service & How Customer Service Affects Your Bottom Line," presented by Don Crawley of Compassionate Geek. His message reinforced that strong leadership and a commitment to service excellence are critical drivers of long-term success.

As we build on the momentum from Orlando, I encourage everyone to make plans to attend BTA IGNITE Kansas City and BTA at 100: A Celebration, to be held Sept. 1-3 in Kansas City, Missouri. This milestone gathering will bring a full schedule of meaningful engagement:

■ **Aug. 31:** Arrival day for IBPI, which is hosting its meeting in conjunction with BTA

■ **Sept. 1:** IBPI meets all day; joint welcome reception with IGNITE attendees in the evening at the National World War I Museum and Memorial

■ **Sept. 2:** IGNITE all day; BTA at 100: A Celebration, honoring 100 years of BTA at Union Station Kansas City, in the evening

■ **Sept. 3:** IGNITE wraps up at noon

In addition, be sure to mark your calendars for the Fall Colors Retreat, Oct. 29-30 at the Omni Grove Park Inn in Asheville, North Carolina — another great opportunity for education and networking.

The association's events exemplify what BTA is all about — education, collaboration and community. Visit [www.bta.org/BTAEvents](http://www.bta.org/BTAEvents) for additional information. ■

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