

# BTA IGNITE Orlando 2026 Schedule

## Friday, March 20

**9:30 to 9:45 a.m.**  
Opening Comments

**9:45 to 10:45 a.m.**  
Manufacturer Panel: "CEO Insights: Marketplace Changes, Tariffs, Tough Choices & the Future of the Office Technology Industry," moderated by Bob Goldberg, BTA ambassador

**10:45 to 11:15 a.m.**  
Exhibits Open

**11:15 a.m. to 12:15 p.m.**  
Dealer Panel: "Practical Uses for AI in Your Dealership," moderated by Laura Blackmer, Konica Minolta Business Solutions U.S.A. Inc.

**12:15 to 12:20 p.m.**  
Lunch Sponsor Presentation: Crexendo

**12:20 to 1:30 p.m.**  
Lunch

**1:30 to 2:30 p.m.**  
Breakout Sessions:

- Exhibits Open
- "Sales vs. Service: The Heavyweight Showdown," Sarah Henderson, Pacific Office Automation (*Cape Cod A*)
- "The Practical Use of Power BI to Monitor Key KPIs," Jack Duncan, Jack Duncan Consulting, and Mike Kirkpatrick and Gary Lavin, CEO Juice (*Cape Cod B*)
- "How to Be a Better Listener," Don Crawley, Compassionate Geek (*Cape Cod C*)

**2:30 to 2:35 p.m.**  
Breaks Sponsor Presentation: Zultys

**2:35 to 3 p.m.**  
Exhibits Open

**3 to 3:45 p.m.**  
Dealer Panel: "How is Your Culture?" moderated by Mike Marusic, Sharp Imaging and Information Company of America

**3:45 to 4:30 p.m.**  
Breakout Sessions:

- Exhibits Open
- "Sales vs. Service: The Heavyweight Showdown," Sarah Henderson, Pacific Office Automation (*Cape Cod A*)
- "The Practical Use of Power BI to Monitor Key KPIs," Jack Duncan, Jack Duncan Consulting, and Mike Kirkpatrick and Gary Lavin, CEO Juice (*Cape Cod B*)
- "How to Be a Better Listener," Don Crawley, Compassionate Geek (*Cape Cod C*)

**4:30 to 5:15 p.m.**  
Complimentary Beer & Exhibits Open

**4:30 to 4:35 p.m.**  
Reception Sponsor Presentation: Sharp

**4:35 to 4:40 p.m.**  
Reception Sponsor Presentation: Xerox

**4:45 to 5:15 p.m.**  
First-Time Attendees Reception in Saybrook Room

**5:30 to 7:30 p.m.**  
Dinner & Cocktails at the Yacht Club Marina

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## Saturday, March 21

**8:30 to 9:30 a.m.**  
Breakfast

**9:30 to 9:40 a.m.**  
Opening Comments

**9:40 to 9:45 a.m.**  
Breakfast Sponsor Presentation: eGoldFax

**9:45 to 10:45 a.m.**  
Exhibits Open

**10:45 to 11:45 a.m.**  
Keynote Address: "How Leadership Affects Customer Service & How Customer Service Affects Your Bottom Line," Don Crawley, Compassionate Geek

**11:45 a.m. to Noon**  
Closing Comments & Prize Drawings