



BTA 101: Using Your BTA Member Benefits

The Business Technology Association (BTA) offers its members a wide array of benefits that are included with their membership dues. Are you taking advantage of your member benefits? If not,



I encourage you to do so by checking out www.bta.org/MemberBenefits to see the full list of everything you receive as a member. Using just a few of these offerings will more than pay for your membership dues.

If you prefer a guided approach, the association hosts a monthly BTA 101 Zoom call that will help you get acquainted with BTA, its benefits and website. During these calls, BTA Marketing Director Valerie Briseno will walk you through the BTA website and share some highlights of membership. If you haven't yet attended a BTA 101 call, I highly recommend it. You can find a link to register for the next call at www.bta.org/BTA101.

Below are details on a few of our more popular benefits, along with links to visit for more information. I hope you will find these offerings beneficial for your business.

■ **BTA Legal Services (www.bta.org/Legal)** — BTA General Counsel Bob Goldberg provides members with no-fee advice and guidance on a diverse range of topics. Through the BTA Legal Hotline, he can evaluate legal needs, provide advice and guidance, review and analyze reseller contracts, and serve as a third party to help resolve business disputes. Among other offerings, Goldberg provides members with sample legal documents, which can be downloaded and customized to fit your dealership and its needs.

■ **BTA Member Directory** — The members-only section of the BTA website provides you with a directory of all BTA members.

You can search the directory for local BTA member dealers for networking, or you can search all members for the brands they carry, the products they offer, etc. For more information, log in to the Info Hub at www.bta.org/member-login and click "Member Directory" in the left-hand column.

■ **BTA Events (www.bta.org/BTAEvents)** — Each year, the districts of the Business Technology Association host educational and networking events that provide opportunities for dealers to interact with one another and with exhibitors, and to gather new ideas and strategies for their businesses.

■ **Educational Workshops & Webinars (www.bta.org/Education)** — BTA offers members a variety of discounted educational programs in both live and online formats, as well as informative free webinars. From sales to finance to service, there's some form of education for nearly everyone at your dealership. As a member, don't forget that you receive \$400 in discounts with a one-year membership and \$950 in discounts with a two-year membership that can be used toward BTA's educational workshops and events.

■ **BTA Scholarship Program (www.bta.org/Scholarships)** — Each year BTA awards a number of scholarships to qualifying full-time employees and children of employees of BTA member dealerships. Since the 1984-85 school year, BTA has presented 1,561 scholarships to deserving students, totaling \$1.7785 million. Applications must be postmarked by May 1 each year.

■ **Discount Programs (www.bta.org/DiscountPrograms)** — BTA offers members a variety of discount programs that help them save money in their dealerships. These range from car rental discounts, to gas and electricity volume purchasing agreements, to shipping and freight discounts, to managed website services and more. ■

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