

Meet Mike Boyle

BTA's 2026-27 national president assumes office

by: Brent Hoskins, Office Technology Magazine

With 47 years of experience in the office technology industry, on July 1 Mike Boyle became the 91st national president of the Business Technology Association (BTA). In 1992, he established BASE Technologies, based in Bethel, Connecticut. He serves as the dealership's president.

Initially, BASE largely served the telecommunications industry. Today, it offers both imaging hardware and document solutions software, as well as VoIP systems. In 2025, BASE acquired The Office Works Inc., based in Plainville, Connecticut, offering end-to-end document management solutions, and serving Connecticut and western Massachusetts. BASE is known for its active participation in various charitable events and local mentorship programs, reflecting Boyle's dedication to giving back to the community.

Recently, Office Technology magazine had the opportunity to interview Boyle, asking about his career in the industry, his role as a volunteer and the value of BTA membership. Following are his responses to the interview questions.

OT: How did you get started in the industry? Walk us through the various roles you have served in through the years.

Boyle: I've been in the business since 1979, starting with 13 years in roles at Graphic Sciences, Burroughs and Fujitsu, where I started in fax sales and eventually worked my way up to become the national sales director for all major accounts at the company. As it turns out, that corporate experience gave me experience in "big-picture stuff" that is helping me today as an entrepreneur.

Fujitsu exited the business in 1992. I always wanted to be an entrepreneur, so that led to the establishment of BASE, which started in my living room. We then grew our dealership from nothing to something. Today, we offer Toshiba and



Kyocera primarily, but also do some business with HP and Xerox. We also offer VoIP, primarily doing business with Intermedia, and we are big in software solutions, such as Square 9, PaperCut and many applications. We are very solutions driven.

OT: What do you like best about the industry?

Boyle: In a nutshell, I enjoy the people and personalities. Plus, I like helping others in the industry whenever I can and, of course, learning from others.

OT: What led you to first step forward as a BTA volunteer? How has serving as a volunteer benefited you?

Boyle: I felt a degree of obligation to give back to the industry, based on the unique experiences that I've had in my career. It also gives me an opportunity to learn from others in the industry. I always look forward to learning from the smarter people in the room.

I sized BTA up as a good organization. It's all about: "What can we do? What can we learn from each other? How can we help each other?" I was attracted to that. BTA opened the door for me to serve as a volunteer first within BTA East and then as a member of the national BTA Board of Directors.

I have benefited greatly. As a volunteer, I have attended many BTA events. At every single one of them, I walked away with nuggets that I could bring back to my business. My company has been improved because of my involvement with BTA.

OT: What is your message to those dealers who, for whatever reason, are not currently members of BTA?

Boyle: I don't understand why you would not want to position your company to potentially grow another 10% or

15%. There is no doubt that as a member you will learn new ways to grow your dealership. Many non-members do not realize this about the association.

OT: While BTA helps its members in many ways, what do you see as one of the most important ways it assists its members?

Boyle: I believe that being an advocate for all members is one of the most important roles that we play. When I say members, keep in mind that our association is comprised of dealer members, manufacturer members, service members and solution provider members. We serve a diverse membership. But at the same time, if one of our members has “gone off the rails” and is potentially hurting others members of BTA, after proper due diligence, we must point that out.

Say, for example, that a manufacturer is not treating its dealers as it should. In such a situation, BTA must be the voice for those who do not have a voice in the industry, such as individual dealers complaining to a manufacturer’s district sales manager. Even if BTA takes a financial ding from a vendor for calling it out [losing exhibiting fee revenues, for example], the bottom line is, you must “tell it like it is,”

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being honest with what the feedback is from the dealer community. Also, the same goes for a dealer member who may be doing something deceptive. We must not be afraid to call somebody out if it is deserving.

OT: What are your thoughts on how today’s office technology dealerships can best continue to thrive and grow?

Boyle: All dealers need to take a deep dive into AI. You need to learn it, understand it and be trained on it. You need to know all the nuances of protocol, security and information. In my company, I’ve established an AI Task Force. Already, I’m seeing results in short order in terms of systems that we’re using; we’re looking into the operations of the company. I’ve got people coming to me with, “Wow, this used to take me three days. I can now do this in 20 minutes.”

