



# 2022 BTA National Conference Schedule

## Tuesday, June 7

**2 to 2:10 p.m.**  
Opening Comments

**2:10 to 2:15 p.m.**  
Sponsor Presentation: WatchGuard

**2:15 to 3:45 p.m.**  
Keynote Address: "The Digital Consumer: How Today's Buyer Has Changed & What Your Business Must Do About It" — Marcus Sheridan, Marcus Sheridan International

**3:45 to 3:50 p.m.**  
Sponsor Presentation: Technology Assurance Group

**3:50 to 4:45 p.m.**  
Exhibits Open

**4:45 to 6 p.m.**  
Featured Speaker: "The Visual Sale: How to Embrace the Visual Revolution & Create a Culture of Video in Your Organization" — Zach Basner, IMPACT

**6 to 6:05 p.m.**  
Sponsor Presentation: Xerox

**6:05 to 7 p.m.**  
Welcoming Reception (Exhibits Open)

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## Wednesday, June 8

**7 to 8 a.m.**  
Breakfast

**8 to 8:05 a.m.**  
Sponsor Presentation: Tigerpaw

**8:05 to 9 a.m.**  
Dealer Panel: "Keeping It in the Family — Succession Planning in a Multigenerational Business" — Moderated by Todd Lee, Amur Equipment Finance

**9 to 9:45 a.m.**  
Exhibits Open

**9:45 to 10:30 a.m.**  
Educational Session: "Finding & Retaining Employees in a Tight Labor Market" — Chip Miceli, Pulse Technology

**10:30 to 11:15 a.m.**  
Exhibits Open

**11:15 to 11:55 a.m.**  
Educational Session: "Maintain or Migrate: What Do We Do With Culture Now?" — Chris Taylor, Fisher's Technology

**11:55 a.m. to Noon**  
Sponsor Presentation: ECI Software Solutions

**Noon to 1 p.m.**  
Lunch

**1 to 2:15 p.m.**  
Dealership Panel: "Making an Impact: Creating the Business of Tomorrow" — Moderated by Karlee Travis, Impact Networking

**2:15 to 2:20 p.m.**  
Sponsor Presentation: Sharp

**2:20 to 3:45 p.m.**  
Exhibits Open

**3:45 to 5 p.m.**  
Vendor Panel: "Where Do We Go from Here?" — Moderated by Bob Goldberg, BTA

**5 to 5:30 p.m.**  
Closing Comments & Exhibitor Prize Drawings

**7 to 10 p.m.**  
Chicago River Dinner Cruise