



# 'A Connective Thread'

## BTA members share a century of connection & success

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).



in the world during its 100 years, as well as the history of America from every perspective during this window in time. Yet, here we are, still standing and driving business forward with great enthusiasm — from pencils, paper, typewriters and a cornucopia of technologies, all the way to artificial intelligence (AI) and so much more to come! This 100-year-birthday celebration is sure to be one of excitement for the future and respect for the past.

“It has been about 15 years since I started attending BTA events. For me, it has always been about the knowledge I gain from the speakers and the chance to meet with vendors up close. Over the years, those conversations have been just as valuable as the presentations themselves.

“BTA has given me the opportunity to adapt, expand my knowledge, and learn from others in the industry who are facing many of the same changes and challenges. Every event brings new ideas, new perspectives and, often, a reminder that the technology business never stays the same for long.

“BTA is THE technology group and technology never stands still. Neither does BTA.”

*Art Post, founder*

*Print4Pay Hotel, Highlands, New Jersey*

“[My company] being a BTA member and, specifically, a PRO Dealer Group member, has allowed me to grow and develop my business with the peer knowledge and expertise I need to ensure success.”

*Tim Stanley, CEO/owner/problem solver*

*TDSiT, Lowell, Arkansas*

“NOMDA [National Office Machine Dealers Association]/BTA has literally been a major part of my entire professional and personal life, playing a significant role in shaping my life. After a while it is difficult to distinguish between what is personal or professional. Imagine the incredible impact BTA has had throughout its history and consider what has happened

“Thinking back on my career, BTA supported me with a great education, provided incredible mentorship opportunities and set a standard of excellence that shaped my life. I think about the people who guided me, lifted me and helped me through the challenges of my life. There have been so many incredible individuals who made BTA what it is today and still do. The list of volunteers is endless, but the one who led the charge with dignity, grace and intelligence is none other than [Former BTA General Counsel] Robert Goldberg. To this day, he is the guy I never want to disappoint! Of course, the many past presidents must be recognized, as well as [BTA Executive Director] Brent Hoskins and [BTA Marketing Director] Valerie Briseno, who hold down the fort every single day.

“The one personal moment I remember and hold dear is when I shared the stage with the highly respected Murase-san as BTA honored us with our respective ‘Lifetime Achievement Awards.’ That is a moment I will cherish forever!”

*Mike Stramaglio, president and CEO*

*Stramaglio Consulting, Scottsdale, Arizona*

“Accolades to BTA for a century of member-led support assisting members and vendors with leading-edge office technology and successful outcomes.

“I have such great memories of time well spent on BTA's boards of directors, and working at the district and national levels as president.

“BTA has produced so many effective dealer and vendor relationships since 1926 — always for the mutual benefit of its members.

“Legal services were always the most important. Bob Goldberg and his team's advice helped so many members navigate vendors, employees and even COVID-19 pandemic concerns

to proper resolutions. There have been many accomplishments, including the BEQI [Business Equipment Quota Index], BTA-approved contracts and positive personal connections. BTA peer groups are also a great way to share best practices to increase profits and revenues while navigating technology changes.

"I remember voting with ["Yes" and "No"] paddles at the NOMDA National Convention to approve the name change to BTA,

selling the BTA property above the asking price with free rent throughout the duration of the note (Thank you, [Former BTA Executive Director] Bert Darling), taking BTA education to the members locally and providing future funding with the Russo Fund. Finally, I remember the excellent entertainment/speakers at the national conventions, such as The Beach Boys, George H.W. Bush and Dean Martin.

"BTA has performed successfully as a dealer-led educational and learning organization for 100 years. Thank you, Brent [Hoskins], members and vendors for steering BTA toward the next century."

*Dennis Hunter, 2002-2003 BTA president  
Lee's Summit, Missouri*

"Teaching ProFinance for the last 25 years has been the most rewarding part of my BTA experience. By sharing the principles of the Strategic Business Associates (SBA) Model, ProFinance has helped dealers learn how to drive profitable growth in their companies. My business partner Todd Johnson and I have been honored by the hundreds of stories from attendees who have made dramatic improvements in their businesses. For a quarter of a century, BTA's ProFinance training has had a positive impact on its members and the imaging industry. Still going strong."

*John Hey, partner  
Strategic Business Associates, Minneapolis, Minnesota*

"The Business Technology Association has served as a connective thread for our industry, bringing together peers, partners and ideas that help all of us operate better businesses and deliver greater value to our customers. BTA has been instrumental in fostering trusted relationships, encouraging collaboration over competition, and keeping members informed as technology and client expectations continue to evolve.

"At NATIONAL Business Technologies, those relationships and shared insights have played a meaningful role in our growth and long-term perspective. We are especially proud to be approaching our own 100-year milestone alongside BTA during this historic period, reinforcing the importance of continuity, adaptability and community in an ever-changing industry.

"Congratulations to BTA on this remarkable achievement. We look forward to continuing the journey together —

"Considering the BTA community's willingness to share and the ... dedication of the BTA staff, there ... wasn't any question about reaching the century mark."

learning from one another, strengthening the channel and helping shape the future of office technology."

*Dave Mueller, chief strategy officer  
NATIONAL Business Technologies  
Albany, New York*

"I attended my first BTA show in 2017 when I was new to (and a little intimidated by) the office technology industry. That experience quickly showed me I was in the

right place. I met so many people who were welcoming, encouraging and willing to share their knowledge. It made me feel comfortable asking questions and learning more about the industry and the people who make it so impactful.

"This year, I started my own business, RockRoot, and one of the first things I did was reach out to become a BTA member. I am excited to continue growing within the BTA community and to give back in the same way others did for me when I was just getting started."

*Kristal Cook, founder  
RockRoot, Little Rock, Arkansas*

"How do I love thee? Let me count the ways"

"BTA offers its members both professional growth and operational efficiencies:

- Access to industry-specific conferences, webinars and business-building workshops
- The ability to speak directly with peers who have already addressed the issues you face
- A wealth of forms, contracts and legal documents to immediately apply to your needs
- An immediate source of reputable local service for your distant, multilocation customers
- Discounts on business essentials like insurance, logistics, subscriptions and products
- Industry-specific skill-building and training certificates
- BTA's Office Technology magazine, which is always a must-read
- BTA Legal Services
- The BTA Scholarship Program
- And a PARTY (sometimes, it seems)!

"Considering the BTA community's willingness to share, and the professionalism and dedication of the BTA staff, there really wasn't any question about reaching the century mark. Congratulations on celebrating 100 years young!

*"\*Apologies to Elizabeth Barrett Browning and her Sonnet 43."  
Robert Moore, president  
Lockwood Moore Inc., Reno, Nevada ■*

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