



# Capture the Magic in Huntington Beach

This year's Capture the Magic event, open to dealers from across the country, will be held June 17-19 at the Hyatt Regency Huntington Beach in Huntington Beach, California. The BTA West-hosted event will be exciting for a number of reasons. The event will include: a reception at BTA member Advanced Office; a keynote address by Mark King, former CEO of Taco Bell and TaylorMade, and former president of adidas North America; a special reception honoring BTA General Counsel Bob Goldberg, who is retiring on June 30; four main stage sessions led by industry leaders; six breakout sessions; and plenty of time to network with your peers and sponsors.



The event will kick off on Monday, June 17, with an opening night reception at BTA member Advanced Office. The evening will provide dealers a unique opportunity to tour the dealership and network with their peers. Transportation will be provided.

The educational portion of the event will begin at 7:30 a.m. on Tuesday, June 18, with breakfast, followed by opening comments and King's keynote address, "Market Conditions Don't Determine Growth ... You Do!" After the keynote, a break will be held, giving attendees the opportunity to visit with peers and exhibiting sponsors.

After the break, attendees can choose between one of three breakout sessions: "Revolutionizing Sales With Automation & AI," with Shawn Peterson, Quantum Business Solutions; "Practical AI for the Office Technology Channel In 2024," with West McDonald, GoWest.ai; and "Elevating Your Business Results With the Entrepreneurial Operating System (EOS)," with Sally Brause, GreatAmerica Financial Services.

Lunch will be held after the breakouts.

After lunch, attendees will have more time to visit with the exhibitors, followed by the first main stage session, "Benchmarking for Office Technology Dealerships in the Post-COVID Era," with Todd Johnson, Strategic Business Associates. Another break will follow. The second main stage session, "An Industry in Transition," with BTA's Bob Goldberg and Greg Goldberg, will wrap up the first day's education. From 7 to 9 p.m., a reception honoring Bob will be held. This special event will allow dealers and vendors to pay tribute to and thank him for his many years of loyal service to the industry.

The second day will begin at 7:30 a.m. on Wednesday, June 19, with breakfast, followed by opening comments and the third main stage session, "Evaluating Hardcopy OEM Partner Programs," with Robert Palmer, IDC. A break and the second set of breakouts will follow. The breakouts will be: "Optimizing Your Sales Machine," with Peterson; "Creating Your Own GPTs: No Coding Required," with McDonald; and a dealer panel, "Strategic Business Results: Office Technology Providers Talk EOS," moderated by Brause. After the breakouts, the final main stage session, "Intelligent Printing: How AI is Revolutionizing MPS," with Anne Valaitis, Keypoint Intelligence, will wrap up the educational portion of the event. Capture the Magic will conclude with closing comments and exhibitor prize drawings until 12:15 p.m.

BTA member dealers receive two-for-one registration to Capture the Magic for \$199. This price includes the Monday reception, Tuesday and Wednesday educational sessions, Tuesday breakfast, lunch and reception, and Wednesday breakfast. To learn more about the event, see pages two and three or visit [www.bta.org/BTACalifornia](http://www.bta.org/BTACalifornia). I'm looking forward to seeing you in June. ■

— Don Risser

### President

Don Risser  
DCS Technologies Corp.  
Franklin, Ohio  
[don.risser@dcs-tech.com](mailto:don.risser@dcs-tech.com)

### President-Elect

Adam Gregory  
Advanced Business Solutions LLC  
St. Augustine, Florida  
[adam@goabsinc.com](mailto:adam@goabsinc.com)

### Vice President

Debra Dennis  
CopyPro Inc.  
Greenville, North Carolina  
[ddennis@copypro.net](mailto:ddennis@copypro.net)

### Immediate Past President

David Polimeni  
RITE Technology  
Sarasota, Florida  
[dpolimeni@riteff.com](mailto:dpolimeni@riteff.com)

### BTA East

Mike Boyle  
BASE Technologies Inc.  
Bethel, Connecticut  
[mboyle@baseinc.com](mailto:mboyle@baseinc.com)  
  
Joe Dellaposta  
Doing Better Business  
Hagerstown, Maryland  
[jvd@doingbetterbusiness.com](mailto:jvd@doingbetterbusiness.com)

### BTA Mid-America

Brantly Fowler  
Zeno Office Solutions Inc.  
Midland, Texas  
[bfowler@zenotx.com](mailto:bfowler@zenotx.com)  
  
Greg Quirk  
JQ Office Equipment  
Omaha, Nebraska  
[gquirk@jqoffice.com](mailto:gquirk@jqoffice.com)

### BTA Southeast

Jim Buck  
Carolina Business Equipment Inc.  
Columbia, South Carolina  
[jimb@cbesc.com](mailto:jimb@cbesc.com)  
  
Mike Hicks  
Electronic Business Machines Inc.  
Lexington, Kentucky  
[mhicks@ebmky.com](mailto:mhicks@ebmky.com)

### BTA West

Mike McGuirk  
ProCopy Office Solutions Inc.  
Mesa, Arizona  
[mmcguirk@procopyoffice.com](mailto:mmcguirk@procopyoffice.com)  
  
Kevin Marshall  
Copy Link Inc.  
Chula Vista, California  
[kevin@copylink.net](mailto:kevin@copylink.net)

### Ex-Officio/General Counsel

Robert C. Goldberg  
Schoenberg Finkel Beederman Bell & Glazer LLC  
Chicago, Illinois  
[robert.goldberg@sfbbg.com](mailto:robert.goldberg@sfbbg.com)