



Capture the Magic June 9-10 in Denver

The Business Technology Association's (BTA's) next event, Capture the Magic, hosted by BTA West and open to dealers from across the country, will be held June 9-10 at the Gaylord Rockies Resort & Convention Center in Denver, Colorado. Prior to the event, from 5 to 8 p.m. on June 8, BTA member All Copy Products will host a pre-event reception and tour of its new headquarters in Denver.



Solutions, Winston-Salem, North Carolina; and a third panelist to be announced. After the panel, lunch will be served until 1 p.m. After lunch, attendees will have another hour to visit with peers and exhibitors, and/or participate in exhibitor table discussions. After the exhibit time, featured speaker Anthony Sci of Keypoint Intelligence will present "Preparing for the Future: Key Strategies for Success." Additional exhibit time will follow.

The first day will wrap up with "Demystifying AI: Practical Insights & Tools for Business Growth," led by West McDonald of West McDonald Co. That evening, attendees will enjoy a San Diego Padres versus Colorado Rockies Game at Coors Field.

The second day of Capture the Magic will begin at 7:30 a.m. on Saturday, June 10, with breakfast, followed by "I Heard It Through the Grapevine," led by BTA General Counsel Bob Goldberg. A break and breakout sessions, as well as time to visit with exhibitors and attend exhibitor table discussions, will follow. The second round of breakouts will include new panelists in the sales dealer panel (Scott Flaherty, Altek Business Systems, Telford, Pennsylvania; Jim George, Donnellon McCarthy Enterprises, Cincinnati, Ohio; and Tim Stanley, TDSiT, Lowell, Arkansas); a mailing session, "Mailing Equipment Decertification"; and the "Key Metrics for Service Managers" session.

After the breakouts, another dealer panel will be held. "Meeting the Challenges Faced by Today's Service Departments," will include panelists Wendy Hagerstrand, Imagine Technology Group, Chandler, Arizona; Juan Maldonado, UBEO Business Services, San Antonio, Texas; and Dale Scheuerman, All Copy Products.

To learn more, see pages 2 and 3, or visit www.bta.org/BTADenver. BTA dealer members receive \$199 two-for-one registration. ■

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