We’re still at the early stage of AI implementation. I would guess that my company is probably in the middle of the pack, but I don’t really know. I do know that I can’t take any chances. If I don’t get into AI and the guy across the street from me does, he’ll have an edge over me.

So, the near-term thing that will have the most impact

BTA 2026-27 President-Elect Mike Hicks



Mike Hicks, BTA’s 2026-27 president-elect, is president and CEO of Electronic Business Machines Inc. (EBM), which is based in Lexington, Kentucky. He has spent 42 years at the company, where he held positions in the board repair/design lab and as a service manager before he assumed his current role in 2001 when EBM became an ESOP. Prior to serving on the national BTA

Board of Directors, Hicks served on the BTA Southeast Board of Directors and the BTA Southeast Advisory Board.

“Our previous owner was heavily involved in the local BTA chapter and as he promoted people into management, he encouraged them to get involved with BTA and showed them why it was important,” Hicks says, explaining how he became a BTA volunteer and why he continues to serve. “I went through the FIX workshop and probably wouldn’t be in the position I am today without it. Later, I was convinced to join the BTA Southeast Advisory Board and I went from there. I’ve now spent 15 years volunteering.

“The importance of supporting independent dealers was ingrained in us,” Hicks adds. “I’ve continued to volunteer because I enjoy the people I’ve gotten to know and I learn from them. I value the relationships and support the organization provides.”

Hicks’ BTA volunteerism and his company’s membership has had a profound effect on his business. “All of the peer-to-peer networking [through board service and at BTA events] has given me people

to bounce ideas off of,” he says. “These relationships have been tremendous in helping me work through problems [in my business]. Over the years we have also benefited from programs ranging from health insurance offerings to freight discounts. And when we became an ESOP, [former BTA General Counsel] Bob Goldberg helped us rewrite our company doctrine and employee handbook, and provided trusted advice during a major transition.

“Beyond the programs it offers, BTA’s advocacy on behalf of independent dealers is extremely valuable,” Hicks continues. “As president and CEO of a smaller dealership, I need that voice because mine isn’t always loud enough on its own.”

Hicks notes that the association has been crucial to the industry over its 100-year history. “I think BTA has been vital to keeping all sizes of dealerships and the manufacturers connected, updated and understanding each other,” he says. “It seems to be a very good two-way street. The manufacturers can hear what’s happening to not only the larger dealerships, but the smaller ones, too. BTA is trying to make sure all dealers have a seat at the table so everyone can get better. The communication between the vendors and the dealers, and the education and networking BTA offers dealers, has been instrumental.”

Hicks encourages member dealers to check out the BTA website and take a look at everything the association has to offer (www.bta.org/MemberBenefits). “I want to remind people that all of these tools are right there at their fingertips,” he says. “You pay \$500 a year; that’s nothing for all the resources BTA offers.”

— Elizabeth Marvel

on a dealership's ability to thrive and grow — and I've seen it in my own company — is introducing AI as quickly as you can in a sensible, controllable way that will show results, such as with internal processes. That affects service, administration, sales — everything.

The other path to a dealership's ability to thrive and grow is to diversify its product and services offerings. We are all fighting over a pie that is forever shrinking in terms of volumes. So, you must diversify and you need to have a creative offer. You must change how you're doing business.

However, the biggest challenge I see for dealers today is how and where to diversify. For example, we have dealerships in this industry providing managed services. Some people say that it's fantastic. Others say it's the worst mistake anybody could make, because there are a lot of pitfalls if you don't do it right.

There are also dealerships going into water or surveillance cameras or digital displays. Other dealerships, like BASE, are going into VoIP and software solutions in a big way. You must have a more robust offering for your customers so that you can become much more valuable to them.

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Diversifying intelligently is the path to getting more attention from your existing and potential customers. Whatever it is, you've got to diversify.

When seeking to invest into diversification, it is important to make sure your core business is locked up and protected. In other words, you cannot diversify at the expense of losing your core business. Yes, you need to diversify, but you must make sure you have proper processes

and procedures in place to effectively support your current customers and new opportunities in your core business. That will give you the finances to pursue diversification.

