



National Conference to Be Held Aug. 30-31

This year's BTA National Conference will be held Aug. 30-31 at the Renaissance Boston Waterfront Hotel in Boston, Massachusetts. Co-hosted by BTA East and BTA Mid-America, this year's national conference will feature: a keynote address by 1980 U.S. Olympic Hockey Team Captain Mike Eruzione, a featured speaker, three additional educational sessions presented by industry leaders, a diversification dealer panel discussion, four breakout sessions, time to network with peers and exhibiting sponsors during breaks, and a dinner cruise aboard the Spirit of Boston.



The event will kick off at 7:30 a.m. on Wednesday, Aug. 30, with breakfast, followed by opening comments and the keynote address, "Miracle on Ice: Insight Into Leadership & Teamwork." During the keynote, Eruzione, captain of the 1980 "Miracle on Ice" U.S. Olympic hockey team, will show attendees how they can draw on their teams' experiences to take their dealerships to new heights, ensuring they are on pace to win in today's competitive business environment.

Following the keynote, attendees will have the opportunity to visit with exhibitors or attend one of three breakout sessions: (1) "The New Office Battleground: Building a Successful Business for the Future of Office Print," presented by Robert Palmer of IDC; (2) "Prospecting to Win," presented by Rick Lambert of selltowin and In2communications; and (3) "Why You Should Consider the VoIP Opportunity," a dealer panel with the moderator and panelists to be announced. After the breakouts, BTA General Counsel Bob Goldberg will present his educational session, "Those Were the Years." Lunch will follow Goldberg's session.

After lunch, John Lowery and Casey Lowery of Applied Innovation will present their educational session, "Purpose & Culture." A break will follow, giving attendees time to visit with peers and exhibiting sponsors. A diversification dealer panel, "Making Strides: Inspiring Stories of Diversification" (moderator and panelists to be announced), will follow the break, wrapping up the first day's educational sessions. From 6 to 9 p.m., attendees will enjoy a dinner cruise aboard the Spirit of Boston.

The second day of the conference will begin at 7:30 a.m. on Thursday, Aug. 31, with breakfast, followed by the featured speaker, SEAC John Wayne Troxell, retired U.S. Army senior noncommissioned officer and founder of PME Hard Consulting LLC. He will present "How to Transform Your Business," focusing on what dealers can do to maximize their potential, distance themselves from the competition, stay at the cutting edge of markets and build cohesion within their organizations. Exhibit time will follow the session. Then, from 10 to 11 a.m., dealers can choose to have more networking time, attend the Palmer or VoIP panel breakout sessions repeated from the first day, or Lambert's second breakout, "LinkedIn to Win Team Road Map."

At 11 a.m., the final education session will be held. Tami Beach of HP Inc. will present, "The Impact of Megatrends on Your Dealership & Customers." After Beach's session, the event will wrap up with closing comments and prize drawings.

Two-for-one BTA member dealer registration is only \$199. That price includes the Wednesday and Thursday educational sessions; breakfast on both days; and Wednesday's lunch and dinner cruise.

For more information on the 2023 BTA National Conference, see pages two and three, or visit www.bta.org/BTABoston. ■

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FLASHBACK



The association's magazine cover 61 years ago this month — the NOMDA Spokesman, June 1962.