



BTA PRESIDENT'S MESSAGE

Celebrating 100 Years of Your Association

As we begin 2026, the Business Technology Association (BTA) enters a truly historic milestone — its 100th year of serving, strengthening and supporting the independent dealer community. Celebrating a centennial anniversary is rare for any association, and it speaks volumes about the relevance, resilience and leadership of BTA across generations of change in our industry.



Over the past century, our industry has evolved dramatically — from typewriters and early office equipment to copier/MFPs, managed print, IT services and today's technology-driven workplace solutions. Through every shift, one constant has remained: the value of dealers helping dealers. BTA has been a trusted resource, connector and advocate through economic cycles, technological disruption and changing customer expectations. That legacy is something we proudly celebrate in 2026.

This milestone year is not only about looking back — it is also about building forward. Education, collaboration and shared best practices remain at the core of BTA's mission, and our 2026 events reflect that commitment while honoring our history.

We will kick off the year with BTA IGNITE Orlando — Fuel Your Potential, taking place March 19-21 at Disney's Yacht Club Resort in Orlando, Florida. This event will feature our e-automate Elevate BTA Dealers Helping Dealers Best Practices Event, along with powerful presenters and practical breakout sessions designed to deliver real-world, actionable insights. BTA IGNITE Orlando sets the tone for the year — a focus on growth, peer collaboration and operational excellence.

On Sept. 1-3, we will gather at the Westin Kansas City at Crown Center in Kansas City, Missouri, for what promises to be a landmark event: BTA IGNITE Kansas City — Celebrating 100 Years. Kansas City holds a special place in BTA's history (the association is headquartered there), and it is a fitting location to celebrate our centennial. This event will honor the past, recognize the leaders and dealers who built this association, and look ahead to the next generation of innovation and opportunity — made even more meaningful through our partnership with IBPI.

We will close out the year with the Fall Colors Retreat, to be held Oct. 29-30 at the Omni Grove Park Inn in beautiful Asheville, North Carolina. This event offers a more intimate setting for peer networking, strategic conversations and reflection as we wrap up our centennial year together.

A major strength of BTA has always been the wealth of resources available to our members, especially the combination of hands-on support, industry networking and strong educational programs that help dealers improve their operations and stay informed. That strength has sustained BTA for 100 years — and it will continue to guide us into the future.

As president, I am incredibly proud to be part of this milestone year and deeply grateful to BTA's members, volunteers, staff, sponsors and partners who make BTA what it is today. Together, we are not just celebrating a century of service — we are laying the foundation for the next 100 years.

I look forward to seeing many of you throughout the year in Orlando, Kansas City and Asheville as we honor our history and continue shaping the future of our industry. Here's to 100 years of BTA — and to the exciting road ahead! ■

— Debra Dennis



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