



# THANK YOU, BOB

# An Industry Patriarch

## Thank you, Bob, for helping to lead our industry

by: John Kuchta, All Copy Products

*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 article is the third of several to pay tribute to Bob, thanking him for his many years of service to the association and the office technology industry.*

In 1977, I met Bob Goldberg. That was the year he became general counsel for what was then the National Office Machine Dealers Association (NOMDA), now the Business Technology Association (BTA). I was a member of a governing body of the association at the time, the NOMDA Board of Regents. We immediately became friends. At the time, we were the “young guns” at NOMDA.

During the 1970s and 1980s, there was a persistent adversarial relationship between manufacturers and dealers. Bob worked daily on improving life for the NOMDA member dealer. He did this in a variety of ways — by reviewing dealer contracts, providing legal support to dealers and working to settle disputes. He also developed relationships with the manufacturers. These relationships were critical in negotiating agreements that were fair and equitable to the dealer channel.

In 1983, NOMDA was instrumental in the introduction of federal legislation known as the Office Machine and Equipment Dealers Act. During this time, dealer agreements were not fair and could be canceled without cause. The act was designed to set a standard of good faith in all dealings between manufacturers/distributors/suppliers and independent dealers. Bob immediately took the lead in lobbying Congress. His passion for and support of the independent dealer channel led to the industry we enjoy today.

Bob spent weeks in Washington, D.C., promoting this bill. He spent four years on the bill, advocating for the dealer, but also educating the industry that fair business practices were good for everyone, including the end-user customer. While the bill never became law, Bob's efforts led to improvements in industry practices regarding fair and equitable relationships between dealers and manufacturers.

It is my observation that we are a much-improved industry today because of Bob's efforts to promote fair business practices. He has worked daily for this industry for 40-plus years. If you have ever had to call Bob, then you know he personally calls you back and works until the job gets done. He is always seeking truth and fairness for all sides of an issue.



Above: An article (two of eight pages shown) from the October 1983 NOMDA Spokesman about the Office Machine and Equipment Dealers Act featuring Kuchta and Goldberg. Left: Goldberg and Kuchta.

Bob taught me much in my career. Thank you, Bob, for being a mentor. I think the most important thing he taught me is to be available and humble. Bob is the first to thank and acknowledge everyone else for what they do. It is now time for us to thank Bob. We live in the greatest country in the world and work in the best industry. Thank you, Bob, for helping to lead our industry.

Bob may be retiring as general counsel for BTA, but he will not be leaving the industry. I know he will continue to support our industry in any way he can. I would also like to thank Bob's wife, Carol, for giving us Bob for more than 40 years. You both are the best! I salute you, Bob, as a patriarch of the office technology industry. ■

*John Kuchta served as 1983-84 president of the National Office Machine Dealers Association (NOMDA; now BTA). In 1993, he was elected to serve as president of the Copier Dealers Association (CDA). Kuchta has served in a variety of industry dealer councils as well. He has been in the industry since 1970, serving as president and owner of Lincoln Office Equipment (dba SolutionOne) until 2019, when he sold the business to All Copy Products Inc. (ACP), Aurora, Colorado. Today, Kuchta serves as the Nebraska/Iowa branch manager for ACP. He can be reached at [jkuchta@allcopyproducts.com](mailto:jkuchta@allcopyproducts.com). Visit [www.allcopyproducts.com](http://www.allcopyproducts.com).*

