



BTA PRESIDENT'S MESSAGE

BTA: Looking Future Forward to 2025-26

On June 30, my tenure as the Business Technology Association's (BTA's) national president will come to an end, and I will pass the torch to 2024-25 BTA President-Elect Debra Dennis. I know she will do an amazing job as president and continue BTA's legacy of "Dealers Helping Dealers" with a future-forward vision. I would like to thank BTA's staff members and the rest of BTA's volunteers (both my fellow national board members and those within each district) for all their hard work in the last year. BTA's volunteers help plan the future of our association, so if you are interested in helping to guide BTA, email BTA Executive Director Brent Hoskins at brent@bta.org.



With all of this said, I thought I'd give you a quick review of the last year and some of the accomplishments that have pushed BTA future forward.

Last July, Bob Goldberg retired as BTA general counsel and turned the reigns over to his son, Greg Goldberg. I was pleased to oversee this transition and am looking forward to seeing Greg grow into his father's shoes as general counsel.

During my year as president, BTA created and released the BTA Members App (www.bta.org/BTAApp), giving members access to information about the association and their member benefits, and a way to network with their fellow dealers. The app also serves as a show guide during BTA's events, giving attendees the event schedule, information on the speakers and sponsors, and more. I encourage you to download the app today and use it to enhance your membership and connect with your fellow member dealers.

We also made some significant changes

to BTA's events this year. First, we heard the requests of our dealer and vendor members and transitioned from holding four events in the U.S. each year to two — one in the east and one in the west. Our first event this year, Spring Break, was held in March in Orlando, Florida. The second and final event of the year, the 2025 BTA National Conference, is coming up later this month in Santa Ana Pueblo, New Mexico (To register for the conference, visit www.bta.org/National25).

We also started bringing more notable keynote speakers to BTA events. The Spring Break keynoter, Alison Levine, is famous for her mountaineering feats, including climbing Mt. Everest and completing the Adventure Grand Slam. And the national conference keynoter, Pro Football Hall of Fame Running Back Emmitt Smith, needs no introduction. During the conference, Emmitt will sit down with Sharp Imaging and Information Company of America President and CEO Mike Marusic for a "fireside chat." This is just the beginning of the evolution of BTA's event speaker lineups, so keep an eye on www.bta.org/BTAEvents for more information as it is released.

Another event-related accomplishment from this year was the creation of the e-automate Elevate best practices event, which was held prior to Spring Break. The event included a variety of sessions on e-automate topics ranging from product functionality to common concerns and troubleshooting best practices, as well as a Q&A panel with the session leaders. This event also led to the creation of the e-automate Elevate Dealers Helping Dealers Discussion Group, which you can join by emailing Brent at brent@bta.org.

It has been a year of great change and I hope to see that continue as BTA evolves for the future. Thank you for allowing me to serve as president. ■

— Adam Gregory



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