



Assisting Your Fellow BTA Member Dealers

One of the noteworthy ways the Business Technology Association (BTA) supports its dealer members is by bringing them together and helping them build camaraderie. Whether it's through networking opportunities at BTA events, the sharing of ideas in the association's peer groups or Dealers Helping Dealers Discussion Groups, or distributing donations from BTA's various funds, the association strives to assist and unite its members.



Recently, BTA and its members have supported several dealers through a lesser-known member benefit called the BTA Disaster Grant Program. The program was created in 1992 at the time of Hurricane Andrew, but we have been promoting it more heavily to the industry at large since the recent devastating storms in the Southeast. The program was established to provide emergency financial support to BTA dealer members who have suffered a loss due to a natural disaster. The grants awarded do not require repayment.

I recently posted a video to BTA's social media pages talking about the Disaster Grant Program, encouraging dealers to apply for grants or donate to the program to help their fellow dealers. I also spoke on camera with Andy Slawetsky of Industry Analysts Inc. on Oct. 22, giving him an overview of the program and encouraging dealers to apply and donate. To see those videos, check out BTA's social media — search for Business Technology Association on LinkedIn, BTAORG on Facebook and BTA_ORG on X — or visit www.bta.org/DisasterGrant where they have also been posted.

Several BTA members have taken advantage of the program since we've started our

promotions, with the association awarding nearly \$10,000 in grants in the past few weeks. We have also seen a great outpouring of support and donations from dealers looking to assist those who've lost so much during the recent hurricanes.

I encourage all of those who have been adversely affected by a recent natural disaster to visit www.bta.org/DisasterGrant and apply for a grant. Consideration for a grant is based on the information provided in an online application. Grants are determined by the BTA national officers, and are based on the fund balance, the number of applications received and the merit of each application. Please use the "comments" section of the application to provide any additional information that may clarify your specific needs. You can also email photos and additional information to brent@bta.org. Once you apply, a BTA representative will contact you as soon as possible to expedite the process.

I'd also like to encourage you to make a future-forward donation to support your fellow dealers affected by natural disasters. Your donations ensure that affected dealers get back on their feet more quickly, keeping their operations running and their teams employed. To donate, visit www.bta.org/DisasterGrantDonation. That link will take you directly to a store item on the BTA website where you can add a donation to your cart. The default amount is \$25, but you can adjust the quantity at checkout to increase your donation. You can also choose to donate to the program each year when you renew your BTA membership.

On a personal note, I would like to thank all of my fellow dealers who have reached out to check on me and my dealership after Hurricane Milton. We were fortunate not to have sustained too much damage, and appreciate everyone's thoughts and prayers. ■

— Adam Gregory

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