



# 'An Exceptional Force'

## Members reflect on BTA's enduring industry presence

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](mailto:brent@bta.org).



“The in-person events are especially valuable because they give us the opportunity to build genuine relationships, learn from one another face-to-face and return home with new perspectives we can put into practice. It has been an honor to support that mission over the years by providing dealer education at BTA events as both a moderator and a speaker, and to be part of the conversations that help move our industry forward.”

*Sarah Henderson, director of managed service intelligence  
Pacific Office Automation, Beaverton, Oregon*

“I really love the continuity that BTA provides, whether through the events or the educational webinars. It is a constant in our industry that we can all depend on, and we enjoy contributing to and being part of [the association]. The BTA community is a respectful place to network and build contacts.”

*Deborah Hawkins, group director, workplace team  
Keypoint Intelligence, Fairfield, New Jersey*

“Congratulations to BTA on 100 years of bringing the dealer community together — your commitment to education, collaboration and shared success has had a lasting impact on this industry and me personally. Over my 31 years, both on the vendor and analyst sides, I have always admired how BTA fosters a spirit of support and idea-sharing, even in a competitive landscape.”

*Anne Valaitis, principal analyst  
Keypoint Intelligence, Fairfield, New Jersey*

“Although I joined BTA only last year as a consultant/trainer member, the experience has already been extremely valuable. Through BTA, I've had the opportunity to engage in meaningful conversations with dealers from across the country, gain insight into the trends shaping our industry and build relationships with professionals who are passionate about the future of office technology.

“What stands out most is the openness and willingness of members to share ideas and experiences for the benefit of the industry as a whole. I congratulate BTA on its 100th anniversary and appreciate the important role the association continues to play in bringing our industry together.”

*Felix Villanueva, president & founder  
Field Management Consulting, Gasburg, Virginia*

“Congratulations on the 100th anniversary of BTA. Before I retired, I was a BTA member for 30 years. My BTA membership was one of the best investments I made. I learned many things to help my business grow and prosper; about half of that came from BTA and the other half from fellow BTA members. I also made lifetime friendships that are still important to me today.

“I rarely needed legal advice or help, but there was a situation where BTA's legal services were extremely valuable. A vendor manager decided to void a legal agreement I had with the vendor. This was going to be very expensive for me, so I contacted Bob Goldberg. He asked to see the agreement. After looking over the agreement, he said, ‘You are right. They are wrong. I know the president of that company and I will give him a call.’ The problem was solved in just a few minutes and at no cost to me. The vendor never tried to change any agreements again.

“Thanks again for helping me succeed in the industry.”  
*Alan Disher, former president  
Duplicator Sales Co., Cincinnati, Ohio* ■

*Brent Hoskins, executive director of the Business Technology Association, is editor of Office Technology magazine.  
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“I deeply appreciate BTA because it truly embodies the spirit of ‘dealers helping dealers.’ BTA not only educates and connects our community, it creates a trusted space where dealers openly share ideas, challenges and best practices so we can all become better together.