



Look Future Forward to 2025's BTA Events

The new year is almost here, and the Business Technology Association (BTA) has announced its events for 2025. BTA has revamped its event schedule and will hold two must-attend, future-forward events next year: Spring Break in Orlando, Florida, and the 2025 BTA National Conference in Santa Ana Pueblo, New Mexico (an Albuquerque suburb).



To kick off the year, Spring Break will be held March 6-8 at Disney's Grand Floridian Resort & Spa in Orlando, Florida. On March 6, BTA will host e-automate users at "e-automate Elevate: A BTA Dealers Helping Dealers Best Practices Event." The purpose of this event will be to facilitate a conversation among a broad range of e-automate users (from lower frequency to Super Users), touching on a variety of topics such as product functionality, common concerns and troubleshooting best practices.

If you are an e-automate user who would like to attend the event and have your questions and concerns addressed, I encourage you to complete the survey BTA sent out via email in mid-November. If you haven't already filled it out, visit www.surveymonkey.com/r/e-automatePainPoints. The survey responses will help our team focus the event on issues our members care about most.

Full details for Spring Break are coming soon, but I can share a bit about the schedule now. The event will begin at 11 a.m. on Friday, March 7, with opening comments and the keynote address, which will be announced shortly. Lunch and an educational session by Kate Kingston of Kingston Training Group, along with exhibit time to network with peers and exhibiting sponsors, will follow. After the exhibit time, there will

be three breakout sessions, including one led by GreatAmerica and another by e-automate Power Users. Following the breakouts, Patricia Ames of BPO Media will moderate a dealer panel on managed print. After the panel, a networking reception will be held, wrapping up the first day.

The second day of Spring Break will begin at 7:30 a.m. on Saturday, March 8, with breakfast, followed by another round of the breakout sessions and exhibit time. An educational session with Laura Blackmer of Konica Minolta will follow. The event will wrap up with closing comments and exhibitor prize drawings. For more information on Spring Break, see the ad on page two or visit www.bta.org/BTAEvents to get information as soon as it is available.

The second event of the year, the 2025 BTA National Conference, will be held June 17-19 at the Hyatt Regency Tamaya Resort & Spa in Santa Ana Pueblo, New Mexico. The event will feature: two keynote addresses, educational and breakout sessions led by industry leaders, plenty of exhibit time to network with your peers and sponsors, and a couple of special events. First, on the evening of Tuesday, June 17, BTA will host a welcome reception for attendees with tethered hot air balloon rides. On Wednesday evening, attendees will head to the Stables at Tamaya, located on the Hyatt grounds, for an old-fashioned rodeo. The evening will also feature food trucks and an open bar.

The Twin Warriors Golf Club, one of the most prestigious courses in the Southwest, is also at the resort. On Thursday afternoon, attendees can enjoy a round after a morning of educational sessions and networking.

I encourage you to join us in 2025 for two great BTA events! Keep an eye on www.bta.org/BTAEvents for more information. ■

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