



## THANK YOU, BOB

# With Heartfelt Gratitude

## Bob, your life's work has left an indelible mark

by: Jennie Fisher, GreatAmerica Financial Services Corp.

*Editor's Note: On June 30, 2024, Bob Goldberg will retire from his service as general counsel for the Business Technology Association (BTA). He has served in that role since 1977. On July 1, his son, Greg Goldberg, will become the association's new general counsel. The two have worked together for many months preparing for the transition. This is the fourth of five articles to pay tribute to Bob, thanking him for his many years of service to the association and the office technology industry.*



In the hustle and bustle of life, there are rare moments when we encounter someone whose impact is so profound that he (or she) captures our attention and curiosity, and we want to know him better. Bob Goldberg is one such individual. Bob, your life's work has left an indelible mark on the entire office technology industry and we express our heartfelt gratitude.

■ **His Impact: A Mission Beyond a Job** — As the general counsel for the industry, Bob's dedication goes beyond mere employment. He views his work as a mission — a calling to serve the industry and all who are associated. He is always accessible to the dealer community and the value he brings through his legal guidance, advocacy, philanthropy, friendship and humor is unmatched. When he receives accolades, it is not just about recognition; it is about the lives he touches and the difference he makes. 2014-15 BTA President Ron Hulett so eloquently put it in a previous tribute: "When Bob speaks, you find that you frequently stop and take note with admiration and gratitude."

■ **A Friendship That Began at Dawn** — I vividly recall the early-morning encounter at the Philadelphia, Pennsylvania, airport more than 20 years ago. It was 5 a.m. and Bob and I found ourselves sharing a flight to Chicago, Illinois, with more than an hour wait until boarding. The time provided a good opportunity to visit with Bob one-on-one and tap into his genius brain to learn more about the industry and get to know him better as an individual. That conversation sparked a friendship of trust, admiration and care that has only grown stronger over the years. His follow-up email to me was a professional boost of confidence and the beginning of a lasting connection and mentorship.

Fast forward to today and so many memories shared, whether at a BTA event, an association meeting, the Executive Connection Summit, a visit to Cedar Rapids, Iowa, for our annual dealer meeting or riding in the Mars Rover during the Patriot Pack Ride. Each encounter provided the opportunity for me to

see his genuine care and passion for bringing good to this world we live in — and he does.

■ **Carrot Cake & Kindness** — Whenever I visited Bob's neighborhood, we would meet at Gibson's — one of his favorite restaurants close to home — for dinner. Those dinners were always filled with informative and educational conversations, building a personal connection, lots of laughs and always a massive piece

of carrot cake (Bob's wife Carol's favorite) we knew we could not eat and, therefore, packaged it to go. There were usually a few scraps for his dogs Tilly and Bucky as well. The post-dinner emails expressing gratitude became a delightful tradition.

■ **Wit and Wisdom** — Bob's wit is legendary. His humor occasionally ventures into uncharted territory, but that is what makes him endearing. His signature phrase/guidance when addressing an inquiry from a dealer in the audience of one of his presentations — reminding the dealer to say, "I'm asking for a friend" — always brings a smile to our faces.

■ **A Recognizable Industry Icon** — In the world of industry players, few are as recognizable as Bob Goldberg. He is truly a champion for dealer causes. His commitment to building relationships and connecting with peers has been instrumental in his success. Whether at industry events or behind the scenes, Bob's presence is felt.

■ **Gratitude and Beyond** — Bob, thank you for the memories, the laughter and your unwavering commitment to and passion for this industry that has been an inspiration to so many. You have helped shape the future of the office technology space and made a lasting impression on the lives of everyone in it.

As you retire, may your days be filled with happy moments shared with Carol, increased time spent on the golf course and many hours of joy with your grandchildren. After all, as you have taught us, grandchildren are the only thing in life that is not overrated! ■

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