



Plan to Attend BTA's Spring Break Event

The new year is upon us and the Business Technology Association (BTA) is preparing its 2023 event schedule. BTA will hold four events this year, kicking off with Spring Break, to be held March 17-18,



2023, at Disney's Beach Club Resort in Orlando, Florida. Hosted by BTA Southeast, the event will feature a special keynote address by television news personality, former member of the U.S. House of Representatives and former federal prosecutor Trey Gowdy. There will also be three additional educational sessions led by industry leaders; seven vendor showcase breakout sessions allowing dealers to learn about new products and services; time to network with peers and exhibitors during breaks and a welcoming reception; and a ticket to a Walt Disney World theme park to use the afternoon of March 18.

Spring Break will begin at 9 a.m. on Friday, March 17, with opening comments, followed by exhibit time and vendor showcase breakout sessions where dealers can choose one of three presentations to attend. Exhibits will also be open during this time. A break will follow the vendor showcase breakouts, giving attendees time to visit with peers and exhibiting sponsors. At 11 a.m., Gowdy will present the keynote address, "Unity Leads to Change: The Amazing Power of a Common Purpose." The unity created by a shared idea is a powerful tool to advance an organization, team or movement. Great causes unite individuals of differing backgrounds and views to achieve a goal beyond the grasp of one person. During the keynote, Gowdy aims to encourage attendees to pursue purpose — together.

Lunch will be held following the keynote. After lunch, Derek Shebby of Modern Sales Training will present his educational

session, "Developing the Post-Pandemic Salesperson." A break to visit with exhibitors, as well as another set of vendor showcase breakout sessions, will follow.

After the final break, independent consultant Mike Riordan will present the last educational session of the day, "Building a Quality Organization." After Riordan's session, a welcoming reception will be held from 5:30 to 7 p.m.

The second day of Spring Break will begin at 7:30 a.m. on Saturday, March 18, with breakfast, followed by opening comments and the final educational session. Melissa Whitaker of Melissa Whitaker International will present, "11 Core Competencies in Sales to Dominate Your Marketplace in 2023." Exhibit time and the final vendor showcase breakout session, led by Sharp Imaging and Information Company of America, will follow. The event will wrap up from 11 to 11:30 a.m. with closing comments and exhibitor prize drawings. Attendees will spend the afternoon at the Walt Disney World theme park of their choice.

The exhibiting sponsors (with more to come) will include: AgentDealer, Brother (lunch sponsor), Cranel, FP Mailing Solutions (breaks sponsor), GreatAmerica, Hytec, Kodak Alaris (breakfast sponsor), NA Trading & Technology, Sharp (keynote sponsor), Wells Fargo, White Cup, Xerox (reception sponsor) and Zultys.

BTA dealer members receive two-for-one registration for only \$199. An additional attendee from the same dealership is \$99. This price includes the Friday and Saturday educational sessions; Friday breakfast, lunch and welcoming reception; Saturday breakfast; and Walt Disney World theme park ticket.

For more information or to register, visit www.bta.org/BTAOrlando. I look forward to seeing you in March. ■

— David Polimeni

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