



BTA PRESIDENT'S MESSAGE

Industry Education is Crucial to Success

Education is a vital component of professional development and career growth in the ever-evolving business landscape. By continuously expanding your knowledge and skills through education, you can stay competitive, adapt to changing technologies and market trends, and enhance your overall performance in the workplace. For office technology professionals, staying informed about the latest tools, techniques and best practices is crucial to success.



The Business Technology Association (BTA) recognizes the significance of education in empowering individuals and businesses to thrive in the fast-paced, tech-driven world. BTA offers a range of in-person and online courses designed to support administration, sales, IT and service team members in honing their skills, enhancing their expertise and achieving their career goals. These courses cover a variety of topics relevant to the office technology industry, providing valuable insights and practical knowledge that can be applied in real-world scenarios.

I encourage you to register for one of these BTA workshops that are starting soon:

■ **NEW! FIX: Cost Management For Service 3.0** — This online workshop is an updated version of the original in-person FIX workshops developed for service managers. Taught by Jack Duncan of Jack Duncan Consulting (JDC), FIX not only focuses on the industry-standard benchmarks as taught in BTA's ProFinance workshop, but also how to delve into them to identify potential areas for improvement, and their impact on profits and efficiency. A new addition to FIX and included in the price of tuition will be the development of an action plan for each dealership after completion of

the course. This workshop will be held virtually Oct. 14-17.

■ **vCIO University** — The vCIO (SME) role plays a significant part in the success (or failure) of your managed IT program. vCIO University delivers a comprehensive curriculum that provides education, coaching, peer collaboration and professional development for vCIOs (TAMs/SMEs). vCIOs of all experience levels will gain clarity of the role, understand the essential skills, learn the tools and tactics for each component, create actionable takeaways to bring back to the business, demonstrate competency in what they have learned via graduation and receive post-graduation support for 60 days. This workshop will be held Oct. 21-23 in Tampa, Florida.

■ **BTA Service Academy** — Unlock your service team's potential with the online BTA Service Academy. During this 21-week course, which meets one day a week for about two hours, Ken Edmonds of 22nd Century Management will equip service managers with the skills, leadership and tools needed to tackle tomorrow's challenges today. This virtual workshop starts Nov. 14.

In addition to these upcoming courses, BTA offers its in-person ProFinance workshop three times a year (2026 dates to be announced), as well as discounted on-demand courses, CompTIA exam voucher discounts and a variety of webinars to help members build their businesses and stay up to date with industry trends.

To learn more about and register for any of BTA's educational offerings, visit www.bta.org/Education. BTA members can receive a \$150 or \$250 discount on tuition by entering the promo codes received with their membership during the registration process, making professional education more accessible and affordable. ■

— Debra Dennis



2025-2026 Board of Directors

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