

Thank You, Bob

Our heartfelt appreciation for your 47 years of service

by: Brent Hoskins, Office Technology Magazine

While the year 1977 is just a distant memory for most, it is the year that forever changed the trajectory of what is today the Business Technology Association (BTA). That year, the leadership of what was then the National Office Machine Dealers Association (NOMDA) named 28-year-old Bob Goldberg as its new general counsel.

Since that fateful year, Bob has provided legal counsel to countless dealers on a wide spectrum of issues they have faced. He has reviewed vendor contracts, making sure they were fair and equitable to the dealer channel. He has represented the channel in legal cases against wayward vendors. He has educated the channel, presenting at many industry events throughout the years. He has guided the association to better ensure its success. And he has made many friends along the way who have seen firsthand how he has forever changed the industry to the benefit of the dealer community.

Earlier this year, during the 2024 BTA National Conference in Orlando, Florida, Bob presented one of the event's sessions, "Thanks for the Memories," reminiscing about his decades of service to the association and the dealer community. He began by thanking the dealers in the audience.

"Each and every one of you have taught me things," he said. "You are entrepreneurs. Your spirit, your devotion and your dedication have just been incredible. I've enjoyed every single minute, and I've learned more from you than anyone could have ever dreamed of. I thank each and every one of you."

Bob's presentation started at the beginning. "I had been with the Federal Trade Commission in the Antitrust Division, doing antitrust work for a number of years, but I had left to work for a small boutique antitrust firm," he said, noting that the firm focused on such issues as price fixing, group boycotts



and territory allocation. "We just had a great time."

One day a partner at the firm received a call from a much larger firm that represented the industry's A.B. Dick Company. There was a group holding an upcoming meeting where antitrust counsel was needed since competitors would be present. The group was NOMDA. The large firm had a conflict and could not attend the meeting, so it turned to the firm where Bob worked for assistance. He was asked to attend the Saturday meeting.

At the meeting, NOMDA leaders were going to discuss Royal Bond copiers, at the time a source of challenges for dealers selling the products. They were "good machines, but

they had one little bit of a problem," Bob explained. "They got very warm, OK? And there were paper jams regularly ... and they started on fire."

The meeting took place in January 1977 at a local Marriott hotel. There were approximately 125 dealers in the audience. NOMDA's attorney at the time was also present. The attorney "practiced about 10 years longer than he should have," Bob said. "He wasn't quite as effective as he used to be ... he would give you three answers to any question ... but never a definitive answer. You've all met attorneys like that. They cover themselves well."

At the meeting, NOMDA member Jim Ayres of Gilson Ayres in Troy, Michigan, "asked me like a 10-minute question and he concluded with: 'Can we do that?'" Bob recalled. "I didn't know these people. I had never been before them. I was trying to read the audience and it was difficult. They were all high-powered salespeople.

"I contemplated a little bit, looked up at Jim ... and said, 'Yes,'" Bob continued. "I got a standing ovation. They had never had a 'yes' or 'no' answer from an attorney. They didn't

care if it was right or wrong. It was an answer. That's how this all started — that question and my response.”

In his presentation, Bob recalled a comment that reflects the essence of the association, which he attributed to Ayres. He referenced the association's local chapters that once existed, which regularly hosted educational sessions, often presented by Bob. “This is something Jim Ayres would preach day and night,” Bob said. “He would get up and say: ‘Listen, I want my competitors sitting right next to me at a local meeting, because I don't want a dumb competitor. I want to educate them on how to make money.’ It worked. People got together and [their dealerships] expanded.”

Bob also recalled how the association developed a mission and purpose statement that focused, in part, on something “that I still believe to this day — [the association's role in] doing for dealers what they cannot do for themselves. That's what BTA has always been about ... We stand by that.”

Later in his presentation, Bob provided an example — resulting from the bankruptcy of Aloha Leasing. He noted that the company stood to collect any money paid to others

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within 90 days prior to the bankruptcy, known as a preference. “We had probably a-hundred-and-some dealers who had been paid out on leases within that 90-day period,” he said. “And the trustee was after them to get that money back.”

