



BTA PRESIDENT'S MESSAGE

Join BTA in Chicago to Learn & Network

If you haven't registered for the 2022 BTA National Conference, hosted by the Business Technology Association's (BTA's) Mid-America and East districts, I encourage you to do so. The conference will be held June 7-8



at the Fairmont Chicago — Millennium Park in Chicago, Illinois. It will include educational and networking opportunities that are second to none — a keynote address on how today's buyer has changed; a featured session on how to embrace the visual revolution; a vendor panel featuring HP, Konica Minolta, Kyocera, Ricoh and Xerox executives; a dealer panel on succession planning; a dealership panel on creating the business of tomorrow; two additional educational sessions presented by leading dealership principals; a welcoming reception; breaks between sessions for additional networking time with peers and more than 50 exhibiting companies; and a dinner cruise on the Chicago River.

If you've never attended a BTA event, below is feedback from a few attendees of recent BTA events to give you an idea of what to expect. I hope their comments encourage you to register for the national conference and join us in Chicago.

■ "It was a very easy choice [to attend the 2022 Spring Break event]. I was here a year ago and what I took back to my business and implemented — from either the discussions with other dealers or from the speakers — has been priceless. I'm a big note taker, so I always take actionable notes and try to implement them and feed them into our business plan. So, it was an easy decision to come back." — *Thomas Fimian, Docugraphics LLC, Charleston, South Carolina*

■ "The reason I come [to BTA events] is to talk to other dealers, to learn what the

new, cutting-edge issues are, and to learn how I can make my business more relevant to my customer base and to my employees ... This event [the 2021 Fall Colors Retreat] has been jam-packed with information about what I can do next and how I can diversify my offerings so that we can become more relevant to our customer base and to our community ... This event has given me a wake-up call. It's time to get back at it. It's time to get busy. It's time to begin doing new things ..." — *Roger Hendrix, Hendrix Business Systems Inc., Matthews, North Carolina*

■ "I've been coming to the BTA shows since the 1980s and this [the 2021 BTA National Conference] reminds me of the early days. It's packed, there's a lot of energy, we're all excited to come out again and reconnect. The educational sessions are awesome ... We're doing a lot more on the solutions side — a lot more in software and workflow — and there were some vendors here I hadn't heard of before. We're always looking for the best solutions to assist our customers with their challenges and there's so much of that [at BTA events] now." — *Richard Van Dyke, Advanced Office, Irvine, California*

■ "The content of this show [the 2021 BTA National Conference] was just unbelievable. Every person who presented was really, really good and I really enjoyed it. I was glad that I came because I haven't been very active for a couple of years, so it was exciting to be here." — *Dale Fowler, Zeno Office Solutions, Midland, Texas*

Convinced yet? If you're looking to expand your horizons and learn from industry leaders and your fellow dealers, join us at the 2022 BTA National Conference. Two-for-one BTA member dealer registration is only \$199. For more information, see the ad on pages two and three, or visit www.bta.org/BTACHicago. I'll see you in the Windy City. ■

— *Tim Renegar*



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