



# Thank You for Such a Rewarding Year

As I prepared to write my final President's Message for Office Technology magazine, I found myself reflecting on what an incredible year this has been for the Business Technology Association (BTA). One thing that stands out more than anything else is the dedication of BTA's staff and leadership team members to staying connected, informed and engaged within our industry.



Throughout the year, BTA staff members attended numerous dealer, vendor and industry events across the country. These events are far more than trade shows — they are opportunities to gather valuable insight, strengthen relationships, and better understand the challenges and opportunities facing our members every day. Whether it is educational sessions, technology demonstrations, peer discussions or networking conversations in the hallways, there is tremendous value in being present and actively involved.

I was personally blessed to attend several outstanding industry events during my presidency. Along with the 2025 BTA National Conference in New Mexico and the BTA IGNITE Orlando 2026 event, I attended the Ricoh and Konica Minolta dealer meetings, IT Nation Connect, the Executive Connection Summit, the DocuWorld partner conference and the Cannata Report's Annual Awards & Charities Gala. Each event offered a unique perspective on where our industry is heading — from managed IT and cybersecurity to workflow automation, AI-driven processes, document management and the continued evolution of the office technology space. More importantly, each event reinforced how

important relationships and collaboration continue to be in our industry.

What impressed me most throughout the year was seeing BTA's staff members attending these events and many others. Their commitment to learning, listening and building relationships directly benefits our membership. They consistently return with fresh ideas, valuable industry knowledge, and a deeper understanding of the needs of our dealers and vendor partners.

I would also like to personally thank Brent, Valerie, Elizabeth, Brian, Naomi and Greg, our general counsel, for their dedication to BTA and its members. Their professionalism, hard work and willingness to support both our leadership team and membership base do not go unnoticed. They represent the association exceptionally well and are a major reason BTA continues to provide such value to our industry.

In addition, I would like to thank the members of the BTA Board of Directors for their support, leadership and dedication throughout the year. Serving on the board requires a tremendous commitment of time and energy, and I deeply appreciate the willingness of each board member to give his (or her) time, share his expertise, and work together for the betterment of the association and our industry.

As I conclude my term as president, I am grateful for the opportunity to serve alongside such dedicated individuals. The strength of BTA has always been its people — our members, our volunteers, our leadership team members, and especially the staff members and partners who work tirelessly behind the scenes to support this association every day. Thank you for allowing me to be part of such a meaningful organization, and for the friendships and experiences that made this year so rewarding. ■

— Debra Dennis

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