



# Denver Educational Sessions Compelling

In the April issue of Office Technology, BTA President David Polimeni provided an overview of the upcoming Capture the Magic event, to be held June 9-10 in Denver, Colorado. Space was limited in that column, so this month I'd like to share more details about the event's educational sessions.



dealership representatives will share how they have diversified their product and services portfolios to ensure continued success now and into the future. During the second panel, "Meeting the Challenges Faced by Today's Service Departments," three service leaders will share what they are doing to ensure their service teams are at their best.

The event will also include breakout sessions: a dealer sales panel (offered twice with different panelists), two mailing equipment opportunity sessions and a service-focused session by CEO Juice (also offered twice).

The sales panel, "Optimizing Your Dealership's Sales Team," will feature six dealership principals/executives who will discuss how their companies are finding the right people, preparing them to succeed and motivating them to continually reach new heights.

The mailing equipment sessions will include a dealer panel and a session focused on postage meter decertification. During the panel, "Why Mailing is a Good Fit for BTA Dealers," three dealers will explain why they got into selling mailing equipment and how it has had a positive impact on their sales and margin. The session, "Mailing Equipment Decertification & Its Opportunities," will be split into two parts. The first part will be an update on the changes in mailing meter decertification, while the second part will focus on ideas and strategies that can be used to sell more products and services as you update mailing meters.

Finally, the service breakout session, "Key Metrics for Service Managers," will walk attendees through CEO Juice's service manager's dashboard.

With all of these compelling educational sessions in mind, I encourage you to register for Capture the Magic. See the ad on pages two and three or visit [www.bta.org/BTADenver](http://www.bta.org/BTADenver) for more details or to register. ■

— Brent Hoskins

During the keynote address, "Building Unstoppable Teams," former Navy SEAL Curt Cronin will outline his five-step plan to building a proactive, unified team with complimentary skill sets. He will use anecdotes from his naval tours to draw parallels between his combat experience and the objectives of dealers.

Featured speaker Anthony Sci, president and CEO of Keypoint Intelligence, will present, "Preparing for the Future: Key Strategies for Success." Sci will draw on his experience in the industry, research findings at Keypoint Intelligence and analysts' projections for the future of the workplace to share how he would be preparing for a successful future if he owned an office technology dealership.

In "Demystifying AI: Practical Insights & Tools for Business Growth," West McDonald of West McDonald Co. and Tigerpaw Software will help demystify the AI landscape and provide practical insights and tools for leveraging AI to drive business growth.

During "I Heard It Through the Grapevine," BTA General Counsel Bob Goldberg will address employee issues, preparing a business for sale, non-compete agreements, supplier agreements and pricing, updated transactional documents, business culture, hybrid workers, ESG opportunities and more.

There will also be two dealer panel discussions. During the first panel, "Positioning Your Dealership for Greatness," four

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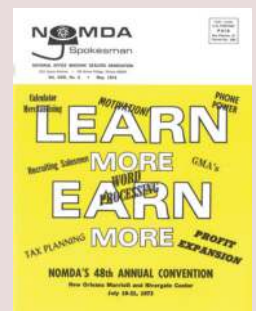
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### FLASHBACK



The association's magazine cover 50 years ago this month — the NMDA Spokesman, May 1973.