

# Spring Break

## BTA Southeast hosts annual event in Orlando

by: Elizabeth Marvel, Office Technology Magazine

The Business Technology Association's (BTA's) Southeast district hosted Spring Break April 1-2 at Disney's Yacht Club Resort in Orlando, Florida. The event featured a keynote address, six additional educational sessions, a welcoming reception and plenty of networking time. The keynote, "Service is a Superpower," was presented by Louie Gravance of Louie Gravance Creative Content. The additional educational sessions: "Visual Edge's Managed IT Services Strategy," with David Ramos of Visual Edge IT; "Eliminate Making a Bad Hire Forever," with Dale Stein and Brian Suerth of Technology Assurance Group (TAG), and Mike Ardry of Automated Business Solutions; "Data Trends to Improve Your Bottom Line," with Wes McArtor of NEXERA, A BEI Services Company; "What Sales Compensation Could Look Like in the Future," with Luis Gonzalez of SalesScoreKeeper; "Win It Easy or Come in Fourth: Business Lessons From My Dad, The Race Car Driver," with Troy Harrison of Troy Harrison & Associates; and "LinkedIn to Win: Pro Tips to Unleash Your Potential on the #1 B2B Sales Platform," with Rick Lambert of selltwin and In2communications.

The exhibiting sponsors: ACDI, AgentDealer, All Covered, Amur, ARLINGTON, Atomic8Ball, Brother (breakfast sponsor), CIT, Clover, ConnectWise, Cranel, Crexendo, Distribution Management, DLL, EBU, ECI, EDA, Epson, Everyone Print, FP, GreatAmerica, Hytec, IBPI, Keypoint Intelligence, Kodak Alaris, Kyocera, LEAF, Macquarie, Midwest Copier Exchange, NA Trading, Oberon Americas, OPEX, Polek & Polek, Printerpoint, SalesChain, SalesScoreKeeper, SentryFile, Sharp (keynote sponsor), TAG (breaks sponsor), Tigerpaw, TonerCycle/InkCycle, Toshiba, TROY, Verdant Commercial Capital, WatchGuard, Wells Fargo, White Cup, Xerox (reception sponsor) and Zultys.

For more information on BTA's next event, the 2022 BTA National Conference (June 7-8, Chicago, Illinois), see the ad on pages two and three or visit [www.bta.org/BTACHicago](http://www.bta.org/BTACHicago). ■

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Top: The Spring Break event featured a keynote address, six additional educational sessions, and plenty of time to network with peers and exhibitors. Bottom photos, left to right: 2020-22 BTA Southeast President-Elect James Buck, 2020-22 BTA Southeast President Debra Dennis and 2020-22 BTA Southeast Vice President Mike Hicks served as Spring Break's emcees.



Above, left to right: Brad Greve and Josh Gaer of Equipment Brokers Unlimited (EBU) visit with Matt Scott and Jim Clark of MOS/McCrimmon's Office Systems, Live Oak, Florida, during a break between sessions.

## Attributes for Success

During the Spring Break event, Dale Stein and Brian Suerth of Technology Assurance Group (TAG), and Mike Ardry of Automated Business Solutions, presented “Eliminate Making a Bad Hire Forever,” a session focused on making good hiring decisions. According to Stein, the most important aspect of making good hires is finding successful people. Stein focused on this aspect of hiring during the presentation, sharing the attributes of successful people. “A good applicant will have 80% of these attributes,” Stein said before listing the seven attributes:

(1) **Successful people never stop learning.** “... Why would we hire somebody who doesn’t have the propensity for wanting to learn?” Stein asked the audience. “Does anyone here want to hire somebody who doesn’t want to learn? So learning, understanding and giving knowledge to themselves ... is the number-one attribute.”

(2) **They understand the power of visualization.** “Every successful person has seen their success first in their minds,” Stein said. “And we teach people through psycho-cybernetics how to visualize success — how to see success. Psycho-cybernetics says two human things: (1) You are who you perceive yourself to be and (2) the mind cannot distinguish between real success and imaginary success. Well, if that’s true, guess what we get to do? We get to create our own movie ... Every successful person has that ability to visualize.”

(3) **They follow the Platinum Rule, adapting their communication style when speaking with others.** “We teach our employees and we teach our TAG members’ employees to have respect for their customers, have respect for each other and understand that everyone processes information differently ... and to respect that,” Stein said. “Life is all about communicating effectively with other human beings. So, if you respect them and understand, it’s a different process.”

(4) **They accept change as an opportunity.** “Every successful person, when they look at opportunity, they think, ‘Ah, I’ve got to make a change to do it,’” Stein said. “Has our industry changed? Yeah, drastically ... [The successful person] says, ‘Hey, we get to move on, we get to move forward, we get to create new opportunities — that’s why I’m going to take a look at it.’ I got into new technology many, many years ago because I knew it would be constantly changing and I knew that with change we’d have opportunity. And every change that has occurred with every technology has always been a new opportunity source.”

(5) **They write down their goals.** “I’ve never set a quota for a salesperson in my life,” Stein said. “I found that if I sat down with a person, communicated with them, mentored them and asked them, ‘What do you want to accomplish?’, the interesting thing was they always had a higher aspiration than I did. Our job is to help them facilitate those goals. Help them get to where they want to go. Their goals are going to be better than your goals. Our job is to teach them and mentor them on how to achieve those goals.”

(6) **They have passion.** “Every successful person that I’ve ever known is passionate about what they’re doing,” Stein said.

(7) **They give more than they take in life.** “Successful people give away their knowledge,” Stein said. “Successful people strive to help other people be more successful. If there’s a common denominator among all of our TAG members, it’s that they give more than they take ... Give away your knowledge.” ■

— Elizabeth Marvel



*Top photos, left to right: David Ramos, Dale Stein and Brian Suerth. Middle photos, left to right: Mike Ardry, Wes McArtor and Luiz Gonzalez. Bottom photos, left to right: Troy Harrison and Rick Lambert.*



*Top photo, left to right: Ralph Vega and Amy Ranttila of Brother International visit with Greg Quirk of JQ Office Equipment of Omaha Inc., Omaha, Nebraska, during a break between sessions. Bottom left photo, left to right: Kevin Wingfield and Scott Hamilton of Advanced Document Solutions, Louisville, Kentucky, visit with Erik Skadberg of CPI Office Solutions, Monticello, Indiana, during a break. Bottom right photo: Hicks (left) draws a winner’s name from Brian McMillan (right) of EveryonePrint’s bowl while Buck (center) emcees the prize drawings at the end of the event.*