



# Score Big at the BTA National Conference

**T**he Business Technology Association's (BTA's) future-forward 2025 BTA National Conference is shaping up to be one of the most memorable industry events in recent memory. This month, I'd like to share some more details about the June 17-19 conference, to be held at the Hyatt Regency Tamaya Resort & Spa in Santa Ana Pueblo, New Mexico. If you haven't yet registered, I encourage you to keep reading for more details and sign up today — the discounted hotel room deadline is May 20.



To kick off the educational portion of the event on the morning of June 18, Emmitt Smith, Pro Football Hall of Fame running back, speaker and entrepreneur, will present a keynote address, "Lessons from the Gridiron: Emmitt Smith on Leadership & Success." During this opening keynote, Smith will sit down with Sharp Imaging and Information Company of America President and CEO Mike Marusic for a "fireside chat," where they will discuss adapting to change, overcoming obstacles, achieving goals, effective leadership and the importance of teamwork. He'll address these topics while highlighting his journey as a football player, business owner and "Dancing with the Stars" champion. During the event, we'll also be doing a drawing for a chance to win a Dallas Cowboys jersey autographed by Emmitt.

The second keynote address will be held that afternoon. John Bruno, president and COO of Xerox Corp., will present "Xerox's Reinvention: Pioneering a New Growth Chapter." In his keynote, John will reveal how Xerox is expanding beyond traditional print, investing in cutting-edge technologies and creating pathways for shared success with its dealer partners. You will learn how Xerox

is reshaping the future and providing dealers with the essential tools, solutions and support they need to thrive in a dynamic market.

The educational sessions at the national conference will also include two additional main-stage sessions, a dealer panel and three breakout sessions. To get detailed descriptions of the event's educational sessions, visit [www.bta.org/Natl25Education](http://www.bta.org/Natl25Education).

Over the years, many BTA dealers have said that networking is their favorite part of BTA events. For those of you who feel the same, the national conference schedule includes an array of opportunities for attendees to network with fellow dealers and the exhibiting sponsors. Not only will there be plenty of exhibit time during the educational portion of the event, but we'll also be hosting three additional networking activities:

- On the evening of June 17, we'll kick things off with an opening reception. The two-hour event will include cocktails and appetizers. And, with nearby Albuquerque, New Mexico, being the home of the Albuquerque International Balloon Fiesta, we'll be offering tethered hot-air balloon rides to those who are ready to soar to new heights.

- On June 18, after the first day of education, we will head to the The Stables at Tamaya — a rehab center for rescue horses. There, you'll enjoy dinner from savory and dessert food trucks, and see modern cowboys rope and ride during a rodeo.

- Finally, after the event wraps up on June 19, you can choose to stay and play a round of golf at the renowned Twin Warriors Golf Club for an additional fee.

If you're ready to tackle what's next for your business, I encourage you to attend this year's BTA National Conference. To learn more, see the ad on pages two and three, and visit [www.bta.org/National25](http://www.bta.org/National25) to register. I can't wait to see you in New Mexico! ■

— Adam Gregory

### President

Adam Gregory  
Advanced Business Solutions LLC  
St. Augustine, Florida  
[adam@goabsinc.com](mailto:adam@goabsinc.com)

### President-Elect

Debra Dennis  
CopyPro Inc.  
Greenville, North Carolina  
[ddennis@copypro.net](mailto:ddennis@copypro.net)

### Vice President

Mike Boyle  
BASE Technologies Inc.  
Bethel, Connecticut  
[mboyle@baseinc.com](mailto:mboyle@baseinc.com)

### Immediate Past President

Don Risser  
DCS Technologies Corp.  
Franklin, Ohio  
[don.risser@dcs-tech.com](mailto:don.risser@dcs-tech.com)

### BTA East

Joe Dellaposta  
Doing Better Business  
Hagerstown, Maryland  
[jvd@doingbetterbusiness.com](mailto:jvd@doingbetterbusiness.com)

Chip Denlinger  
DCS Technologies Corp.  
Franklin, Ohio  
[chip.denlinger@dcs-tech.com](mailto:chip.denlinger@dcs-tech.com)

### BTA Mid-America

Greg Quirk  
JQ Office Equipment  
Omaha, Nebraska  
[gquirk@jqoffice.com](mailto:gquirk@jqoffice.com)

Brett Blake  
Corporate Business Systems LLC  
Madison, Wisconsin  
[bblake@corpbussystems.com](mailto:bblake@corpbussystems.com)

### BTA Southeast

Mike Hicks  
Electronic Business Machines Inc.  
Lexington, Kentucky  
[mhicks@ebmky.com](mailto:mhicks@ebmky.com)

Blake Renegar  
Kelly Office Solutions  
Winston-Salem, North Carolina  
[tbrenegar@kellyofficesolutions.com](mailto:tbrenegar@kellyofficesolutions.com)

### BTA West

Kevin Marshall  
Copy Link Inc.  
Chula Vista, California  
[kevin@copylink.net](mailto:kevin@copylink.net)

Scott Reynolds  
Imagine Technology Group LLC  
Chandler, Arizona  
[sreynolds@itgarizona.com](mailto:sreynolds@itgarizona.com)

### Ex-Officio/General Counsel

Greg Goldberg  
Barta | Goldberg  
West Hollywood, California  
[ggoldberg@bartagoldberg.com](mailto:ggoldberg@bartagoldberg.com)