



# 'BTA Has Been a Constant'

## Association members share a century of impact

Compiled by: Brent Hoskins, Office Technology magazine

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



credibility and community in an industry that is constantly evolving. The value of BTA membership has never just been the resources or education, it has been the relationships, shared experiences and the sense that you are part of something bigger than your own business. BTA has played an important role in helping members navigate change while staying grounded in best practices and professionalism.

"It is an organization that has mattered for 100 years because it continues to matter to its members."

*Ian Nash, vice president of technology  
A.F. Smith Trading Co. Ltd., Hamilton, Bermuda*

"Wow ... 100 years!? It makes perfect sense that multiple generations have leaned on BTA.

"BTA has been a constant throughout my father's career, serving as a trusted resource and community as he built and grew our family business. He relied on the shared knowledge and collective experience of this group to navigate both challenges and opportunities in an ever-changing industry.

"As a newer leader stepping into the business, I have found BTA to be just as impactful. From day one, I was welcomed with open arms, offered guidance, listening ears and plenty of laughs along the way. The people behind BTA have made the industry feel more human, supportive and collaborative."

*Samantha Sanchez, director of business development  
C3 Tech, Santa Ana, California*

"Some of the things I enjoy about being a BTA member include working with Valerie [Briseno, BTA marketing director], Brent [Hoskins, BTA executive director], Bob Goldberg [former BTA general counsel] and, now, Greg [Goldberg, BTA general counsel].

"I truly value the 'dealers helping dealers' philosophy. The information I receive through BTA is insight I can't get anywhere else. The conferences also provide valuable opportunities to connect and build relationships with other dealers."

*Chip Miceli, CEO  
Pulse Technology, Schaumburg, Illinois*

"Congratulations to BTA on reaching such a significant milestone. Throughout my career, BTA has represented consistency,

"BTA has, over the years, played a key role in helping dealers better understand and adapt to industry trends and challenges. From the digital revolution to managed IT, AI [artificial intelligence] and the introduction of inkjet into the production arena, BTA has been there to guide its dealer community in making the right decisions for their individual businesses. In fact, few organizations provide their members with the kind of meeting space that allows for both learning and socializing under one roof. Keep up the good work, BTA, and RISO looks forward to being part of the always-evolving industry landscape."

*Brandon Slicker, marketing operations lead  
RISO Inc., Woburn, Massachusetts*

"Joining BTA was one of my best experiences — from all of the colleagues I have had the pleasure of meeting and working with, to the BTA staff and all of the vendors that have been so helpful over the years. Spending time as part of BTA has been totally awesome. Cheers to the next 100 years!"

*Dan Castaneda, general manager  
International Copy Machine Center, El Paso, Texas*

"My memory is from my very first BTA event, which was more than 10 years ago. As you may know, I was not from this industry and was still trying to find my way around it. I didn't fully appreciate the level of relationships and commitment within the channel. That first meeting gave me so much ... starting with the basics of how dealers thrive in this business and what they need from their manufacturer partners but, most importantly, how relationships define success and how critical it is to listen and really understand what dealers need

to be successful. I will never forget those early lessons from the 'booth.' Congrats on the anniversary!"

*Laura Blackmer, president of dealer sales  
Konica Minolta Business Solutions  
U.S.A. Inc., Ramsey, New Jersey*

"Congratulations on turning 100! What a great milestone — and you, Brent, have been such a big part of it. Great work!"

"Eakes has been a long-term member of BTA and we have forever received consistent value. Your networking events, educational programs, the scholarship program (which our employees' kids have been fortunate enough to win many times) and your publications, which offer wonderful insight and peer guidance — all of it is so important. Thank you for being there for the independent dealer!"

*Mark Miller, president & CEO  
Eakes Office Solutions, Grand Island, Nebraska*

"One of my favorite BTA memories goes back to the 90th anniversary celebration at Union Station in Kansas City — remarkably, a full decade ago. The event brought together an impressive mix of OEMs, dealers and industry partners, all united in recognizing BTA's lasting influence on our channel. The energy in the room was contagious and the conversations continued long into the evening. I left feeling inspired and energized by the new relationships and fresh opportunities that surfaced that night.

"That celebration perfectly illustrated what sets BTA apart: compelling content, a strong sense of community and a culture that encourages learning from one another. It is an environment where relationships deepen, ideas gain momentum and best practices spread in ways that truly benefit the entire industry."

*Jennie Fisher, group president, office technology  
GreatAmerica Financial Services Corp., Cedar Rapids, Iowa*

"Partnership with the Business Technology Association has delivered meaningful sales growth for Intermedia. Through BTA-led events, peer collaboration and strategic initiatives, we have strengthened partner relationships, expanded market awareness and accelerated new customer opportunities."

*Shawna Reid, channel marketing manager  
Intermedia, Sunnyvale, California*

"Having been a BTA member for 30 or so years, and having served on past BTA boards, I have to say the value my company and I have received through the years is the education that BTA brings to the table from the regional events, and also many of the vendors and dealers I have met through the years with the sharing of ideas within our businesses. Happy 100th

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anniversary and keep up the good work you and your team do for BTA."

*Tom Ouellette, president  
Budget Document Technology  
Lewiston, Maine*

"I truly value the way BTA fosters collaboration between business owners and vendors like Brother. This partnership is essential in empowering our team to deliver cutting-edge innovation and high-quality

products to the field."

*Jeanie Stephan, district sales manager,  
strategic channel partners  
Brother International Corp., Morris Plains, New Jersey*

"BTA has always felt more like a family than an organization. Its events are a highlight for me — from setting up alongside familiar vendors, to sharing solutions and best practices, to building genuine camaraderie with partners across the country. Through BTA, I have formed friendships and connections that I know will last a lifetime.

"When I lost my dad, the support I received from BTA members meant more than I can express. This community truly shows up for one another.

"BTA is a true pillar in our industry, and I look forward to many great years ahead. Cheers to 100!"

*Alex Crowder, client executive, print solutions  
TD SYNnex, Greenville, South Carolina*

"As someone newer to the industry, BTA quickly showed me how strong and welcoming the partner community truly is. The openness, collaboration and relationships built through BTA make its 100-year legacy meaningful, and I am grateful to be part of Brother with BTA to see what comes next."

*Tausha Brilliant, partner experience manager  
Brother International Corp., Bridgewater, New Jersey*

"For me, BTA is like a family reunion. It is a great way to reconnect with people through the year and network while learning the new key initiatives in our industry.

"Keypoint has always been a big fan and supporter of BTA and will be for a long time.

"I look forward to attending BTA's 100-year-anniversary celebration, which is quite an accomplishment! Congratulations to you and the whole BTA team!"

*Anthony Sci, president & CEO  
Keypoint Intelligence, Fairfield, New Jersey* ■

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