



Registered for Fall Colors in Asheville?

After the heat of summer, I know many of you are looking forward to sweater weather and the beautiful colors of fall. With that in mind, I hope you'll join us at the Fall Colors Retreat, to be held Oct. 13-14 at the Renaissance Asheville Downtown Hotel in Asheville, North Carolina. Hosted by BTA Southeast, the Fall Colors Retreat is the Business Technology Association's (BTA's) final event of 2022. The retreat will feature two keynote addresses, two additional educational sessions, round-table discussions with exhibiting sponsors, plenty of networking time during breaks between sessions, a private evening tour of the Biltmore Estate and dinner at the Biltmore's Lioncrest Veranda.



The event will begin at noon on Thursday, Oct. 13, with lunch, followed by opening comments and the first keynote address, "The Death of the People Business," presented by Derek Shebby of Modern Sales Training. In his keynote, Shebby will explore how to reignite the sales processes that have been proven to work, while at the same time capitalizing on recent methods that will supercharge your performance into the future. A break will follow the first keynote, giving attendees time to visit with peers and exhibitors.

Vendor round-table discussions will follow the first keynote. These round tables will give attendees extra time to learn about the vendors' offerings in detail and ask questions. A break will follow the round-table discussions.

After the break, the second keynote will wrap up the first day's educational sessions. "Personal Branding to Win" will be presented by Rick Lambert of selltowan and

In2communications. During his keynote, Lambert will highlight practical steps you (and your team members) can take to elevate your personal brand to create more awareness, boost your consideration rates and generate more sales leads.

On Thursday evening, attendees will travel to the historic Biltmore Estate, nestled in the Blue Ridge Mountains. There they will enjoy a private tour of the Vanderbilt family home, completed in 1895. After the tour, dinner will be held at the estate's Lioncrest Veranda, which has three floor-to-ceiling walls of windows looking out into a forest and an open-air courtyard.

The second day of the Fall Colors Retreat will begin at 7:30 a.m. on Friday, Oct. 14, with breakfast. The two additional educational sessions, breaks and a second set of vendor round-table discussions will be held from 8 to 11:45 a.m. The additional sessions will be: "Current State of the Industry & Insight Into 2023," presented by Mike Marusic of Sharp Imaging and Information Company of America; and "Managed IT Strategies, Tools & Profitable Results for Office Technology Dealers," presented by Chris Ryne of Growth Achievement Partners (GAP). Closing comments and prize drawings will wrap up the event from 11:45 a.m. to noon.

Two-for-one BTA member dealer registration is only \$199 and an additional attendee from the same member dealership is \$99. Non-member registration is \$249 per person. This price includes the Thursday and Friday educational sessions; Thursday lunch, Biltmore Estate tour and dinner; and Friday breakfast.

For more information on the Fall Colors Retreat, see page two or visit www.bta.org/BTAAsheville. I look forward to seeing you in October for another great BTA event. ■

— David Polimeni

President

David Polimeni
RITE Technology
Sarasota, Florida
dpolimeni@ritefl.com

President-Elect

Don Risser
DCS Technologies Corp.
Franklin, Ohio
don.risser@dcs-tech.com

Vice President

Adam Gregory
Advanced Business Solutions LLC
St. Augustine, Florida
adam@goabsinc.com

Immediate Past President

Tim Renegar
Kelly Office Solutions
Winston-Salem, North Carolina
trenegar@kellyofficesolutions.com

BTA East

Mike Ardry
Automated Business Solutions
Warwick, Rhode Island
mardry@absne.com

Mike Boyle
BASE Technologies Inc.
Bethel, Connecticut
mboyle@baseinc.com

BTA Mid-America

Brantly Fowler
Zeno Office Solutions Inc.
Midland, Texas
bfowler@zenotx.com

Greg Quirk
JQ Office Equipment
Omaha, Nebraska
gquirk@jqoffice.com

BTA Southeast

Debra Dennis
CopyPro Inc.
Greenville, North Carolina
ddennis@copypro.net

Jim Buck
Carolina Business Equipment Inc.
Columbia, South Carolina
jimb@cbesc.com

BTA West

Dan Bombard
Yuma Office Equipment, a Fruth Group Company
Yuma, Arizona
daniel@yumaofficeequipment.com

Mike McGuirk
ProCopy Office Solutions Inc.
Mesa, Arizona
mmcguirk@procopyoffice.com

Ex-Officio/General Counsel

Robert C. Goldberg
Schoenberg Finkel Beederman Bell & Glazer LLC
Chicago, Illinois
robert.goldberg@sfbbg.com