



'A Century of Excellence'

Celebrating 100 years through member testimonials

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 the first of the responses received. Additional 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.

"My time as a sales professional at GreatAmerica has been an incredibly rewarding experience, filled with opportunities to grow, learn and connect. One of the highlights has been participating as a vendor sponsor at Business Technology Association (BTA) events. These events have provided a unique platform to engage not only with the customers I work with directly, but also with valued GreatAmerica customers across the country.

"The relationships built and conversations shared during these events have reinforced the importance of collaboration and partnership in our industry. I have gained invaluable knowledge from our partners, fellow sponsors and industry experts. These insights have shaped my perspective and strengthened my ability to serve our customers with excellence.

"It has truly been a pleasure to represent GreatAmerica and contribute to these meaningful interactions that drive innovation and success within the office technology industry."

*Becky Anderson, director, vendor relationship development
GreatAmerica Financial Services Corp., Cedar Rapids, Iowa*

"Congratulations to the Business Technology Association (BTA) on an incredible milestone — 100 years of impact, innovation and community. I am genuinely grateful for the countless educational seminars that have helped my company and me learn, adapt and grow, and for the relationships that have come from being part of this organization. Over the years, BTA meetings have brought me not only valuable insights, but also great friends, memorable conversations, and — let's be honest — some truly awesome locations along the way. Here's to a



century of excellence, and to the next chapter of learning, connection and progress."

*Jim George, president and CEO
Donnellon McCarthy Enterprises
Cincinnati, Ohio*

"Being a member of BTA since becoming president of Appalachia Business Communications of Kingsport in 2007 has been an enjoyable experience. From the Asheville Fall Colors meetings to the Orlando Spring Break and Boston BTA meetings, all have been enlightening experiences. I especially enjoy the semimonthly [Dealers Helping Dealers] Zoom meetings. Having the opportunity to exchange ideas with leaders of other organizations is helpful in day-to-day operations. Keep up the good work."

*Jeffrey Eaves, president
Appalachia Business Communications of Kingsport
Gray, Tennessee*

"Congrats to you and your team! I strongly feel that BTA is more than an association, it is a community. It brings together office technology professionals who learn from one another, support each other's growth, and work collectively to move their businesses and the industry forward."

*Stephanie Keating Phillips, director of production print and solutions
Advanced Imaging Solutions, Minnetonka, Minnesota*

"My dad turns 92 this February. He started his company [The Lioce Group] in 1967. I remember going to BTA/NOMDA events from 1989 forward. I remember rollerblading through NOMDA in Las Vegas with my Walkman on. I am sure the manufacturers hated this disrespectful kid skating through their million-dollar booths."

*Nick Lioce, president
The Lioce Group, Huntsville, Alabama*

"First, I want to say congratulations on this milestone. It seems stories like this are becoming fewer and fewer. In my 40-plus years in our industry, who would have thought a company like IBM would be where it is today or products like Nextel would be gone."

"BTA (or NOMDA in my younger years) has represented so much of my growth and knowledge, as my father started taking

me to the NOMDA conventions when I was 16. In those days, there weren't the manufacturer-only meetings and the only real yearly meeting point in our industry was that convention. The manufacturers had some fantastic parties and being able to talk to other members held way more value than I realized at that time. Now that my two kids are in our business, I send them to many different conventions/meetings/trainings as a way for them to get that exposure from different people.

"The trainings that BTA offers have proven to be invaluable to our dealership for several of our people. When we get to know our customers in many different industries, I would conclude that we as an industry are blessed to have an organization like BTA to lean on for so many things. Many times, those different industries do not have anything like this for bringing like businesses together. I have made so many friends through the years and BTA has been a cornerstone of much of that."

"The last thing I will say is that [Former BTA General Counsel] Bob Goldberg and the legal assistance this organization offers has been fantastic. We consulted with Bob many times over the years on various topics and never was he not on target. It is nice to see this valuable service is being passed on to Bob's son [Greg Goldberg].

"Again, we all should feel blessed to have an organization that is focused strictly on our niche industry, brings us all together and greatly improves our chances of not only success, but helping us avoid some pitfall mistakes. Thank you to BTA and congratulations on hitting this milestone."

*Mark Watson, president
CDS Office Technologies, Springfield, Illinois*

"As we approach BTA's centennial celebration, I wanted to take a moment to reflect on how invaluable BTA has been to the dealer community, particularly for dealership owners like myself.

"Being a part of BTA is undoubtedly one of the smartest decisions a dealership owner can make to stay ahead in our ever-changing industry. During the COVID-19 pandemic, I had the honor of serving as one of only six two-term presidents since BTA's founding in 1926. This experience proved to be one of the most beneficial endeavors for my business and personal growth.

"The relationships I forged, and the knowledge and insights I gained during my tenure far outweighed any effort required as president. It was a true privilege — one that more dealers should aspire to experience. I am also proud to share that my oldest son now serves on the national BTA board, and he may very well find himself in the same role I did. Given that Kelly has been in business since 1947, his involvement will help us prepare for the next 80 years.

"Thank you for the opportunity to share my thoughts and

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experiences. I look forward to celebrating BTA's milestone year with you and our fellow members."

*Tim Renegar, president
Kelly Office Solutions
Winston-Salem, North Carolina*

"I could not imagine running a business without a trade association [like BTA]. All the ideas and sharing are absolute game changers. I see so many other businesses

that do not have these tight groups, and the information BTA puts out is invaluable.

"MOEbiz has been a member for more than 60 years and I cannot say enough good things — including the time that Bob Goldberg sued Neopost. As a Neopost dealer, I remember opening the mail one day and a gift from heaven was there with the settlement. Boy, it was a great time because we were cash poor!

"Also, BTA adds value with its peer groups (we are a Select Dealer Group [SDG] member). This is an awesome organization."

*Chap Breard, president
MOEbiz, Monroe, Louisiana*

"After joining BTA, MyQ America doubled its annual revenue and expanded its partner portfolio by 50%.

"Many associations feel like a simple 'give-us-money-and-hope-you'll-get-noticed' arrangement. BTA, however, truly feels like a community of like-minded people who are not only focused on improving their own positions in the industry, but on elevating the industry as a whole — by exchanging ideas, sharing experiences and bringing meaningful innovation into what we all do.

"I still remember our first BTA experience at the 2023 event in Denver, Colorado. I had just stepped into the role of vice president and, not knowing what to expect from such an event, I kept my expectations modest. Within 10 minutes of entering a room filled with hundreds of attendees, Bob Goldberg took the stage, grabbed the microphone and spent several minutes highlighting what a great organization MyQ is after recently reviewing our partnership agreements and the business offerings we provide to dealers across the United States. Suddenly, everyone wanted to learn more about us.

"That moment directly contributed to the revenue growth and partner expansion mentioned above. I am genuinely glad to be a member of BTA."

*Viktor Nestrasil, vice president for Americas
MyQ, Bradenton, Florida* ■

Brent Hoskins, executive director of the Business Technology Association, is editor of Office Technology magazine. He can be reached at (816) 303-4040 or brent@bta.org.

