



BTA PRESIDENT'S MESSAGE

Plan to Attend BTA's 2026 IGNITE Events

The Business Technology Association (BTA) is thrilled to announce the rebranding of its annual educational and networking events to "BTA IGNITE." "IGNITE" is an acronym that embodies our commitment to progress and excellence in the office technology industry:



■ **Inspiration** — Encouraging attendees to think creatively and ambitiously about the future of the industry.

■ **Growth** — Emphasizing personal, professional and organizational development through shared knowledge.

■ **Networking** — Highlighting the value of building connections among industry leaders and professionals.

■ **Innovation** — Showcasing cutting-edge ideas and solutions driving the office technology industry forward.

■ **Technology** — Focusing on advancements and tools that empower enterprises.

■ **Excellence** — Promoting a commitment to high standards and leadership in the industry.

Our first event of 2026, "BTA IGNITE Orlando: Fuel Your Potential," will be held March 20-21, 2026, at Disney's Yacht Club Resort in Orlando, Florida. Planned by the BTA East and BTA Southeast districts, this event will be a wonderful way to engage in great educational and networking opportunities, while giving you the chance to bring your family and enjoy the magic of Disney. The schedule will include a keynote address by IT customer service author and speaker Don Crawley; dealer panels on AI best practices and workplace culture; a manufacturer panel on insights into recent developments; three breakout sessions; and networking time.

The day before the event, BTA will host

its second-annual "e-automate Elevate: A BTA Dealers Helping Dealers Best Practices Event" for e-automate users. Elevate attendees receive a free one-person registration to BTA IGNITE Orlando.

Our second IGNITE event, planned by the BTA Mid-America and BTA West districts, will be held Sept. 1-3, 2026, at the Westin Kansas City at Crown Center in Kansas City, Missouri. "BTA IGNITE Kansas City: Celebrating 100 Years," will coincide with BTA's 100th-anniversary celebration, which will take place the evening of Sept. 2 at Union Station Kansas City.

The Kansas City event will have an amazing lineup of educational sessions and a reception at the National WWI Museum and Memorial. And the celebration in honor of BTA's century-long legacy in the industry will leave you inspired and appreciative of how much our industry has changed over the past 100 years — and how your association has evolved along with those changes.

The final event of the year, the Fall Colors Retreat, will be held Oct. 29-30, 2026, at the Omni Grove Park Inn & Spa in beautiful Asheville, North Carolina. Typically a smaller gathering, this event is always a fan favorite for getting away and enjoying the fall colors of the Blue Ridge Mountains while networking with your peers and getting some great education as well.

We are eager to welcome you to these exciting events — which are open to dealers from across the country — and look forward to the opportunities for networking, learning and collaboration. Registration for BTA IGNITE Orlando will open soon, so keep an eye on www.bta.org/BTAEvents for details. Check out the same page for information on BTA IGNITE Kansas City and the Fall Colors Retreat as it becomes available. I look forward to seeing you at next year's events! ■

— Debra Dennis



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