



BTA PRESIDENT'S MESSAGE

Join Us March 20-21 at IGNITE Orlando

If you want to spark some new ideas for your business, I encourage you to join us at the Business Technology Association's (BTA's) first event of its centennial year, BTA IGNITE Orlando. To be held March 20-21, with an e-automate best practices day on March 19, at Disney's Yacht Club Resort in Orlando, Florida, IGNITE Orlando will be a great way to learn about industry trends and strategies to improve your business. Featuring a closing keynote address, main-stage and breakout sessions, and plenty of time to network with your fellow dealers and exhibiting sponsors, it is an event you will not want to miss.



On Thursday, March 19, BTA will hold its e-automate Elevate best practices day, which will allow for conversations among a range of e-automate users. Attendees can choose between breakout sessions in five tracks and attend an Ask the Experts panel at the end of the day. Elevate attendees get free registration to IGNITE Orlando. Learn more and register at www.bta.org/Elevate26.

The BTA IGNITE Orlando event will begin at 9:30 a.m. on Friday, March 20, with opening comments and the first main-stage session — a manufacturer panel with insights from industry executives Laura Blackmer of Konica Minolta, Karl Boissonneault of Xerox, Jim Coriddi of Ricoh, Mike Marusic of Sharp and Larry White of Toshiba.

After the panel, a break will be held, giving attendees time to visit with their peers and the exhibiting sponsors. The second main-stage session will follow — a dealer panel on artificial intelligence (AI) featuring panelists Chelsea Bode of Pearson-Kelly Technology, Lauren Hanna-Masuga of Blue Technologies and Jenna Stramaglio of

ConnectWise. Lunch will follow the panel.

After lunch, attendees can choose to take part in one of three breakout sessions: "Sales vs. Service: The Heavyweight Showdown," with industry subject-matter expert Sarah Henderson; "The Practical Use of Power BI to Monitor Key KPIs," with Jack Duncan of Jack Duncan Consulting, and Mike Kirkpatrick and Gary Lavin of CEO Juice; and "How to Be a Better Listener," with Don Crawley of Compassionate Geek.

After the breakouts, another break with exhibitors will be held, followed by the third main-stage session — a dealer panel on company culture. The panelists will include: Anthony Cucco of Impact Networking, Anthony DelGrosso of Milner Inc. and John Lowery of Applied Innovation. A second round of the breakouts will follow the panel, along with the final exhibitor break.

At 5 p.m., first-time BTA event attendees will meet for a special reception, and from 6 to 8 p.m., the first day will wrap up with cocktails and dinner at the Yacht Club Marina.

The second day will begin at 8:30 a.m. on Saturday, March 21, with breakfast, followed by opening comments and a break with the exhibitors. After the break, the final main-stage educational session will be held — the closing keynote address by Crawley titled, "How Leadership Affects Customer Service & How Customer Service Affects Your Bottom Line." The event will conclude with closing comments and exhibitor prize drawings from 11:45 a.m. to noon.

Two-for-one dealer registration to BTA IGNITE Orlando is only \$199. After registering, attendees can purchase Disney theme park tickets at a discount. And, if you register by Feb. 20 and attend Saturday's educational sessions, you'll receive a \$50 Disney gift card (*one per IGNITE dealer registrant only*). Register now at www.bta.org/IGNITEOrlando. ■

— Debra Dennis



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