



Gateway to Success Set for Sept. 24-25

Are you interested in using artificial intelligence (AI) to improve your dealership? Have you looked into — or are you in the process of — acquiring another company? Or does the idea of diversifying your business with cybersecurity services appeal to you? If any of these apply, I encourage you to check out the “future forward” lineup for this year’s Gateway to Success event, which features dealer panel discussions on these three topics.



Co-hosted by BTA Mid-America and BTA East, the event will be held Sept. 24-25 at the Grand Hyatt San Antonio River Walk in San Antonio, Texas. Gateway to Success will include the three main stage dealer panel discussions I mentioned above; two additional main stage sessions; four breakout sessions, including two-part sales and service management breakouts; sales and service management round-table discussions; time to network with your peers and exhibiting sponsors; and a networking reception.

The event will begin at 7:30 a.m. on Tuesday, Sept. 24, with breakfast, opening comments and the first main stage dealer panel discussion, “Leveraging AI for Enhanced Business Efficiency & Growth.” After the panel, a break will be held, giving attendees a chance to visit with peers and exhibitors.

Following the break, attendees can choose to attend one of three breakout sessions: the first of a two-part sales management track, “A Step-by-Step Guide: Building a Sales Culture Where Activities Drive Results,” led by Derek Shebby of Modern Sales Training; the first of a two-part service management track, “Setting the Pace in Service Automation,” led by Deborah Hawkins of Keypoint Intelligence and Ken

Edmonds of 22nd Century Management; and “Profiting From the AI Revolution as a Dealer,” led by Steve Cunningham of Simple AI. Lunch will be held after the breakouts.

After lunch, the second main stage session will be held. “Preparing for Economic Shifts: Insights for the Upcoming Months,” will be led by John Beriau of Morgan Stanley. Exhibit time and the second set of breakouts will follow. These breakouts will include the second part of Shebby’s sales management track; “Setting the Pace in Managing the Technical Workforce,” the second part of the service management track led by Hawkins and Edmonds; and “Practical AI & ChatGPT Applications for Quick SOP Documentation,” led by Mark Spears of Amplified Solutions. After the breakouts, sales and service management can attend round-table discussions while the second main stage dealer panel, “Strategic Insights & Steps for Successful Acquisitions,” is held. The first day will wrap up with a networking reception ending at 7 p.m.

The second day of Gateway to Success will begin at 7:30 a.m. with breakfast, followed by opening comments and the third main stage dealer panel, “Strategies for Selling Cybersecurity Solutions.” Exhibit time and the final main stage session, “What’s Happenin’ in the Imaging Industry,” led by Andy Slawetsky of Industry Analysts Inc., will follow. Gateway to Success will conclude with closing comments and exhibitor prize drawings until 12:15 p.m.

As with all of the association’s events, BTA member dealers get two-for-one registration for only \$199. To learn more about the event, see a listing of dealer panelists or to register, visit www.bta.org/BTASanAntonio or see pages two and three of this issue. I can’t wait to look “future forward” together at Gateway to Success. ■

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