One dealer in particular called Bob “every single day” because he had been paid \$356,000 that the trustee was trying to recoup, he said, noting such a payout could have put the dealer out of

business. “It was going to put a lot of people in very difficult situations,” he said. “NOMDA — BTA — fought for the dealer [channel] and we [ensured it was recognized] as a payment made in due course and, therefore, an exception to the preference treatment. None of those dealers had to pay the money back. That was something we could do for dealers that they could not do for themselves.”

Bob shared the story of a similar victory where the association prevailed on behalf of dealers in a lawsuit against the Monroe calculator company, noting a particularly beneficial, lasting result. “We established — which is still good law throughout the United States — that an association, a not-for-profit 501(c)(6), can bring an action on behalf of its

Industry Tributes: Our Heartfelt Appreciation

■ Thirty-five years ago, when facsimile was booming, a big-name manufacturer decided to get into the market and approached us to carry its line. We were doing a good amount of business in facsimile, with it being our entry into the office space.

[The company] made several commitments in how they would support our organization and nationwide major accounts. They convinced us to start selling their products to one large account as they worked out program details, and also agreed to not have us pay open invoices for this one account until the program was completed and their commitments to us and the major account were fulfilled.

They fired their national sales manager — who had made these commitments — and our customer had not paid for a large amount of products while awaiting the fulfillment of commitments. The manufacturer refused to honor the commitments and demanded payment in full. They pressured us and stated they would seek legal action.

I contacted Bob Goldberg, explained the situation and forwarded the written correspondence along with notes for the verbal commitments. Bob got the manufacturer to write off the large amount of invoices and to fulfill some of the previous commitments.

We ended up collecting the monies after nine months from the large customer. Bob took away a lot of stress and quickly made a difference for a small company starting out. — *Richard Van Dyke, president & CEO, Advanced Office, Irvine, California*

■ A great attorney, a good friend and an OK golfer. Thanks for all you've done for our industry; you're the best. See you on the links! — *Tom Walsh, vice president, Katun Corp.*

■ Of all the useful skills Bob Goldberg shared with our BTA family, I marveled at his incredible memory of member names and their companies, and his ability to share a self-deprecating, amusing anecdote. As a past BTA FIX workshop instructor, and local, district and national BTA president, Bob and I interacted dozens of times each year.

When going over my personal memories of my conversations with Bob, I cherish that he frequently asked me: “How is Fargo doing?” Bob knew talking about my horse Fargo always made me smile. Except in January 1998, when Bob asked about Fargo. I stoically replied, “He's dead. I was with him at the end. We had 34 years together.” There was silence between us. We both shed a tear in the memory of my beloved horse, Fargo. Bob, thank you for caring. — *Ronelle Ingram, 2008-09 BTA president, Wrightwood, California*

■ The word I would use as a tribute would be: “Consistent.” Like, a big time. He's someone who was always around and it gave me confidence heading into this industry years ago. — *Thomas Mitchell, president, Connected Office Technologies LLP, Portsmouth, New Hampshire*

■ There is no one who has helped dealers more than Bob. He is a true legend who will live on forever. Thank you, Bob, for the help you gave me and my company, and to many others. Enjoy your retirement. — *Mike McGuirk, former president, ProCopy Office Solutions, a FLEX Technology Group company, Mesa, Arizona, and 2023-24 BTA West representative, BTA Board of Directors*

See the continuation of the tributes to Bob on page four.

members,” he said. “The judge stated: ‘Of course an association can sue on behalf of its members.’ You don’t have to name all the members and everything else; that was record breaking. They [Monroe] settled with us like a week after the decision came out. It was wonderful.”

Citing a more recent success on behalf of the dealer channel, Bob recalled the CBS News report revealing confidential information found on the hard drives of

MFPs, secured from a used copier company, which included an MFP used in a hospital and another from a police department. “They found all of this [confidential] information on the hard drives,” he said. “Then we had all these states introducing legislation about data cleansing and what had to be done [which would not have been favorable to the dealer channel]. We were able to defeat every single one of those state actions. They were never implemented.”

