

# Capture the Magic Schedule

## Thursday, Dec. 6

### 3 to 3:15 p.m.

Welcoming Comments & BTA Member Benefit:  
Workshops & Webinars

### 3:15 to 3:20 p.m.

Sponsor Presentation: Brother

### 3:20 to 4:15 p.m.

Keynote Address: **"Four Habits to Radically Increase Productivity & Potential"** - Dr. Coyte Cooper, Ollin Leadership

### 4:15 to 4:20 p.m.

Sponsor Presentation: Technology Assurance Group

### 4:20 to 5 p.m.

Exhibits Open

### 5 to 6 p.m.

Featured Educational Session: **"Changing Our 'Mental Models' for Growth"** - Mike Marusic, Sharp Imaging and Information Company of America

### 6 to 6:05 p.m.

BTA Member Benefit: Legal Services

### 6:05 to 7:30 p.m.

Welcoming Reception (Exhibits Open)

## Friday, Dec. 7

### 7 to 8 a.m.

Breakfast (Exhibits Open)

### 8 to 8:05 a.m.

Sponsor Presentation: Xerox

### 8:05 to 8:10 a.m.

Opening Comments & BTA Member Benefit: Peer Groups

### 8:10 to 9 a.m.

Educational Session: **"2018 Top Trends, Threats & Defenses"** - Bob Goldberg, BTA

### 9 to 9:30 a.m.

Exhibits Open

### 9:30 to 10:15 a.m.

Educational Session: **"Selling From the Inside Out"** - Larry Coco, Coco Training & Coaching LLC

### 10:15 to 11:15 a.m.

Exhibits Open

### 11:15 a.m. to Noon

Educational Session: **"How to Deliver Ongoing Success With Periodic Business Reviews"** - Laurie McLevish, Print Audit & Managed Print Services Association

### Noon to 12:05 p.m.

BTA Member Benefit: Member Discounts & Research

### 12:05 to 12:10 p.m.

Sponsor Presentation: Tigerpaw Software

### 12:10 to 1 p.m.

Lunch

### 1 to 1:45 p.m.

Educational Session: **"Animals, Bacon & Craft Beer: The ABC's of Creating a Winning Culture in the Modern Workplace"** - James Foxall, Tigerpaw Software

### 1:45 to 2:15 p.m.

Exhibits Open

### 2:15 to 3 p.m.

Educational Session: **"The Principles of Change Management: Lessons Learned on the Back of a Personal Water Craft"** - Sally Brause, GreatAmerica Financial Services Corp.

### 3 to 3:30 p.m.

Exhibits Open

### 3:30 to 4:15 p.m.

Educational Session: **"Digital & Social Media 'Quick-Start' Tips for the Time-Strapped BTA Dealer"** - Harry Hecht, business coach, industry advisor & consultant

### 4:15 to 4:30 p.m.

Closing Comments & Exhibitor Prize Drawings

### 7:30 p.m.

Reba McEntire and Brooks & Dunn Concert at Caesars Palace Colosseum