



It Has Been a Great 2 Years — Thank You!

Looking back at the last two years as president of the Business Technology Association (BTA), it has been quite a whirlwind. Things in our industry have changed significantly — and it seems they will continue to do so. But as I leave the presidency at the end of the month, I know BTA will be here to support its members for years to come.



I became BTA president on July 1, 2020, shortly after the beginning of the COVID-19 pandemic — during the “heat of the battle,” so to speak. Dealers were looking at every way to survive and those of us on the BTA Board of Directors knew we were going to be going through some dramatic experiences — experiences that we had probably never seen before and couldn't relate to. We knew we had to think and be proactive to make our association viable during this time — and during the pandemic BTA became even more important to its members than ever before.

BTA's Dealers Helping Dealers Discussion Groups were created thanks to BTA Executive Director Brent Hoskins, and BTA General Counsel Bob Goldberg assisted dealers with Paycheck Protection Program (PPP) loans and employee retention credits (ERC) — things we wouldn't have naturally known about. The addition of special BTA Building My Business webinars focused on issues relating to the pandemic allowed dealers to become more knowledgeable. With this knowledge, they had the power to get the dollars that helped them survive, get through the tough times and continue to maintain their employees.

As I look to the future, I know our upcoming board members will continue to lead the

association's success. David Polimeni is a phenomenal leader and I know he will be a great president, helping to lead BTA through some of the transition that we've already started. I can't say enough about the rest of the dealers who will serve on next year's board. They are strong, they understand the association and our industry, and they are willing to commit their time and effort.

BTA also has wonderful staff members who know their jobs and work hard, and I'm proud to be associated with every one of them. We're transitioning BTA's legal staff as well, and will have continuity there. We're going to be able to keep Bob Goldberg's knowledge around as we bring in his successor, who will take over in 2023.

We're even expanding BTA in ways that will give members even more benefits, and they'll be able to take advantage of them with even less effort on their part. So there's much to be positive about and look forward to if you're a BTA member.

It has been a pleasure to serve the association as president and I have enjoyed every minute of it. I've been surrounded by wonderful people who I enjoy serving with and I'm proud of my two years of service. I know two years as president is an unusual circumstance, but I think it was the right thing for us to do because we kept continuity in place through a really tough time. As the proverb says: “Don't change horses in the middle of the stream.” We needed that continuity. We did that in all of BTA's districts, and it turned out to be the right thing to do to take us forward and, today, we are in good shape.

I know that the new leadership team is going to be able to do great things and I'll still be here as immediate past president, looking forward to each one of the meetings and helping in any way I can. Thank you, BTA members, for allowing me to serve. ■

— Tim Renegar

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