

Spring Break 2025 Schedule

Friday, March 7

10:30 to 10:55 a.m.

Opening Comments

10:55 to 11 a.m.

Keynote Sponsor Presentation: Sharp

11 a.m. to Noon

Keynote Address: "Lessons From the Ledge," Alison Levine, leadership expert, polar explorer & mountaineer

Noon to 12:05 p.m.

Lunch Sponsor Presentation: Zultys

12:05 to 1:30 p.m.

Lunch

1:30 to 2:15 p.m.

Educational Session: "Sales Team Improvement," Kate Kingston, Kingston Training Group

2:15 to 2:20 p.m.

Breaks Sponsor Presentation: Technology Assurance Group (TAG)

2:20 to 3 p.m.

Exhibits Open

3 to 4 p.m.

Breakout Sessions:

- Exhibits Open
- "Sales Performance Solutions," Nate Berkhoudt, PathShare HR Services (St. Augustine A)
- "The Road Map to Service Success," Jack Duncan, Jack Duncan Consulting & Richie Creech, CopyPro Inc. (St. Augustine B)
- "Review, Realign & Recap," John Eckstrom, former president, Carolina Business Equipment Inc. (St. Augustine C)

4 to 4:30 p.m.

Exhibits Open

4:30 to 5:30 p.m.

Dealer Panel: "Cracking the Code: Successfully Selling Workflow Solutions," moderated by Patricia Ames, BPO Media

5:30 to 8:30 p.m.

Cocktail Reception, Dinner & Entertainment in the St. Augustine Room

Saturday, March 8

7:30 to 8:30 a.m.

Breakfast

8:30 to 8:35 a.m.

Opening Comments

8:35 to 8:40 a.m.

Breakfast Sponsor Presentation: HP

8:40 to 9:30 a.m.

Breakout Sessions:

- Exhibits Open
- "Sales Performance Solutions," Nate Berkhoudt, PathShare HR Services (St. Augustine A)
- "The Road Map to Service Success," Jack Duncan, Jack Duncan Consulting & Richie Creech, CopyPro Inc. (St. Augustine B)
- "Review, Realign & Recap," John Eckstrom, former president, Carolina Business Equipment Inc. (Palm Beach)

9:30 to 10:30 a.m.

Exhibits Open

10:30 to 11:30 a.m.

Educational Session: "Dealers & the Profit Dilemma — How to Get Help From Your Manufacturers," Laura Blackmer, Konica Minolta Business Solutions U.S.A. Inc.

11:30 a.m. to Noon

Closing Comments & Prize Drawings