OT: How can BTA play a role in helping dealers address the challenges they face?

Boyle: BTA must stay ahead of the challenges by way of dialog with the people whose expertise can help dealers face a particular challenge. BTA can then get the right information into the hands of those in the dealer community who need it to assist them.

Much of what we do is serve as a vehicle to push information out to dealers to help them address challenges, through educational sessions at our events and otherwise. We are

BTA 2026-27 Vice President Blake Renegar



BTA's 2026-27 vice president, Blake Renegar, is vice president of Kelly Office Solutions, Winston-Salem, North Carolina. He started his career at the family business while he was attending North Carolina State University, working in the warehouse and in Pure Water Technology sales during the summers. After starting full-time at the dealership, he single-handedly formed the company's

managed network services division and was named director of managed network services in 2016 before being named vice president in 2025.

Renegar began his BTA volunteerism during the 2020-21 fiscal year when he joined the BTA Southeast Board of Directors as a board member. "My father [BTA Southeast President Tim Renegar] served as a longtime board member and he introduced me to the group," he says. "I immediately saw and understood the value of being part of such an organization."

There are several benefits Renegar says he and his company have received from BTA membership. "There are so many advantages of being a BTA member that's it difficult to name them all, but the most important to me have been the development of dealer and vendor relationships, access to best practices, and the opportunity to explore new solutions and technologies that can help our business thrive," he says.

Renegar encourages members to take advantage of all of the association's offerings. "BTA offers so much to its members: educational

and networking events, workshops, peer groups like the Dealers Helping Dealers Discussion Groups, as well as our fantastic legal services," he says. "It is key that our members know about all of these resources and take advantage of them. The association currently offers its members a tremendous value for the money, which is a major plus in an inflationary environment. I only see BTA becoming more important as trends shift and develop."

When thinking about BTA's 100th anniversary, Renegar also notes the importance of BTA to the industry as a whole. "I firmly believe that the impact of BTA has been enormous in ways that are difficult to quantify in its 100-year history," he says. "The shared dealer experiences and knowledge alone are monumental."

Renegar highlights the revamp of BTA events as one of the biggest successes for the association in the past year. "I believe we have brought our shows to a whole new level, and the upcoming BTA IGNITE Kansas City and 100th anniversary events will be shining examples of that," he says. "We will continue this momentum by providing maximum value to our members."

What does Renegar see in the future for the industry and the association? "In the industry overall, I see continued diversification into other service offerings and technologies beyond traditional print, while still streamlining our core businesses," he says. "I see a bright future for BTA where it helps its members maintain success within their core businesses, as well as assists them in ushering in a new era of service technologies."

— Elizabeth Marvel

continually working to provide content related to the challenges the dealer community faces.

OT: You are entering your BTA presidency during the association's 100th year. Have you considered the significance of that?

Boyle: Yes, I've thought about it quite a bit. The celebration we are planning for Sept. 2 in Kansas City, Missouri, is our way of paying respect to all the people who came before us, serving our association and the dealer community, helping to make us what we are today. Their accomplishments and efforts have ensured the association would last not just a couple of years, but 100 years. That is the mantle that has been passed to me as the president during our 100th year. I want to make sure that BTA is in good — if not better — shape when I leave the presidency as we start our second 100 years.

OT: Looking out five to 10 years from now, what is your vision of how BTA will be best described at that point?

Boyle: I believe BTA will continue to be the gold standard

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in our space in terms of education, support and services for the dealer community. The BTA Board of Directors is comprised of owners and senior managers who work in dealerships around the country. Channeling that know-how and energy will continue to help our members, their people and their businesses.

In terms of where technology will be in five to 10 years, as an industry, big picture, we are solution providers; we see

areas that have problems and we provide solutions. Where is that going to be 10 years from now with the advent of AI? If you asked me 20 years ago, I may not have been able to provide an accurate answer, but I would have been able to provide the semblance of an answer. With AI, I don't know. However, whatever the technology is in 10 years, I am certain that we will still be offering technology solutions to address business problems. That will continue to occur profitably for all our members. ■

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