

# Capture the Magic

## BTA West hosts event June 17-19 in California

by: Elizabeth Marvel, Office Technology Magazine

The 2024 Capture the Magic event, hosted by BTA West, was held June 17-19, at the Hyatt Regency Huntington Beach in Huntington Beach, California. The event featured an opening night reception at BTA member Advanced Office in Irvine, California, a keynote address, four main stage sessions, six breakout sessions, plenty of networking time and a special reception honoring Bob Goldberg, former BTA general counsel, who retired on June 30.

The keynote address, “Market Conditions Don’t Determine Growth ... You Do!” was presented by Mark King, former CEO of Taco Bell Corp. and TaylorMade, and former president of adidas North America. The additional main stage sessions: “Benchmarking for Office Technology Dealerships in the Post-COVID Era,” with Todd Johnson, Strategic Business Associates; “An Industry in Transition,” with Bob Goldberg and BTA General Counsel Greg Goldberg; “Evaluating Hardcopy OEM Partner Programs,” with Robert Palmer of IDC; and “Intelligent Printing: How AI is Revolutionizing MPS,” with Anne Valaitis of Keypoint Intelligence. The breakout sessions were: “Revolutionizing Sales With Automation & AI,” with Shawn Peterson of Quantum Business Solutions and “Optimizing Your Sales Machine,” with Peterson and Katie Landaal of ZoomInfo; “GenAI Strategies to Reduce COGS & Supercharge Workflow Efficiency” and “Creating Your Own GPTs: No Coding Required,” with West McDonald of GoWest.ai; and “Elevating Your Business Results With the Entrepreneurial Operating System (EOS),” with Sally Brause of GreatAmerica Financial Services Corp. and the “Strategic Business Results: Office Technology Providers Talk EOS” dealer panel, moderated by Brause.

BTA’s next district-hosted event, Gateway to Success, will be held Sept. 24-25 at the Grand Hyatt San Antonio River Walk in San Antonio, Texas. For more information, see pages two and three or visit [www.bta.org/BTASanAntonio](http://www.bta.org/BTASanAntonio). ■

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*Clockwise from top: The 2024 Capture the Magic event featured a keynote address, four additional main stage sessions, six breakout sessions, time to visit with peers and exhibiting sponsors, an opening reception on the first evening, and the Bob Goldberg Appreciation Reception on the second evening, which included a performance by Rolling Stones tribute band SATISFACTION; 2023-24 BTA West President Kevin Marshall serves as emcee on the second day of the event; King presents his keynote address; 2023-24 BTA President Don Risser presents the 2024 Volunteer of the Year Award to 2023-24 BTA Vice President Debra Dennis, who won the award for the second time; and attendees enjoy the opening night reception hosted at BTA member Advanced Office.*



*Clockwise from above left: Johnson, Greg Goldberg (left) and Bob Goldberg, Palmer and Valaitis present their main stage sessions.*

*Clockwise from above left: The breakout sessions were presented by Peterson, McDonald, Brause and Landaal.*



*Above, left to right: Steve and Stacie Benich of Golden State Copier & Mailing Systems, Camarillo, California, visit with Mia Partipilo of FP Mailing Solutions during a break between sessions.*



*The breakout session dealer panelists were (left to right): Dean Swenson, The Swenson Group, Livermore, California; Ken Stautbitz, Modern Office Methods, Cincinnati, Ohio; and Richard Van Dyke, Advanced Office, Irvine, California.*

## Celebrating the 47-Year Career of Bob Goldberg

*Alongside video tributes sent by members of the office technology industry, several longtime industry executives gave in-person tributes at the June 18 Bob Goldberg Appreciation reception. Among them (top photos, left to right): Mike Stramaglio, Jim D'Emidio, Larry Weiss and (bottom right) Frank Cannata. Bottom left: Goldberg gives his final farewell at the end of the presentations. Bottom center: 2023-24 BTA President-Elect Adam Gregory presents the BTA Hall of Fame award to Goldberg.*