Despite representing the dealer channel in court, particularly with some of the early challenges presented by vendors, Bob said nearly all disputes involving vendors are resolved through dialog. “You don’t have to go to court to solve your problems,” he said. “I can tell you, unequivocally, that in 47 years, there’s not a manufacturer I can’t call and have a discussion about any issue that any one of you have. [I can] get a decent conversation and, 99.9% of the time, a resolution. I’ve learned how to do that by just calling up and saying: ‘I have a dealer who has called me, and he’s told me this. Now, I know there are two sides to every story. Would you look into it from your side and let’s talk again next week.’ That’s how we do it. We get through it and we get it solved.”

Such disputes have also been avoided by way of the model dealer agreement established when the association was known as NOMDA. Bob described the agreement as probably the “best thing that we did.”

The basic tenant of the agreement: Fair, equitable and ethical treatment. “You treat your customers, your manufacturer treats you and you treat your manufacturer in a fair, equitable and ethical manner,” he said. “I went to trial on that once. I will never forget the closing thing that I said to the jury: ‘You can now make this relationship fair, equitable and ethical.’”

“All I can do is tell you good luck in the future ... Forty-seven years devoting oneself to a channel is a rare occurrence, but it is one that has been incredibly rewarding.”

Bob’s presentation included recollections of many achievements for the association — such as the reality that the NOMDA Convention was once the second-largest convention in Las Vegas, Nevada. He mentioned the Focus events, referencing one held at the association’s Kansas City, Missouri, headquarters, featuring both Larry Summers, who later became the secretary of the Department of the Treasury, and Arthur Laffer, known for

the Laffer Curve in the Reagan administration. He also reminisced about the transitions of the industry, harkening back to the days when dealers sold service contracts for calendars — a must-have, he said, for the desk of every bank vice president.

In addition, recalling more recent memories, Bob spoke fondly of his participation in the Patriots Pack and his service on The Jillian Fund board. He also spoke of The Cannata Report’s Annual Awards & Charities Gala. “If you ever get a chance to be invited or attend the Cannata dinner, it’s an annual event where all the industry ‘who’s who’ are; I’ve been fortunate to be the emcee at that event for a good number of years.”

As he concluded, Bob acknowledged that, at nearly 76 years of age at the time of his presentation in Orlando, “it’s probably time for me to cut back.” He also noted: “You’re in good hands. I’m very, very pleased with your acceptance — and I thank you for your acceptance — of Greg [Goldberg, his son and BTA’s incoming general counsel, effective July 1]. Greg has been an attorney for almost 20 years and has a lot of experience ... He has the passion, the desire and the commitment [to serve the industry].”

Looking back at his years with the association, “The friendships I’ve made are just incredible,” Bob said. “All I can do is tell you good luck in the future ... Forty-seven years devoting oneself to a channel is a rare occurrence, but it is one that has been incredibly rewarding. Thank you, all.” ■

Brent Hoskins, executive director of the Business Technology Association, is editor of Office Technology magazine. He can be reached at (816) 303-4040 or brent@bta.org.



Industry Tributes: Our Heartfelt Appreciation

■ On behalf of Wells Fargo, congratulations on your retirement, Bob! Thank you for all your service and support of the BTA Channel over the years. Good luck on your next adventure! — *Amy Hoover, vice president of sales, Office Technology Group, Wells Fargo Bank*

■ We still vividly remember the first time we met Bob during our inaugural BTA event in Denver in 2023. Bob was in the midst of a captivating speech when he suddenly paused, turned to our booth and warmly welcomed MyQ as a new member of BTA. He proceeded with glowing remarks about our company, our mission to assist the dealer channel community and even said, “Do not send me MyQ’s partnership agreement. I have already reviewed it!”

It may not have been challenging for Bob to make those remarks, and he likely had many other important matters on his mind, yet he took the time to extend this gesture to us. In that moment, we felt truly welcomed and part of a great family.

