

2022 BTA National Conference

BTA Mid-America & BTA East host event in Chicago

by: Elizabeth Marvel, Office Technology Magazine

The 2022 BTA National Conference, hosted by BTA Mid-America and BTA East, was held June 7-8, 2022, at the Fairmont Chicago — Millennium Park in Chicago, Illinois. The event featured: a keynote address, “The Digital Consumer: How Today’s Buyer Has Changed & What Your Business Must Do About It,” by Marcus Sheridan, Marcus Sheridan International; a featured speaker session, “The Visual Sale: How to Embrace the Visual Revolution & Create a Culture of Video in Your Organization,” by Zach Basner, IMPACT; a dealer panel, “Keeping It in the Family — Succession Planning in a Multigenerational Business”; a dealership panel, “Making an Impact: Creating the Business of Tomorrow”; a vendor panel, “Where Do We Go From Here?”; two additional educational sessions — “Finding & Retaining Employees in a Tight Labor Market,” by Chip Miceli, Pulse Technology, and “Maintain or Migrate: What Do We Do With Culture Now?” by Chris Taylor, Fisher’s Technology; a welcoming reception; and a dinner cruise.

The exhibiting sponsors: ACDI, AgentDealer, AMUR, Brother, CIT, Clover, ConnectWise, Cranel, Crexendo, Digitech Systems, Distribution Management, ECI (lunch sponsor), Epson, Everyone Print, FP, Fujitsu, GreatAmerica, Hytec, IBPI, Intermedia, In Time Tec, iTS Solutions, Katun, Keypoint Intelligence, Kingston Training Group, Kodak Alaris, Konica Minolta, Kyocera, LEAF, Macquarie, Midwest Copier Exchange, NA Trading, Oberon Americas, PriApps, Printerpoint, Quench, RISO, SalesChain, Sentry-File, Sharp (dinner cruise sponsor), Static Control, Technology Assurance Group (breaks sponsor), Tigerpaw (breakfast sponsor), TonerCycle/InkCycle, Toshiba, TROY, WatchGuard (keynote sponsor), Wells Fargo, White Cup, Xerox (reception sponsor) and Zultys.

For more information on BTA’s next event, Capture the Magic (Sept. 14-15, Las Vegas, Nevada), see the ad on pages two and three or visit www.bta.org/BTALasVegas. ■

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Top: The conference featured a keynote address, a featured speaker, three panel discussions, two additional educational sessions, and time to network with peers and exhibitors. Bottom photos, left to right: Richard Schaublin of Xerox visits with Nicole Morgan of MOEbiz, Monroe, Louisiana, during a break between sessions; Basner; and Sheridan.



Above left: 2020-22 BTA President Tim Renegar presents the 2022 BTA Volunteer of the Year award to 2020-22 BTA Southeast President Debra Dennis. Above right: Renegar receives the Past President’s Award from 2020-22 BTA President-Elect David Polimeni.

Rethinking Culture

During the 2022 BTA National Conference, Chris Taylor, president, CEO and co-owner of Fisher's Technology, Boise, Idaho, presented "Maintain or Migrate: What Do We Do With Culture Now?" During the session, he shared four lessons about culture he has learned during his time at Fisher's:

- **Keep a beginner's mind** — "We need the curiosity of the beginner's mind, asking ourselves how we can do things differently," he said. " ... We come to BTA [meetings] and we learn things, but I think some of that knowledge can lead to having blinders on ... Dealers need to keep that perspective of the beginner's mind and ask questions that help them get better and innovate."

- **Push one theme** — "I stood in front of my company on January 9, 2006, and I said, 'Team, I work for you. I am a beginner. You tell me what to do,'" Taylor said. "But they needed to hear where we were going to go. I made it [our theme] up on the spot and it's still the one thing we push day in and day out ... When we make investments in our business and when we make decisions, it's all around creating extremely happy customers."

- **The importance of recruiting & having a hiring methodology** — "The third lesson is how important recruiting is in our business and getting it right from the start by hiring to our values and finding the right people to drive our strategy within our culture," he said. " ... Getting the right people on our team has had a massive impact on our business."

- **Put the team first** — " ... We decided not to obsess about shareholder value, but instead decided to flip it and obsess about our employees," Taylor said. "When we obsess about our employees, they will obsess about our customers. That way we're taking great care of our customers and our awesome employees ... So, we put the team first."

Taylor went on to talk about his action plan for the company's culture going forward. Some highlights:

- Amping up communication within the business by sending out "happy customer alerts" twice a week; sending a Monday video from Taylor about what happened in the last week and what is coming up; and sending short videos from other leaders within the business about what is going on in their areas.

- Additional training and education for new and current employees, including training on offerings like cybersecurity, automated workflows, etc. There are also monthly training sessions on non-business topics like personal finance and gardening.

- Leadership development training and the creation of an emerging leaders program.

- Recognizing employees who represent Fisher's core values, as well as having salespeople recognize fellow employees, showing that those behind the scenes are also appreciated.

- Getting back to throwing parties, tailgates and happy hours now that the COVID-19 pandemic has slowed down.

- Increasing transparency by sharing all ups and downs with employees — from falling revenue during the 2018 economic crisis and the pandemic, to increasing service numbers post-pandemic.

- Creating a distributed, hybrid workforce.

- Finally, requiring an alignment to core values. "What if someone violates our core values?" Taylor asked. "If their behaviors are not in alignment with our core values and we do nothing, then our core values are thrown out the door. We want to ... reinforce good behaviors that are consistent with our values ... and if we see something inconsistent with our values, it is addressed immediately." ■

— Elizabeth Marvel



Top photo, left to right: The dealer panelists were Dale Fowler and Brantly Fowler, Zeno Office Solutions Inc., Midland, Texas; Ashley Whisonant and Bill MacDonald of Capital Office Products Inc., Columbia, South Carolina; and Mallory López and José López of Barlop Inc., Miami, Florida. Independent consultant Todd Lee served as moderator. Middle photo, left to right: The dealership panelists from Impact Networking, Lake Forest, Illinois, were Fred Barrionuevo, Jeff Leder, Patrick Layton, Mike Lepper and Frank Cucco. Impact Networking CMO Karlee Travis served as moderator. Bottom photos, left to right: Miceli; and Taylor.



Above photo, left to right: The vendor panelists were Mike Pietrunti, Xerox Corp.; Laura Blackmer, Konica Minolta Business Solutions U.S.A. Inc.; Tami Beach, HP Inc.; Jim Coriddi, Ricoh USA Inc.; and Óscar Sánchez, KYOCERA Document Solutions America Inc. BTA General Counsel Bob Goldberg served as moderator.