

2025 BTA National Conference

BTA hosts event June 17-19 in New Mexico

by: Elizabeth Marvel, Office Technology Magazine

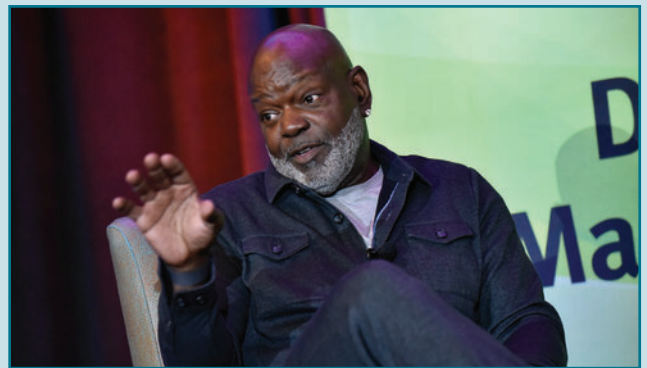
The Business Technology Association (BTA) hosted the 2025 BTA National Conference June 17-19 at the Hyatt Regency Tamaya Resort & Spa in Santa Ana Pueblo, New Mexico.

The education started on the morning of June 18 with a special keynote session, “Lessons from the Gridiron: Emmitt Smith on Leadership & Success” — a “fireside chat” between Smith, Pro Football Hall of Fame running back, speaker and entrepreneur, and Mike Marusic, president and CEO of Sharp Imaging and Information Company of America. John Bruno, president and COO of Xerox Corp., presented the second keynote session, “Xerox’s Reinvention: Pioneering a New Growth Chapter,” that afternoon. The other main-stage sessions included a dealer panel moderated by BTA General Counsel Greg Goldberg, “Thriving Amidst Disruption: How Dealers Are Navigating Industry Shifts,” and two additional sessions: “Expanding Into Vertical Markets: Unlocking Growth With Tailored Solutions,” presented by Anne Valaitis, principal analyst at Keypoint Intelligence, and “Building a Stronger Team Today & for the Future by Trusting Data, Not Just Gut Instinct,” presented by Jocelyn Gorman, president of BTA member Document Solutions Inc. (DSI).

The event also included three breakout sessions: “Beyond the Traditional: Expanding Strategies for Evolving Sales Organizations,” with Jon Dunkelberger, region business director of the Dealer Division, Ricoh USA Inc.; “Sell Smarter, Not Harder: Focusing on Business Impact in Tech Sales,” with Samuel Mascato, business growth advisor at Peak Performance Partners; and “Your Go-to-Market Plan: The Key to Strategic Revenue Growth,” with Dominic Pontrelli, president of Pontrelli Marketing.

BTA’s next in-person event, Spring Break, will be held March 20-21, 2026, in Orlando, Florida. For more information as it becomes available, visit www.bta.org/BTAEvents. ■

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Clockwise from top: Smith shares his lessons from the gridiron during the first keynote session — a “fireside chat”; the national conference featured two keynote sessions, two additional main-stage sessions, a dealer panel, three breakout sessions, time to visit with peers and exhibiting sponsors during breaks, a welcoming reception and a rodeo event; Marusic introduces Smith before the first keynote; and Bruno presents the second keynote.



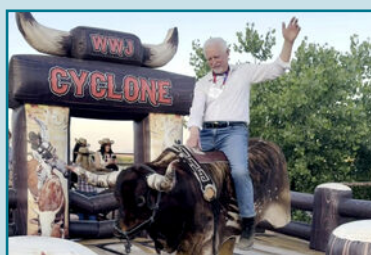
Top left photo (left to right): Joan Lamond of Sharp visits with Genesis Stevenson and Angelica Montague of DSI, Albuquerque, New Mexico, during a break between sessions. Top right photo: Attendees visit with 44 exhibiting sponsors during exhibit time.



Above left photo (left to right): Marc Theaman and Nick Augeri of Toshiba visit with David Brion, Dan Byram and Mike Whitman of Print Image Solutions, Omaha, Nebraska, during a break. Above middle photo: 2024-25 BTA President Adam Gregory (left) draws a winner for the stamp card drawings with the assistance of 2024-25 BTA Mid-America Vice President Chip Miceli, who also served as an event emcee. Above right photo (left to right): Matt Szczygiel of SalesChain visits with 2024-25 BTA South-east President Blake Renegar during the exhibit time.



Above photos: Attendees enjoy a rodeo and dinner from food trucks at The Stables at Tamaya on the evening of June 18.



Left photo: Attendees network with fellow BTA and IBPI dealers during the welcoming reception on the evening of June 17. Right photo: Robert Moore of Lockwood Moore Inc., Reno, Nevada, rides the mechanical bull during the rodeo event on the evening of June 18.



Left photo (left to right): Gregory presents the 2025 BTA Volunteer of the Year award to 2024-25 BTA West Immediate Past President Kevin Marshall during the BTA awards ceremony at the end of the day on June 18. Right photo (left to right): 2024-25 BTA President-Elect Debra Dennis presents the Past President's award to Gregory during the ceremony.



