

Capture the Magic Schedule

Friday, June 9

7:30 to 8:15 a.m.

Breakfast

8:15 to 8:25 a.m.

Opening Comments

8:25 to 8:30 a.m.

Keynote Sponsor Presentation: Sharp

8:30 to 9:45 a.m.

Keynote Address: "Building Unstoppable Teams," Curt Cronin, former Navy SEAL & Ridgeline Partners

9:45 to 10:55 a.m.

Exhibits Open, Exhibitor Table Discussions & 45-Minute Breakout Sessions:

- "Optimizing Your Dealership's Sales Team" sales dealer panel
- "Why Mailing Is a Good Fit for BTA Dealers" mailing dealer panel
- "Key Metrics for Service Managers" session, Gary Lavin & Mike Kirkpatrick, CEO Juice

10:55 to 11 a.m.

Breakfast Sponsor Presentation: Xerox

11 a.m. to Noon

Dealer Panel: "Positioning Your Dealership for Greatness," moderated by Dan Bombard, Yuma Office Equipment, a Fruth Group Company

Noon to 12:05 p.m.

Lunch Sponsor Presentation: Kodak Alaris

12:05 to 1 p.m.

Lunch

1 to 2 p.m.

Exhibits Open

2 to 2:55 p.m.

Featured Speaker: "Preparing for the Future: Key Strategies for Success," Anthony Sci, Keypoint Intelligence

2:55 to 3 p.m.

Breaks Sponsor Presentation: Technology Assurance Group

3 to 4 p.m.

Exhibits Open

4 to 4:45 p.m.

Educational Session: "Demystifying AI: Practical Insights & Tools for Business Growth," West McDonald, West McDonald Co. & Tigerpaw Software

6:40 to 10 p.m.

San Diego Padres vs. Colorado Rockies Game at Coors Field

Saturday, June 10

7:30 to 8:15 a.m.

Breakfast

8:15 to 9 a.m.

Educational Session: "I Heard It Through the Grapevine," Bob Goldberg, BTA

9 to 10 a.m.

Exhibits Open

10 to 11 a.m.

Exhibits Open, Exhibitor Table Discussions & 45-Minute Breakout Sessions:

- "Optimizing Your Dealership's Sales Team" sales dealer panel

10 to 11 a.m. Breakouts Cont.

- "Mailing Equipment Decertification" session, Phil Landriault, FP Mailing Solutions
- "Key Metrics for Service Managers" session, Gary Lavin & Mike Kirkpatrick, CEO Juice

11 a.m. to Noon

Dealer Panel: "Meeting the Challenges Faced by Today's Service Departments," moderated by Kevin Marshall, Copy Link Inc.

Noon to 12:15 p.m.

Closing Comments & Exhibitor Prize Drawings