



BTA Benefits Serving You, by the Numbers

You will see that the BTA President's Message in this issue of Office Technology highlights some BTA member benefits you may not be taking advantage of but may want to use. I'll do the same.



However, in my case, I'll draw on the lessons of Count von Count — better known as "The Count" — from Sesame Street. Remember him? I like to keep track of the history of BTA's programs and initiatives. In doing so, I often keep count. I encourage you to take a closer look at the following BTA member benefits, by the numbers.

■ BTA Building My Business Webinar Series — In 2008, BTA launched its Building My Business Webinar Series. The goal of the webinars is simple: To help dealers improve the management of their companies, take full advantage of market opportunities and, ultimately, improve the bottom line. The first webinar took place on Jan. 28, 2008; the most recent webinar — our 195th — took place on Sept. 22 of this year. To date, we have had 11,647 attendees. On the BTA website, you can access recordings of 179 of the past webinars. The total number of views of those webinar recordings: 4,933. You can access the recordings and register for the next webinar at www.bta.org/BMB.

■ BTA Events — As I write this, we are less than two weeks out from the Oct. 13-14 Fall Colors Retreat in Asheville, North Carolina. Have you attended one or more of our district-hosted educational and networking events? They are an excellent way to hear from industry leaders, network with your fellow dealers, and see the latest products and services from BTA's vendor members. Since 2011, BTA has hosted 52 events. The total attendance: 4,294. Watch for announcements

soon regarding our 2023 event dates. Visit www.bta.org/BTAEvents.

■ BTA Scholarship Foundation — One of my favorite tasks each year is to sign and mail checks to the students selected to win BTA scholarships. The recipients are the sons and daughters of full-time employees of current BTA member dealerships, selected by an independent, impartial evaluator. Each year, we award one \$3,000, one \$2,000 and a number of \$1,500 and \$1,000 scholarships. Since the 1984-85 school year, BTA has awarded 1,537 scholarships totaling \$1.75 million. You can learn more about BTA scholarships at www.bta.org/Scholarships. The application for the 2022-23 school year will be available on the website in December. Applications must be postmarked by May 1, 2023.

■ Dealers Helping Dealers Discussion Groups — I started writing this column just prior to a Zoom meeting of the BTA Dealers Helping Dealers Discussion Group One. I am now finishing up after the conclusion of today's call. We had 19 dealers in attendance. Like all of the group's calls, we spent an hour addressing the industry questions and topics the members submitted when registering for the meeting. This is one of three BTA discussion groups for owners and senior managers. There is also a BTA discussion group for service managers and one for sales managers. Collectively, these five groups have met a total of 158 times via Zoom since May 7, 2020. Currently, there is a total of 143 BTA members in these groups. The total attendees for all the groups' calls to date: 2,331. If you are not a part of one of these groups, you are missing out. For more information, visit www.bta.org/DHD or email me at brent@bta.org.

I encourage you to take a look at each of these benefits, as well as those highlighted in the BTA President's Message. Collectively, they reveal that you can count on BTA. ■

— Brent Hoskins

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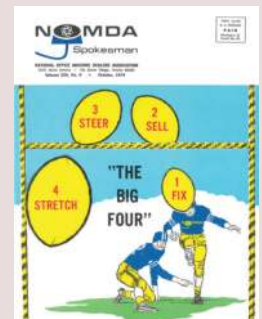
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FLASHBACK



The association's magazine cover 48 years ago this month — the NOMDA Spokesman, October 1974.