Middle photos, clockwise from top left: BTA and IBPI (IBPI hosted a colocated event June 16-18) attendees gather in the ballroom for the opening keynote session on the first day of the national conference; (left to right) Corbin Crawford, Tony Pezeshkian and Ryan Pezeshkian of Summit Technology Affiliates, Edmond, Oklahoma, visit with Scott Francis of Ricoh Document Scanners during a break between sessions; Chris Sabonis (left) of Zultys visits with Josh Murchison of Atlas Reproduction, Casper, Wyoming, during a break; Sandy Richter (left) of Ephesus Office Technologies Inc., Albuquerque, New Mexico, visits with Carrie Witham (center) and Nicole Schweizer of GreatAmerica Financial Services during exhibit time; and Gregory (left) presents an autographed Emmitt Smith jersey to Rob Biedenweg of International Mailing Equipment, Sacramento, California, during the prize drawings at the end of the event.



Left photo: Some of the attendees played a round of golf at the Twin Warriors Golf Course on the final afternoon of the event — (among them, left to right) David Clearman, Konica Minolta Business Solutions U.S.A. Inc.; James Saratis, Nauticon Office Solutions, Gaithersburg, Maryland; Sam Hinson, Drummond Group, Durham, North Carolina; Mark Grice, IBPI; Brian Smith, BTA; and Mike Williams, iTech, Parkersburg, West Virginia. Right photo: 2024-25 BTA West President-Elect Richard Van Dyke serves as emcee on the first day.



Above: BTA General Counsel Greg Goldberg (far left) moderates the dealer panel with panelists (left to right) Tim Seeley Jr., president of client relations at Seeley Office Systems Inc., Glens Falls, New York, Ken Staubitz, COO of Modern Office Methods, Cincinnati, Ohio, and Miceli, president and CEO of Pulse Technology, Schaumburg, Illinois.



Above photos (left to right): Valaitis and Gorman present their main-stage sessions on the morning of June 19.



Above photos: On June 18, two rounds of breakout sessions were presented by (clockwise from top left) Dunkelberger, Pontrelli and Mascato, who presented on sales and revenue growth strategies.

Xerox's Reinvention

The conference's second keynote address, "Xerox's Reinvention: Pioneering a New Growth Chapter," was presented by Xerox President and COO John Bruno. He began by sharing his path to becoming the company's president and COO, details about Xerox's reinvention plan and the reasons why a change was necessary.

"Our reinvention is a three-year program; it's 12 quarters," Bruno said. "A reinvention basically says you've got terrific assets. They meet the needs of the times, but your business or your operating model isn't fit for purpose and you're not getting total value from the adjacencies that surround you ... It [Xerox] had to do more reinvention because, frankly, it's been in the office automation space forever, leading in technology leadership and service delivery, but the office environment changed quite dramatically. The production environment changed quite dramatically. The workplace became hybrid. The workforce became distributed. The use of the technologies was very different. The business model wasn't fit for purpose."

He then outlined the areas where Xerox is planning to reinvent itself. "We wanted to ensure that we ... strengthened our A3 portfolio; we needed to embrace and direct the changes that were happening to A3 and the growth of A4," Bruno said. "We had to understand what was happening in the production business. And, right at the center of it, we needed to diversify our revenue outside of print with IT solutions and digital solutions ... Those were the three elements that we needed to innovate."

He also emphasized the importance of Xerox's dealer partner network and the acquisition of Lexmark in the reinvention of the company. "We knew that if we wanted to double our partner ecosystem, then the way in which we structured [Xerox] needed to change," Bruno said. "... We'd have to recruit a lot more partners and do something even more disruptive ... the first thing on my mind was: 'How do we combine forces with Lexmark?' ... Our product was a Lexmark engine wrapped in plastic and branded as Xerox with our software on it. Our A4 business was — we shipped a million Lexmark devices wrapped in Xerox ... We [would be] better ... together than we would be as separate companies.

"But the one thing that we had to make sure we did was keep our partners and our clients at the center of our strategy," Bruno continued. "Because if you succeed, we succeed. This isn't a question of whether we can succeed without you. We cannot succeed with our new strategy unless we develop and invest in the most robust dealer infrastructure and indirect business in this industry."

Toward the end of his presentation, Bruno discussed the company's goal of a "mix shift," with 20% of revenue coming from non-print sources, including IT solutions (thanks, in part, to its acquisition of ITsavvy) and digital services, which he defined for the audience. "Whether it is back-file scanning, any movement from physical documentation to digital repositories, or doing things within workflow or AI and automation, they're all defined as digital services," Bruno said. "So we think this is a huge business opportunity for small to medium businesses to begin to help people with looking at every one of their workflows — whether it's receivables, whether it's payables, whether it's their unstructured data or document repositories. We want folks ... to look to Xerox and our partner ecosystem and to say we're creating order out of chaos today ... We want to structure that space because it really all starts in print and it ends digital, or it starts digital and goes to print. We, as an ecosystem, play an important role there." ■

— Elizabeth Marvel