



Are You Using Your Member Benefits?

Are you taking advantage of all that your Business Technology Association (BTA) membership includes? With the variety of benefits BTA offers, you may not know about some of them. This month, I'd like to give you an overview of some benefits you might not know about and may want to use. To learn more about the following (and many other) BTA member benefits, visit www.bta.org/MemberBenefits:



is considered a grant and does not require repayment to the association. Awards vary based on the balance in the fund and are determined by the BTA national officers.

■ **Collection Services** — C2C Resources offers Profit Maximizer, InfoMax Collection System and Legal Forwarding Edge to help your company be more effective with your in-house collecting and maximize recovery of accounts turned over for collection. BTA members receive a discounted rate on C2C Resources' services.

■ **Insurance Programs** — BTA members can enroll in a number of insurance programs specialized to fit the needs of office technology dealers. American Fidelity offers Section 125, long- and short-term disability, cancer and accidental death policies. BTA members can also obtain a free, no-obligation quote for health, group life, dental and vision plans through Mass Marketing Insurance Consultants Inc.

■ **IT University Online** — IT University Online provides the Lifetime Library of online IT training courses. These courses are always up to date and never expire. BTA members receive a 65% discount on the Lifetime Library.

■ **Shipping & Freight Discounts** — As a BTA member, you are eligible to receive exclusive discounts and preferred pricing with the leading transportation providers in the industry — UPS and YRC.

I also encourage you to join BTA staff members at 2 p.m. Central on the first Wednesday of every month for a dealer member orientation call. These calls will give you a chance to learn more about your member benefits, teach you how to navigate the BTA website and have your questions answered. Check the top of your weekly BTA Hotline e-newsletter for the link to register for the next orientation call. ■

— David Polimeni

■ **B2B Contact Data** — Backed by a comprehensive B2B database, the ZoomInfo platform puts sales and marketing professionals in a position to identify, connect and engage with qualified prospects. On top of the most accurate B2B contact data in the marketplace, ZoomInfo profiles provide details about job responsibilities, professional certifications and accolades, work experience, education, web mentions and links to social media profiles. BTA members receive a 10% discount.

■ **Background Checks** — Association-BackgroundChecks provides the following to BTA members at up to 46% off: a free, cloud-based preemployment background check account; a free background check; a policy and procedure review; the ability to locate applicants' current and past address histories; the ability to scan more than 1,000 nationwide/international databases (including the national sex offender database) and search more than 500 million criminal records for adverse information; validate applicants' Social Security numbers; and more.

■ **BTA Disaster Grant Program** — The BTA Disaster Grant Program provides emergency financial support to BTA dealer members who have suffered losses due to natural disasters. Relief offered by the program

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