

2023 BTA National Conference Schedule

Wednesday, Aug. 30

7:30 to 8:15 a.m.
Breakfast

8:15 to 8:25 a.m.
Opening Comments

8:25 to 8:30 a.m.
Breakfast Sponsor Presentation: Kodak Alaris

8:30 to 8:35 a.m.
Keynote Sponsor Presentation: Zultys

8:35 to 9:45 a.m.
Keynote Address: "Miracle on Ice: Insight Into Leadership & Teamwork," Mike Eruzione, captain of the 1980 "Miracle on Ice" U.S. Olympic hockey team

9:45 to 10:55 a.m.
Vendor Panel: "Will Slave Labor Disrupt the Supply Chain?" moderated by Bob Goldberg, BTA

10:55 to 11 a.m.
Lunch Sponsor Presentation: Brother

11 a.m. to Noon

Breakout Sessions:

- Exhibits Open
- "The New Office Battleground: Building a Successful Business for the Future of Office Print" session, Robert Palmer, IDC
- "Prospecting to Win" session, Rick Lambert, selltwin & In2communications
- Dealer Panel: "Bridging the Gap: How Dealers are Empowering Businesses Through Unified Communications," moderated by Jim D'Emidio, independent consultant

Noon to 1 p.m.
Lunch

1 to 2 p.m.
Exhibits Open

2 to 2:05 p.m.
Breaks Sponsor Presentation: Technology Assurance Group

2:05 to 2:55 p.m.
Educational Session: "Purpose & Culture," John Lowery & Casey Lowery, Applied Innovation

2:55 to 3 p.m.
Reception Sponsor Presentation: Xerox

3 to 4 p.m.
Exhibits Open

4 to 5 p.m.
Dealer Panel: "Making Strides: Inspiring Stories of Diversification," moderated by Mike Boyle, BASE Technologies

5 to 5:05 p.m.
Dinner Cruise Sponsor Presentation: Polek & Polek

6 to 9 p.m.
Dinner Cruise aboard the Spirit of Boston (boarding at 6 p.m.)

Thursday, Aug. 31

7:30 to 8:15 a.m.
Breakfast

8:15 to 8:20 a.m.
Featured Speaker Sponsor Presentation: Sharp

8:20 to 9 a.m.
Featured Speaker: "How to Transform Your Business," SEAC John Wayne Troxell, retired U.S. Army senior noncommissioned officer & PME Hard Consulting LLC

9 to 10 a.m.
Exhibits Open

10 to 11 a.m.
Breakout Sessions:

- Exhibits Open

10 to 11 a.m.

Breakout Sessions Cont.:

- "The New Office Battleground: Building a Successful Business for the Future of Office Print" session, Robert Palmer, IDC
- "LinkedIn to Win Team Road Map" session, Rick Lambert, selltwin & In2communications
- Vendor Panel: "UC Market Dynamics: How Vendors are Empowering Dealers Through Unified Communications," moderated by Jim D'Emidio, independent consultant

11 a.m. to Noon

Educational Session: "The Impact of Megatrends on Your Dealership & Customers," Tami Beach, HP Inc.

Noon to 12:15 p.m.
Closing Comments & Exhibitor Prize Drawings