



Attend Spring Break March 6-8 in Orlando

This year, the Business Technology Association (BTA) will host two future-forward events for office technology dealers, giving them a chance to learn from industry experts, and network with their fellow dealers and industry vendors. The first event, Spring Break, will be held March 6-8 at Disney's Grand Floridian Resort & Spa in Orlando, Florida.



On Thursday, March 6, e-automate users can attend "e-automate Elevate: A BTA Dealers Helping Dealers Best Practices Event." The goal of Elevate is to facilitate a conversation among a broad range of e-automate users, touching on a variety of topics — from product functionality and common concerns to troubleshooting best practices. e-automate Elevate will include educational sessions in several tracks: Accounting, CEO Juice, Contracts, Inventory, Order Processing, Service and System Admin. The last session of the day will be an Ask the Experts session with all of the presenters, who will answer your questions.

The e-automate Elevate presenters will include: Barbara Bragger of B&B Professional Consulting; Richie Creech and Adam Jones of CopyPro Inc.; Jack Duncan of Jack Duncan Consulting; and Mike Kirkpatrick and Gary Lavin of CEO Juice.

Registration for e-automate Elevate is \$299, which also includes registration to the Spring Break event. If you register by Jan. 20, you'll get a \$50 early-bird discount, so learn more and register now at www.bta.org/eautoElevate.

The Spring Break event will begin at 10:30 a.m. on Friday, March 7, with opening comments and the keynote address, "Lessons From the Ledge," presented by Alison

Levine, leadership expert, polar explorer and mountaineer. After the keynote, lunch will be held, followed by the second main stage educational session, "Sales Team Improvement," presented by Kate Kingston of Kingston Training Group. A break allowing dealers to network with their peers and exhibiting sponsors will follow. After the break, dealers can choose to learn more about the exhibitors' products and services, or attend one of three breakout sessions: (1) "Sales Performance Solutions," presented by Nate Berkhoudt of PathShare HR Services; (2) "The Road Map to Service Success," presented by Duncan and Creech; and (3) "Review, Realign & Recap," presented by John Eckstrom, former president of Carolina Business Equipment Inc., now a Novatech company.

After the breakouts, another break will be held, followed by a dealer panel on workflow solutions. Patricia Ames of BPO Media will moderate the panel, "Cracking the Code: Successfully Selling Workflow Solutions." The panelists will include Zak Danison of Modern Office Methods, Cincinnati, Ohio, and Brent Wesler of PiF Technologies, Hooksett, New Hampshire. The first day will wrap up from 5:30 to 7 p.m. with a cocktail reception.

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. After the breakouts, the fourth main stage session will be held. Laura Blackmer of Konica Minolta Business Solutions U.S.A. Inc. will present, "Dealers & the Profit Dilemma — How to Get Help From Your Manufacturers." After Laura's session, the event will wrap up with closing comments and prize drawings.

Two-for-one dealer registration for Spring Break is only \$199, so I encourage you to register today. Learn more and sign up at www.bta.org/SpringBreak. ■

— Adam Gregory

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