



Join BTA in Asheville at Fall Colors Retreat

If you are looking for a relaxing way to get some great education on our industry and network with your peers, the Business Technology Association's (BTAs) 2023 Fall Colors Retreat, hosted by BTA Southeast,



is a great way to do so. BTA's longest-running district-hosted event is held each year in the Blue Ridge Mountains of North Carolina. This year, the retreat will be held Oct. 12-13 at the Omni Grove Park Inn in Asheville, North Carolina. The Fall Colors Retreat will feature a keynote address, a panel on how dealers are diversifying for success, an additional educational session, round-table discussions with exhibitors and plenty of networking time.

The event will kick off at 11:30 a.m. on Thursday, Oct. 12, with lunch, followed by opening comments and the keynote address, "Five Components of Extraordinary Teams." During the keynote, Lee Rubin, former captain of the Penn State football team and a corporate HR executive, will discuss how individuals must make sacrifices to achieve their team's common goal; how open and honest communication is the foundation for trust; and how daily, focused discipline is the key to consistency.

After the keynote, there will be time to visit with exhibiting sponsors and your peers, followed by exhibitor round-table discussions. These round tables will give attendees extra time to learn about the vendors' offerings and ask questions. Another break will follow the round tables.

After the break, the first day of education will wrap up with the dealer panel, "Diversifying for Success: The Next Generation's Path to a Thriving Future," where five dealership representatives from the next generation will share their thoughts on the

future of the industry, harnessing the potential of emerging technologies, adapting to evolving customer demands and identifying new revenue streams.

The panel will be moderated by John Eckstrom, president of Carolina Business Equipment, a Novatech company, Columbia, South Carolina. The panelists will include: Richie Creech, CopyPro Inc., Greenville, North Carolina; Harris Eckstrom, Carolina Business Equipment, a Novatech company; Austin Gregory, Advanced Business Solutions LLC, St. Augustine, Florida; and Blake Renegar and Brice Renegar, Kelly Office Solutions, Winston-Salem, North Carolina. The first day of the event will wrap up from 6 to 9:30 p.m. when attendees will enjoy cocktails and a sunset dinner at the Grove Park Inn's Seely Pavilion, which offers breathtaking views of the Blue Ridge Mountains.

The second day of the Fall Colors Retreat will begin at 8:30 a.m. on Friday, Oct. 13, with breakfast, followed by opening comments, exhibitor round-table discussions and breaks. At 10:45 a.m., Andy Slawetsky of Industry Analysts Inc. will present "What's Happenin' in the Imaging Industry." During this session, he will review 2023 and look ahead to 2024, and discuss OEM news, industry trends, supply chain updates and more. After Slawetsky's session, the retreat will wrap up with closing comments and prize drawings.

BTA member dealers receive two-for-one registration for only \$199. Registration includes the Thursday and Friday educational sessions, Thursday lunch and dinner, and Friday breakfast. The hotel discount deadline is Sept. 11, so register and reserve your room today. To learn more about the event, see page two or visit www.bta.org/BTAAsheville. I look forward to seeing you in October. ■

— Don Risser

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