



## THANK YOU, BOB

# ‘Love You, Brother’

## Wishing you happiness, great health & good fortune

by: Mike Stramaglio, Stramaglio Consulting

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



I am thrilled, honored, excited and deeply grateful to share my thoughts regarding Bob “The Judge” Goldberg and his impact on my life, career and our wonderful industry. I might add this is a difficult and emotional assignment because our lives have been so intertwined over the past 45 years. I hardly know where to begin.

We were young men when we first met. It was the glory days of our industry back then and the “characters” running the industry were legendary — and I mean legendary! It was the days of the National Office Machine Dealers Association (NOMDA; now BTA), with its national conventions attracting 10,000 to 20,000 people. The “rules” were a little loose in those days and could sometimes get a little interesting. The more “interesting” things got, the more NOMDA needed a sheriff in town. That sheriff was Bob Goldberg.

Bob has always been the perfect person for the role as BTA’s general counsel and has carried that badge with honor, extraordinary grace, skill and humor. He is a master at negotiating contracts, guiding mergers and acquisitions, supporting succession planning initiatives, and dealing with or avoiding litigation. These have been his contributions to our industry for decades now — since 1977. Bob has never failed to deliver the best possible outcomes for all parties. He has proven to be the industry’s greatest ambassador. Bob set the ultimate professional and personal standards that we all aspire to meet.

The Judge took me under his wing early in my career and for that, I am forever grateful. I am not sure why he took the time to mentor this young and very feisty Italian kid from Chicago, Illinois, but he did, and I can guarantee you my life and career would have been wildly different without Bob. I have been blessed to have worked with some of our industry’s most gifted leaders, but there is only one Bob Goldberg. He has always given me his time when I needed it most — and not just in business. Bob was always there during very challenging personal/

medical issues when I needed someone to guide me. He instinctively knew how to support me. When I lost my hearing in my right ear, Bob knew exactly what to say to me — and that’s just one example. He is all heart and all class. I could go on and on about The Judge. His life has been a noble cause and anyone who has had the privilege to know him is very fortunate.

A number of years ago, I founded the Patriots Pack Motorcycle Club to honor our veterans and, ultimately, to help support The Jillian Fund. Bob has always supported

worthy causes and he made the decision to ride with us in the “Mars Rover Support” vehicle that Raj Thadani (president of Mars International) sponsored for us thanks to Bob’s request. Year after year and for tens of thousands of miles across America, he was there. This is when my relationship with Bob grew stronger and stronger to the point where we are Pack brothers and he is now “The Judge.”

The Pack represents the best of humanity. The Judge often says: “Look at us. We’re all from different backgrounds, various parts of the country/world, cultures, etc. We ride together, eat together, drink together and laugh together. We are a brotherhood and living proof of what we can be together.” That might not be a completely accurate quote, but it is pretty close.

Our industry owes The Judge a debt of gratitude that can never be repaid, but I can say “thank you” from the bottom of my heart and offer my infinite respect, admiration and unwavering support. Bob, I wish you happiness, great health and good fortune. We also thank you for bringing your wisdom to us via your wonderful son Greg. Our industry has been in great hands and will remain in great hands. See you on Ride 2024, Judge. Love you, brother. ■

*Mike Stramaglio is president and CEO of Stramaglio Consulting. He is also the visionary behind the Executive Connection Summit (ECS) and The Consortium. Previously, Stramaglio served as president of MWA FORZA, president and CEO of MWA Intelligence, president of Hitachi Koki International, vice president of America sales for Ricoh and vice president of the Business Equipment Division at Minolta. He can be reached at [mike@stramaglioconsulting.com](mailto:mike@stramaglioconsulting.com). Visit [www.stramaglioconsulting.com](http://www.stramaglioconsulting.com).*

