



# Education at the Core of Your Association

Education has always been one of the foundational pillars of the Business Technology Association (BTA). The months ahead are filled with opportunities designed to provide both strategic insights and practical, actionable takeaways.



will provide customized training based on the highly successful sessions from our e-automate Elevate event. This program will be taught by Jack, as well as e-automate experts Dondra Bott, Jason Plott and Duane Walker, offering deeper, more personalized learning opportunities for our members via Teams.

We are also proud to announce a new partnership with GoWest.ai's West McDonald to bring the BTA AI Readiness Assessment Workshop to the dealer community. This six-week program (held via Teams) is designed to help dealers move from uncertainty to action when it comes to artificial intelligence (AI). Participants will learn how to identify high-value AI opportunities, avoid costly missteps, measure ROI and build a practical road map for implementation. This training also equips dealers to guide their own customers through the AI journey — creating a new revenue stream and strengthening their positions as trusted advisors.

Our ProFinance workshops will continue to deliver critical financial guidance, with sessions scheduled for June 16-17 at Function4 in Sugar Land, Texas, and Oct. 7-8 at Advanced Office in Irvine, California. ProFinance remains essential for dealers looking to strengthen their dealerships' financial performance and long-term stability.

We also look forward to vCIO University, with upcoming sessions June 23-25, Sept. 22-24 and Dec. 8-10 in Tampa, Florida. This workshop is designed to help dealers expand their roles as strategic technology advisors — an area of increasing importance as client expectations continue to evolve.

Building on the success of the FIX: Cost Management for Service 3.0 workshop, instructor Jack Duncan has introduced a new follow-up program: e-automate Inventory Essentials, taking place July 14-16 via Microsoft Teams. This workshop addresses one of the most underutilized yet impactful tools within e-automate — the Inventory Logistics Console. For many dealerships, thousands of dollars remain tied up in excess or obsolete inventory. This course is designed to help dealers better manage inventory through proper item setup, effective use of e-agent tasks and ongoing optimization of minimum/maximum levels. Like the FIX course, it also includes a follow-up session tailored to each dealership.

In addition, we are excited to be developing Coaches Corner, a new initiative that

To complement the workshop, West will offer an informative AI webinar on June 18 that will include a preview of the program, its expected outcomes and why AI readiness is critical. As AI continues to reshape how businesses operate, dealers who can lead these conversations will be better positioned to remain relevant and competitive. Dates for the workshop will be announced soon.

At BTA, our goal is simple: to provide education that delivers real value. Whether it is financial management, service optimization, marketing, leadership development or emerging technologies like AI, we are committed to equipping our members with the tools they need to succeed.

I encourage you to take full advantage of these opportunities and stay informed about upcoming workshops by visiting [www.bta.org/Education](http://www.bta.org/Education). Together, we will continue to learn, grow and lead. ■

— Debra Dennis

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