



# Register for BTA's Capture the Magic

On Sept. 14-15 at Caesars Palace in Las Vegas, Nevada, the Business Technology Association (BTA) will hold its third event of 2022, Capture the Magic. This year's Capture the Magic will feature a two-



part keynote workshop, two dealer panels and three additional educational sessions. You will also have time to visit with your peers and exhibiting sponsors during breaks and a welcoming reception, and attend a magical Cirque du Soleil "O" performance.

The event will begin at 2 p.m. on Wednesday, Sept. 14, with opening comments and the keynote workshop, "How to Disrupt," led by Armida Ascanao, chief content officer and futurist at Trend Hunter. The first part of this workshop will help you and your team anticipate upcoming threats to your business, identify your strengths and weaknesses, and become better acquainted with the office technology industry's next three to five years. In the second part, attendees will learn to anticipate threats, think of their businesses more critically, and spot potential disruption and opportunity from outside of the industry. They will generate new ideas for products, services and offerings to plan for the future and succeed.

A break will take place between the two parts of the keynote, allowing attendees to visit with peers and exhibiting sponsors. Breaks like these will take place during both days of the event. Following the second half of the workshop, a welcoming reception will be held until 7 p.m.

The second day of Capture the Magic will begin at 7 a.m. on Thursday, Sept. 15, with breakfast, followed by three educational sessions and breaks. The Thursday morning sessions: "How to Establish an Invaluable

Link With Future Customers," with Earl Everson of Elite Document Solutions; "Diversification, Operational Improvements & Sales Enablement," with Randy Dazo of Keypoint Intelligence; and "The State of the U.S. Economy: What to Make of These Changing Times," with John Beriau of Morgan Stanley. Lunch will follow until 1 p.m.

After lunch, the dealer panels will be held with a break in between. The first panel, "Marketing Matters: Elevating Your Brand to Set Your Dealership Apart From the Competition," will be moderated by Kevin Marshall of Copy Link Inc. The panelists will include Haley Grigsby of Fisher's Technology, Boise, Idaho; Andy Smalley of Flex-Print Inc., Mesa, Arizona; and Scot Olson of Les Olson Company, Salt Lake City, Utah.

The second panel, "The Wow Factor: Building Loyalty Through Focused Customer Service," will be moderated by Mike McGuirk of ProCopy Office Solutions. The panelists will include Scott Reynolds of Imagine Technology Group LLC, Chandler, Arizona; Scott Schnabel of Frontier Business Products, Aurora, Colorado; and Dean Swenson of The Swenson Group, Livermore, California. Closing comments and prize drawings will wrap up the educational portion of the event. That evening, attendees will travel to the Bellagio Hotel & Casino for a Cirque du Soleil "O" performance.

Two-for-one BTA member dealer registration is only \$199. This price includes the Wednesday and Thursday educational sessions; Wednesday welcoming reception; and Thursday breakfast, lunch and Cirque du Soleil "O" ticket. An additional attendee from the same member dealership is \$99.

For more information on the event, see pages two and three, or visit [www.bta.org/BTALasVegas](http://www.bta.org/BTALasVegas). I look forward to seeing you in September in Las Vegas. ■

— David Polimeni

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