



BTA PRESIDENT'S MESSAGE

Fall Colors Retreat Set for Oct. 29-30

The Business Technology Association's (BTA's) Fall Colors Retreat, hosted by BTA Southeast, will wrap up the association's event schedule this year. Attendees will have the chance to get new ideas for their businesses, and network with fellow dealers and exhibitors in a relaxing mountain setting. The retreat will be held Oct. 29-30 at the Omni Grove Park Inn in Asheville, North Carolina.



Themed "Tech or Treat," the retreat kicks off at 10:15 a.m. on Thursday, Oct. 29, with opening comments and the keynote address, "Your Goals Aren't the Problem — Your Comfort Zone Is," presented by Samuel Mascato of Peak Performance Partners. Most teams do not fail because they lack ambition; they fail because their goals are built to protect comfort, not drive change. This keynote will challenge leaders to rethink how they set expectations, hold accountability and push performance. Attendees will walk away with a clear, practical way to set goals that actually change behavior and produce results. If growth has stalled, Mascato's keynote will show you why and what to do about it.

Following the keynote, a break will be held, giving attendees time to visit with the exhibiting sponsors and their peers. Lunch will follow the break. After lunch, attendees can choose to take part in one of two breakout sessions. The breakouts, led by speakers from The 20 MSP, will include topics on cybersecurity and how to become a managed service provider.

After the breakouts, another break will be held, followed by exhibitor round-table discussions. The round tables will give attendees a chance to learn more about the

exhibitors' products and services in depth. After the round tables, the second educational session will be held. Paul Martin of Culligan Quench will present, "Beyond Office Equipment: Water & Ice for High Profits," and explain how water solutions provide a great diversification opportunity for office technology dealerships. To wrap up the first day, attendees will enjoy cocktails and dinner at the Omni's Mountain View Terrace, which offers scenic views of the Blue Ridge Mountains.

The second day of the Fall Colors Retreat will begin at 8:30 a.m. on Friday, Oct. 30, with breakfast, followed by opening comments and the second set of exhibitor round-table discussions. The final educational session, "Current Industry Metrics & Best Practices in Service," led by Jerry Newberry of Pros Elite Group, will be held after the round tables. The event will wrap up with closing comments and exhibitor prize drawings from 11:45 a.m. to noon.

The Fall Colors Retreat exhibiting sponsors will include AgentDealer, Brother, ECI, eGoldFax (lunch sponsor), Elatec, Epson, IBPI, Kyocera, Intermedia, MPS Monitor, Noetics, SalesChain, Sharp (reception sponsor), Source Technologies, Static Control, TD SYNnex, Toshiba, Xerox and Zultys (breakfast sponsor).

Two-for-one BTA member registration for the Fall Colors Retreat is only \$199. The registration fee includes the Thursday and Friday educational sessions; Thursday lunch, cocktail reception and dinner; and Friday breakfast. Non-member registration is \$249 per person.

If you are looking to learn from industry experts, and network with your peers and exhibiting sponsors in a more intimate setting, the Fall Colors Retreat is for you. Register at www.bta.org/BTAAsheville. ■

— Mike Boyle



2026-2027 Board of Directors

President

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

President-Elect

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

Vice President

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

Immediate Past President

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

BTA East

Tim Seeley Jr.
Seeley Office Systems Inc.
Glens Falls, New York
tseeleyjr@seeleyoffice.com

Susan Pangborn
Automated Business Solutions
Warwick, Rhode Island
spangborn@absne.com

BTA Mid-America

Grant Goldsmith
Regal Business Machines/Gateway Business Systems
Chicago, Illinois
goldsmithg@gateway-biz.com

Chip Miceli
Pulse Technology
Schaumburg, Illinois
chip@pulsetechnology.com

BTA Southeast

Richie Creech
CopyPro Inc.
Greenville, North Carolina
rcreech@copypro.net

Tim Renegar
Kelly Office Solutions
Winston-Salem, North Carolina
treneegar@kellyofficesolutions.com

BTA West

Richard Van Dyke
Advanced Office
Irvine, California
rvandyke@goadvanced.com

Pamela Feld
Triumph Technology Group
Tustin, California
pom@triumphoffice.com

Ex-Officio/General Counsel

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