



# 'A Forum for Connection'

## Members share their BTA stories & association's impact

Compiled by: Brent Hoskins, Office Technology magazine

As the Business Technology Association (BTA) celebrates its 100th year, the association is gathering testimonials that reflect on the people, businesses and experiences that have shaped BTA across the decades. Office Technology asked BTA members to share what the association has meant to them and their businesses — favorite memories, experiences when BTA made a difference for them, the value of membership, their perspective on BTA's role in the industry, words of congratulations, etc. Below are additional responses received. More responses will be published in this feature throughout 2026. If you would like to share your BTA story, email it to Brent Hoskins at [brent@bta.org](mailto:brent@bta.org).



“Thank you for the opportunity to share my experiences and the story of how BTA has provided value and importance during my career and my company's history. I could literally write dozens of pages about all the people, places and the many events that have helped shape the way U.S. Business Systems operates, and the strategies and tactics that we have utilized over the years to grow the business and maintain our core values.

“I cannot remember when my company first became a member; it has been many years ago now [1999]. I just remember how important I thought it was to be a member of the largest and best advocacy group in the country for independent office technology dealers. That turned out to be a very good decision. The guidance and assistance we gained from that early in our history proved to be extremely helpful and well worth the investment. We have had the good fortune to be able to talk with so many brilliant and successful people over the years to glean pieces of advice, strategic insight and business support.

“Once the business became established and we were fortunate enough to gather enough critical mass in clients and contracts, I was interested in serving the dealer community to give back and share what I had learned. The business market was changing and MPS was becoming a strategic play that a lot of dealers were looking at. We had developed some programs and processes to enter that market early in that move. I had created my own acronym before MPS had been coined ‘a thing’ and thought I had something to offer. So, ‘I put

my name in the hat,’ so to speak, to serve in the BTA Mid-America district.

“That started something like a six-year journey where I worked through the district and found myself on the national BTA Board of Directors, ultimately serving as the 2014-2015 BTA national president. During that journey, we launched a BTA Mid-America-hosted event, the first one being in St. Louis, Missouri. That was a super event that was well supported

by all the great sponsors. We had as a special speaker, John O’Leary, who, to this day, has impacted my personal life. What a story of triumph in the midst of tragedy. I would like to give a special thanks to Chris Polek for sponsoring John to speak.

“During that time, there were so many fantastic events put on by the BTA districts all over the country, where dealers came together to share and learn as the business evolved to an ‘all-things-technology’ industry. We all had the opportunity to learn together and grow our businesses. From the days of typewriters to the standalone analog copier to today, where many of us have moved into becoming managed service providers (to include managed print and managed document services), the association has been a constant and evolved with us from NOMDA [National Office Machine Dealers Association] to BTA. The BTA Channel has successfully transitioned and transformed through all that change to continue to be the go-to choice when it comes to delivering those services to businesses in all sectors and markets. Through all of that change and transformation, BTA has remained a constant leader in bringing us together to educate, motivate and position our businesses to win.

“I have memories from BTA events in wonderful places like Waynesville, North Carolina (spectacular beauty in the fall); Walt Disney World in Orlando, Florida; White Plains, New York; New Orleans, Louisiana (quite the party, right Valerie?); Minnesota; California; St. Louis, Missouri; Chicago, Illinois; and who could forget the last big BTA anniversary celebration in Kansas City, Missouri, for BTA's 90th year.

“Each event represents a lot of great memories with a lot of awesome people, fantastic speakers and sponsors, and a lot of learning opportunities. I was very privileged to be able to represent the dealer community and participate and, along the way, got to work alongside other awesome volunteers and get

good work done strengthening the association and honoring some of the best minds and people in the business.

"I would be remiss if I did not mention the people at BTA who work so hard to make sure that the events are coordinated, relevant and well organized in great facilities. Each of them play an important role in keeping BTA on point with the industry and in touch with the dealer community. Brent [Hoskins, BTA executive director], Valerie

[Briseno, BTA marketing director], Elizabeth [Marvel, associate editor, Office Technology magazine], and Brian [Smith, BTA membership sales representative] are all top-notch people I consider friends and are great at their jobs. [Former BTA General Counsel] Bob Goldberg played an enormous role in not just educating the community, but also representing all of us to make sure the governance and legal services component of the benefit stack BTA has to offer is top notch. He has now passed that baton off to Greg [Goldberg, BTA general counsel], who has already shown those same qualities, and it is clear that the dealer community will continue to be well represented.

"The benefits stack and the educational classes continue to evolve with the industry and represent some of the best there is to offer. Congratulations to Brent and the entire staff on elevating and igniting the dealer community for what is now 100 years! Best wishes, and here's to the future!"

*Ron Hulett, president & CEO*

*U.S. Business Systems Inc., Elkhart, Indiana*

"I just wanted to share that [being a member of] BTA has been a wonderful experience for me and my team at Premium Digital. We have met the best of the best in the industry, and without BTA and its various networking opportunities, I am not sure we would have those connections.

"Being part of the PRO Dealer Group [one of BTA's peer groups] is the best thing that has happened. It has expanded our business in many ways, but the number-one thing is diversification and taking on other vendors. We became a water dealer specifically from listening to and learning from other BTA members' successes. In many ways, listening to other dealers' successes and applying them to our own philosophy has made the difference.

"I would like to thank the BTA vendors and staff members for all they have done and do on a daily basis."

*Van Seretis, managing partner*

*Premium Digital Office Solutions, Fairfield, New Jersey*

"Congratulations to BTA on reaching this incredible 100-year milestone. On behalf of Kyocera Document Solutions America, we are proud to recognize the important role BTA has played in supporting the office technology industry and,

"BTA has played an important role in bringing together the people and partnerships that continue to move the office technology channel forward."

in particular, the independent dealer channel that remains so vital to our business and the industry as a whole. From an OEM perspective, organizations like BTA are important because they help bring dealers, partners and manufacturers together around shared challenges, opportunities and the future of the channel.

"Over the years, BTA has created a valuable forum for connection, education, advocacy and collaboration. That role is especially meaningful in an industry that continues to evolve, where strong alignment between OEMs and dealers is essential to delivering value to customers and sustaining long-term success.

"We appreciate BTA's contribution to the industry and congratulate the association on its past, present and future success."

*Jose Estebanez, vice president, Corporate Marketing Group  
Kyocera Document Solutions America Inc., Fairfield, New Jersey*

"The strongest industries are built on collaboration and shared knowledge. BTA has played an important role in bringing together the people and partnerships that continue to move the office technology channel forward. We love the connection and camaraderie here!"

*Kelly Loya, strategic partnership manager  
ecoprintQ, Miami Lakes, Florida*

"My first experience with BTA was the 1993 summer NOMDA convention in Las Vegas, Nevada. As a young person who was brand new to the industry, the hugeness and extravaganza was overwhelming. I would never have imagined that one day I would be an instructor in the longest-running educational class that BTA offers. What an amazing legacy for BTA."

*Todd Johnson, partner*

*Strategic Business Associates, Minneapolis, Minnesota*

"Congratulations to BTA on 100 years — what an incredible milestone! Abadan is proud to have been a part of the BTA community for more than 40 years — maybe even 50 or 60. My dad and the previous owners were very involved with the association back when it was known as the National Office Machine Dealers Association [NOMDA] during the 1970s and 1980s. We have seen the organization evolve into BTA as the industry has changed.

"We are grateful for the role BTA has played in our industry and our company's history. Congrats again on a century of excellence!"

*Tyler Best, president*

*Abadan, Richland, Washington ■*

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