



Capping Off a Great Year of BTA Events

The Business Technology Association's (BTA's) event schedule for 2023 recently wrapped up with the BTA Southeast-hosted Fall Colors Retreat, held Oct. 12-13 in Asheville, North Carolina.



Check out the coverage of the event on pages 16 and 17. The retreat allowed attendees to learn about industry trends, hear from next-generation dealership leaders and gain new strategies for building extraordinary teams. It also gave them opportunities to network with their peers, and learn about the exhibiting sponsors' products and services in depth.

If you have not yet attended a BTA event, I highly recommend it. Each time I go, I learn more about our rapidly evolving industry and how to improve my business. But don't take my word for it. Check out what some of our attendees have had to say about this year's events:

■ "This [the Fall Colors Retreat] was my first BTA meeting; we're a brand-new member. I was looking to dig in and find out what I could do differently at my dealership ... [I liked] the fact that the vendors are participating during the entire meeting and they're not tucked off in some other space — we're all connected, we're all interacting ... Learning and getting to know some of the guys at other dealerships that are in similar positions as I am [was great] ... The vibe that I'm getting is that everybody is very helpful and very interested in helping one another succeed." — *John Pecnik, Dowling Douglas Co., Jacksonville, Florida*

■ "I thought this [the 2023 BTA National Conference] was amazing. I've been to many dealer meetings and some other BTA events and, by far, this was a home run. I was able

to talk to people I probably wouldn't have talked to in the past. It was fantastic. You guys did a really good job and I really appreciate the fact that you put this together." — *Randy Rezek, Town Business Systems, Norwood, Massachusetts*

■ "I've been in the industry about five years now and this [Capture the Magic] is my first BTA event. The biggest thing is the takeaways you're getting ... We're talking to dealers and people who are influencers in our industry about what they're seeing and what they're doing." — *Scott Flaherty, Altek Business Systems, Telford, Pennsylvania*

■ "The entire event [Capture the Magic] was extremely valuable. The venue is obviously beautiful here in Aurora [Colorado]. It's been a great opportunity to exchange ideas with peers and other folks in the industry. There was a great keynote speaker who really gave me a lot of ideas on helping me run our business. With the dealer panels, you're getting real-world stuff. I thought it was absolutely excellent." — *Jim George, Donnellon McCarthy Enterprises, Cincinnati, Ohio*

■ "I've participated in this event [Spring Break] for many, many years and I will say, this year was quite inspiring. I really enjoyed the speakers; the education was great, the storytelling was great. And even for a guy like me who has 31 years in the business, I'm motivated to go home and get my team riled up." — *Bob Heffelfinger, Advanced Office Systems Inc., Johnstown, Pennsylvania*

If these testimonials have convinced you to join us, save the date for the 2024 BTA National Conference, which will be held April 5-6 at Disney's Grand Floridian in Orlando, Florida. To learn more about this year's events and see photos, as well as get information on next year's events as it becomes available, visit www.bta.org/BTAEvents. I'm looking forward to seeing you in 2024. ■

— *Don Risser*

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