



# Consider Joining One of BTA's Peer Groups

Since it was established in 2012, it has been my privilege to attend every meeting of the PRO Dealer Group (PDG), one of two dealer peer groups under the Business Technology Association (BTA) umbrella.



The other is the Select Dealer Group (SDG). I serve as staff liaison to PDG; BTA's Valerie Briseno serves as staff liaison to SDG. Both of these groups are designed to provide non-competing dealers a community in which they can share best practices, provide counsel to others, learn about the latest opportunities in the industry and encourage one another in the collective goal of bringing all the peer group member dealerships to new heights of success.

SDG hosted its most recent meeting Feb. 28-March 1 at The Resort at Pelican Hill in Newport Coast, California. A week prior to that, PDG hosted its most recent meeting Feb. 21-23 at El San Juan Hotel in San Juan, Puerto Rico. Founded in 2003, SDG has 38 member dealerships; PDG has 32. There are open geographies for membership in both BTA peer groups.

The groups work, in part, with John Hey, Todd Johnson and Paul Mosley of Strategic Business Associates (SBA). Every year, the member dealerships in the groups complete a financial survey, providing all of the key metrics for their dealerships for the prior year. In the spring, SBA presents the results of the survey in meetings hosted by the groups. In addition, each member receives a custom report, showing how his (or her) dealership compares to the aggregate of the others in the same group. The idea is that dealers can see how their dealerships are performing as compared to the industry model benchmarks taught by John and Todd in the ProFinance

3.0 workshop. The groups' members can see where they need to make improvements.

As noted, I have attended all of PDG's meetings, including the recent meeting in Puerto Rico. So, of course, it is fresh on my mind. Each time I see the PDG members convene, I am reminded that I am witnessing, once again, the primary purpose of BTA — providing opportunities for dealers to help one another. I have seen some very strong bonds develop among the PDG members. They are not just interacting at the in-person meetings, but throughout the year. I know this is true of SDG as well.

During many BTA meetings and events, I like to interview attendees on camera for testimonials. These videos are ultimately posted on the BTA website as "My View" interviews. During the recent PDG meeting, I pulled aside Tim Seeley Jr. for a quick interview. Tim is president of Seeley Office Systems in Glens Falls, New York. He is a relatively new member of PDG. I believe the excerpt below from the comments he shared reflects a primary value of membership in PDG or SDG that any member would share.

Tim noted that the Puerto Rico meeting was the third PDG meeting he has attended. "Each time I've attended, I've met new people and solidified relationships with other people I've already met," he said, noting that the benefit of those relationships can be tapped into year-round. Between meetings "something inevitably comes up; you now have these strong relationships where you can ask just about anything."

Would you like to learn more about either of BTA's dealer peer groups? If so, for SDG, visit [www.bta.org/SDG](http://www.bta.org/SDG). For PDG, visit [www.bta.org/PRODealerGroup](http://www.bta.org/PRODealerGroup). If you have questions about membership opportunities in SDG, contact Valerie at [valerie@bta.org](mailto:valerie@bta.org). For PDG, contact me at [brent@bta.org](mailto:brent@bta.org). ■

— Brent Hoskins

**Executive Director/BTA Editor/Office Technology**

Brent Hoskins  
[brent@bta.org](mailto:brent@bta.org)  
(816) 303-4040

**Associate Editor**

Elizabeth Marvel  
[elizabeth@bta.org](mailto:elizabeth@bta.org)  
(816) 303-4060

**Contributing Writers**

Jim D'Emidio, D'Emidio Consulting LLC  
[jdemedio007@gmail.com](mailto:jdemedio007@gmail.com)

Sheryne Glicksman, Kelly Office Solutions  
<https://kellyofficesolutions.com>

Greg Goldberg, Incoming General Counsel  
Business Technology Association

Troy Harrison, Troy Harrison & Associates  
[www.troyharrison.com](http://www.troyharrison.com)

Louis Ormond, Toshiba America Business Solutions  
<https://copiers.toshiba.com>

Dale Stein, Technology Assurance Group (TAG)  
[www.tagnational.com](http://www.tagnational.com)

Randy Tucker, Boundless Design LLC  
[www.boundlessdesign.us](http://www.boundlessdesign.us)



**Business Technology Association**

12411 Wornall Road  
Kansas City, MO 64145  
(816) 941-3100  
[www.bta.org](http://www.bta.org)

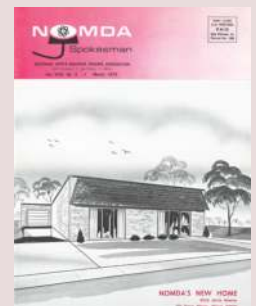
Member Services: (800) 505-2821  
BTA Legal Hotline: (312) 648-2300

Valerie Briseno  
Marketing Director  
[valerie@bta.org](mailto:valerie@bta.org)

Brian Smith  
Membership Sales Representative  
[brian@bta.org](mailto:brian@bta.org)

Photo Credits: Adobe Stock. Cover created by Bruce Quade, Brand X Studio. ©2024 by the Business Technology Association. All Rights Reserved. No part of this publication may be reproduced by any means without the written permission of the publisher. Every effort is made to ensure the accuracy of published material. However, the publisher assumes no liability for errors in articles nor are opinions expressed necessarily those of the publisher.

## FLASHBACK



The association's magazine cover 51 years ago this month — the NOMDA Spokesman, March 1973.