



# Oct. 3-4 Fall Colors Retreat Schedule Set

**H**eld in the Blue Ridge and Great Smoky Mountains for more than 30 years, the Business Technology Association's (BTA's) annual Fall Colors Retreat is an intimate, relaxing event that provides some great educational and networking opportunities. Hosted by BTA Southeast, this year's retreat will be held Oct. 3-4 at the Omni Grove Park Inn in Asheville, North Carolina.



The event will begin at noon on Thursday, Oct. 3, with lunch, followed by opening comments and the keynote address, "Dealers & the Profit Dilemma — How to Get Help From Your Manufacturers," presented by Laura Blackmer, president of dealer sales at Konica Minolta Business Solutions U.S.A. Inc. During the keynote, Blackmer will help dealers recognize the key margin leaks in their businesses and how they can get assistance from their manufacturers to recover that margin.

Following the keynote, attendees can attend round-table discussions with the exhibiting sponsors. This one-on-one time will give attendees an opportunity to learn about the exhibitors' products and services in-depth. A break will follow the round tables, giving attendees time to network.

After the break, Andy Peacock, senior consultant and PIVOT specialist at PROS Elite Group, will wrap up the educational portion of the first day with his session, "Achieve Above-Benchmark Performance With Service Model Changes & Technology." In this session, Peacock will share the most recent service financial and operational model from PROS Elite Group and analytics developed by the company to overachieve model performance in service profitability and operational effectiveness, as well as achieve excellence in customer service.

From 6 to 9 p.m., cocktails and dinner will be served at the Omni Grove Park Inn's Mountain View Terrace. The evening will give attendees a chance to network with their peers and enjoy scenic views of the fall colors of the Blue Ridge Mountains.

The second day will begin at 8:30 a.m. on Friday, Oct. 4, with breakfast. Opening comments and a second set of round-table discussions will follow. After the round tables, the final educational session will be held. "The State of the Economy," will be presented by Tim Quinlan, managing director and senior economist at Wells Fargo Corporate and Investment Banking. During this session, Quinlan will discuss when interest rates may come down; the staying power of the consumer and its affect on inflation; and the capital spending outlook and how that will evolve as interest rates change. The event will wrap up with closing comments and exhibitor prize drawings from 11:45 a.m. to noon.

The exhibiting sponsors: AgentDealer, ECI Software Solutions, eGoldFax, Epson, IBPI, Imaging Solutions Direct, Konica Minolta, LEAF, NA Trading and Technology, Quench, Sharp (lunch sponsor), Source Technologies, Static Control, Xerox (breaks sponsor) and Zultys (keynote sponsor).

BTA dealer members receive two-for-one registration for only \$199. This price includes the Thursday and Friday educational sessions, Thursday lunch, cocktail reception and dinner, and Friday breakfast.

Also, don't forget to register and reserve your hotel room by Sept. 10 to receive the early-bird hotel rebate. When you do, you'll receive a \$100 hotel rebate per night (up to two nights) at the Omni Grove Park Inn.

To learn more, see the ad on page seven, or visit [www.bta.org/BTAAsheville](http://www.bta.org/BTAAsheville) to register. I look forward to seeing you there. ■

— Brent Hoskins

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## FLASHBACK



The association's magazine cover 60 years ago this month — the NOMDA Spokesman, August 1964.