

# Capture the Magic Schedule

## Wednesday, Sept. 14

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

**2:10 to 2:15 p.m.**  
Keynote Workshop Sponsor Presentation:  
Sharp

**2:15 to 3:45 p.m.**  
Keynote Workshop Part One: "How to Disrupt"  
— Armida Ascanao, Trend Hunter

**3:45 to 3:50 p.m.**  
Breaks Sponsor Presentation: Technology  
Assurance Group (TAG)

**3:50 to 5 p.m.**  
Exhibits Open

**5 to 6 p.m.**  
Keynote Workshop Part Two: "How to Disrupt"  
— Armida Ascanao, Trend Hunter

**6 to 6:05 p.m.**  
Reception Sponsor Presentation: Intermedia

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

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## Thursday, Sept. 15

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

**8 to 8:05 a.m.**  
Breakfast Sponsor Presentation: Crexendo

**8:05 to 9 a.m.**  
Educational Session: "How to Establish an  
Invaluable Link With Future Customers" —  
Earl Everson, Elite Document Solutions

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

**9:45 to 10:30 a.m.**  
Educational Session: "Diversification,  
Operational Improvements & Sales  
Enablement" — Randy Dazo, Keypoint  
Intelligence

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

**11:15 to Noon**  
Educational Session: "The State of the U.S.  
Economy: What to Make of These Changing  
Times" — John Beriau, Morgan Stanley

**Noon to 12:05 p.m.**  
Lunch Sponsor Presentation: Xerox

**12:05 to 1 p.m.**  
Lunch

**1 to 2:15 p.m.**  
Dealer Panel: "Marketing Matters: Elevating  
Your Brand to Set Your Dealership Apart From  
the Competition" — Moderated by Kevin  
Marshall, Copy Link Inc.

**2:15 to 3:45 p.m.**  
Exhibits Open

**3:45 to 5 p.m.**  
Dealer Panel: "The Wow Factor: Building  
Loyalty Through Focused Customer Service"  
— Moderated by Mike McGuirk, ProCopy  
Office Solutions

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

**7 to 10 p.m.**  
Las Vegas Show