



'Thank You' is Insufficient

It was a privilege to be BTA's general counsel

by: Robert C. Goldberg, Former BTA General Counsel

Forty-seven years of relationships with enterprising entrepreneurs has been the inspiration and motivation to take on the challenges each of you have risked in your own businesses. Fortunately, with industry support, great advances have been accomplished in the office technology industry.

In January 1977, when I first encountered the National Office Machine Dealers Association (NOMDA; now the Business Technology Association [BTA]), photocopiers were just gaining acceptance throughout the business world. In those times, the designation of "Made In Japan" had the connotation of an inferior product. Japanese companies marketed their products under names like Royal and Saxon.

The race to release products with the latest features caused considerable difficulty and expense for dealers. Product brochures included features that had yet to be implemented. Product testing was inadequate and the labor for repairs was the dealer's responsibility. One-sided dealer agreements made objecting dealers fearful for their product authorizations. NOMDA fought to level the playing field and, today, BTA enjoys partnership relationships with manufacturers and suppliers. The industry has moved from the courtroom to the conference room.

Over the years, inspiration has been gained through the generosity and charitable endeavors of the industry. In countless ways, the industry has given back to those less fortunate, those with illnesses, those who served, Rotary Clubs, chambers of commerce and local sports teams. BTA members are an integral part of their communities and share financially, with time and encouragement. BTA Channel charitable efforts are a standard for all to follow.

There are countless people to thank for guiding me throughout this journey. I have made friends around the world and value every relationship. I have grown with your families and you with mine. Alan, our youngest son, was born during a NOMDA convention in New Orleans, Louisiana. He is now a practicing cardiologist.

We have lost many of our leaders and a day does not pass where one of them does not come to mind. My earliest mentor was A. Gordon Adams from San Jose, California. Gordon led the NOMDA Industry Relations Committee and worked with suppliers and dealers on industry disputes. He taught me lessons that benefited the association throughout my tenure.

It has been a privilege to have been with NOMDA/BTA. The association has afforded me professional accomplishment, a fulfilled life and much happiness. Your support, collaboration



Clockwise from top: Bob Goldberg and Greg Goldberg at the 2024 BTA National Conference; Goldberg poses with his BTA Hall of Fame award at the Bob Goldberg Appreciation Reception held June 18 in Huntington Beach, California; and Goldberg in his early years at NOMDA.

and friendship have been a cornerstone of my career. Together, we have achieved remarkable things, and it has been an incredible experience to be part of such a dedicated association. Each challenge, opportunity and interaction has shaped me into the person I am today and, for that, I am eternally grateful.

Though I may be retiring as BTA general counsel, I leave knowing that the organization is in capable hands. It is with confidence that I know Greg Goldberg will carry on with the same dedication and commitment to the industry.

Finally, I want to thank my wife, Carol. She took a lead role in parenting our family while I traveled on behalf of BTA. Any success is earned to a great extent through her efforts and support.

As stated in the headline, "thank you is insufficient." However, it is with tremendous thanks that I leave BTA to pursue a more leisurely life with family and friends. Thank you for 47 remarkable years. ■

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