



BTA PRESIDENT'S MESSAGE

Shaping the Future Through BTA Events

The Business Technology Association (BTA) is known for hosting a variety of events throughout the year that bring together members of the office technology industry for educational opportunities, networking and collaboration. These events play a crucial role in fostering connections, sharing knowledge and advancing the association's goals. Every event offers a unique opportunity for members to engage, learn and grow within the industry.



Each of BTA's districts — BTA East, BTA Mid-America, BTA Southeast and BTA West — has its own board comprised of volunteers from the BTA dealer community who work tirelessly to plan and organize the association's events. These events cater to the needs and interests of the members within each district, and the district boards play a vital role in ensuring that events are well-coordinated, impactful and reflective of the unique characteristics of each district.

Starting this spring, BTA moved to two main events per year, which the volunteers worked together to plan. The first event of 2025, Spring Break, was planned by the BTA East and BTA Southeast districts, while the second event, the 2025 BTA National Conference, was planned by the BTA Mid-America and BTA West districts. Rotating events through the districts allows each to showcase the unique characteristics of its region and provide members with a diverse range of event experiences. The dates and locations of these events may change from year to year, giving each district the opportunity to highlight its beautiful geography and vibrant community.

In addition to these main events, the BTA

Southeast district plans to host a smaller event every other year in Asheville, North Carolina, providing a more intimate setting for members to connect and engage.

Looking ahead to 2026, BTA has an exciting lineup of events planned that are sure to provide valuable networking, education and collaboration opportunities for members. On March 19, 2026, we are set to gather at Disney's Yacht Club Resort for e-automate Elevate: A BTA Dealers Helping Dealers Best Practices Event. This event will lead into the Spring Break event, to be held March 20-21.

In September, we will come together in Kansas City, Missouri, to celebrate BTA's 100th anniversary, a significant milestone that highlights the longevity and impact of the association within the office technology industry. This celebration will be a testament to the dedication and commitment of BTA members and leaders over the past century.

On Oct. 29-30, BTA Southeast will host its Fall Colors Retreat at the Grove Park Inn in Asheville, providing a relaxing and inspiring setting for members to connect and reflect on the year's accomplishments.

BTA events are a testament to the association's commitment to providing valuable opportunities for its members to learn, grow and thrive within the industry. They are a cornerstone of BTA's mission to connect, educate and empower its members. By bringing together regional and national leadership, volunteers and members, these events create a dynamic and collaborative environment that fosters growth, innovation and success.

As we look forward to the events planned for 2026 and beyond, we are confident that BTA will continue to provide valuable opportunities for its members to elevate their businesses and thrive in an ever-evolving industry landscape. ■

— Debra Dennis



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