



'Absolutely the Best'

Members reflect on a century of service & support

Compiled by: Brent Hoskins, Office Technology magazine

As the Business Technology Association (BTA) celebrates its 100th year, it 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.



"First, I would like to congratulate you all on this exciting milestone! Successfully operating for more than 10 decades is an amazing accomplishment and we are pleased to be a member of an organization that continues to be an exceptional force in the office technology industry. Through partnerships, businesses can reach new audiences, industries or regions that would otherwise take significant time and cost to enter independently. BTA has been instrumental in helping us expand our reach and increase visibility with our target audience. Customers feel more confident knowing multiple trusted teams are collaborating to support their success, and our partnership with your team clearly reflects that. Congratulations again!"

*Kiara Brown, marketing coordinator
Dove Technologies, Florence, South Carolina*

"I was initiated into the office equipment industry through the old NOMDA [National Office Machine Dealers Association; now BTA], which my father introduced me to. This would have been in the 1970s and 1980s when I started [in the business]. Back then it was the one and only [group] to be a part of. There was SEROMDA and then the local chapters. I would attend all the meetings for the South Carolina OMDA and some of the joint meetings with North Carolina and Georgia. They were absolutely the best. The camaraderie and learning were second to none.

"I eventually became the president of the South Carolina chapter. I remember that Dru Baker of Ricoh was the incoming

vice president during my term. Back in those days you became a national board member of NOMDA when you were a leader of your chapter. The meetings that SEROMDA put on in Florida were what seemed like Printing United in size — every manufacturer in our industry was there. I will never forget those days. They were absolutely the best. I must say, the closest thing to that camaraderie for me today are the BTA meetings in Asheville,

North Carolina, which attract a lot of nearby dealers. There is a lot of sharing of information and ideas."

*David Carson, president
Plus Inc., Greenville, South Carolina*

"The biggest part for me is the networking and nice people you meet through BTA. I haven't attended a ton of events, but for the several I did, I always walked out with a good story about the show and some ancillary pieces about people and their companies.

*"My best as always and big time congrats!"
Carl Schell, vice president of content strategy
Keypoint Intelligence, Fairfield, New Jersey*

"One of my favorite BTA memories is the old 'Train the Trainers' programs and the subsequent presentations that we delivered to the local meetings. I met a lot of quality people at those meetings."

*Mark Naylor, president
ABM Automation, Edmond, Oklahoma*

"BTA has been one of the most valuable resources in my career — providing guidance, perspective and relationships that have helped me avoid countless missteps.

"If I could quantify BTA's impact, it would rank among the most important influences in my professional journey. I'm proud to have served the association and am honored to celebrate its 100-year legacy."

*David Polimeni, CEO
RITE Technology, Sarasota, Florida ■*

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