Since then, we’ve entered into many partnership agreements and, truth be told, we have never encountered any challenges because Bob’s approval is the ultimate sign of trustworthiness in this industry.

During our agreement review, we also noticed that Bob included provisions about fairness, respect and ethics. Reflecting back, we realize that even his legal work embodies the fundamental principles of integrity for which he is widely respected in the office technology space.

Thank you very much for all you have done for this industry, Bob. The MyQ team wishes you all the best in your future endeavors! — *Viktor Nestrasil, vice president for Americas, MyQ*

■ I can’t think of anyone more selfless and giving of his time than Bob Goldberg. In the 50-plus years that Stone’s Office Equipment has been in business, we’ve contacted Bob for advice or to bounce an idea off him. He’s always been available. Thank you, sir, for everything you’ve done for the Stone family, my company and this industry. — *Sam Stone, president, Stone’s Office Equipment, Richmond, Virginia*

■ Bob Goldberg’s pending retirement causes one to think of past memories with him. I have trouble trying to isolate a single memory. In my four-plus decades of involvement with the association there are many. Some automatically bring a smile to my face, such as the “Train the Officers” session in Tampa, Florida, with an outing to a Yankees spring training game. Bob persuaded a young beer vendor to dedicate his night to only serving our group. For the entire night, as fast as he refilled his case, he was back to our group. I think he completed his college funding that night! Several years later, I enjoyed a night at Yankee Stadium with Bob during a BTA East-hosted event.

My favorite memories come from listening to Bob educate while entertaining members during his many presentations at dealer meetings and events. No matter the topic, Bob delivers the underlying message that this industry needs the association and every dealer needs to be involved as a member of it. Bob, thank you. May your retirement days be many and filled with joy. — *Bill James, 2023-24 BTA Southeast treasurer and 2009-10 BTA president, Jefferson, Louisiana*

■ Having known Bob for 30-plus years, I’ve had a front-row seat in watching him help all of us. We could always find him at one of our shows in the audience, holding court and helping those of us on our situations at hand. Thank you, Bob, for having an open ear and sound advice as we navigate through our crazy businesses. — *Mike Boyle,*

owner, BASE Technologies Inc., Bethel, Connecticut, and 2023-24 BTA East representative on the BTA Board of Directors

■ You know him as Bob Goldberg, BTA general counsel, but to me, he’s Bobby G! I first met Bob (before he became Bobby G) when the BTA board members came to Kansas City, Missouri, for a meeting three months after I started with the association, some 16 years ago now. During my initial three months at BTA, I heard from many dealers who said Bob had helped them and that he was well worth the BTA dues they were paying to have him on retainer with the association. Bob’s advice and consultation to these members was priceless. The short story is, I learned early that Bob Goldberg is a legend.

During that BTA board meeting in Kansas City, I was fortunate enough to be seated next to Bobby G during lunch at a local bar-becue establishment. Man, was I a fish out of water and extremely nervous. Well, if anyone out there has ever had a meal with Bobby G, you know you are sitting at the “fun table.” And as you may guess, by the end of the lunch he made me, the new guy at BTA, feel like I was part of the team. We’ve been fast friends ever since.

Memories are plentiful. Here are two. At every BTA event that has included an evening at a baseball stadium, we go and get ice cream in a miniature baseball helmet. Then, while playing golf at Torrey Pines, there was a couple behind us who kept hitting their ball into us. Well, it happened one too many times and Bobby G decided to give them some legal advice. After his legal advice, they were nowhere to be seen the rest of the day until we saw them in the parking lot. I wish I had a video of that meeting. It was classic Bobby G.

He once told me there are two types of clients: those who like him because he tells them what they want to hear and those who don’t like him because he tells them what they don’t want to hear. The group at Torrey Pines was the latter.

I don’t have room here to list all the things Bobby G has done for me, both professionally and personally, but I’m a better person to have had him come into my life.

Bobby G, I love you man! Thank you for everything! — *Brian Smith, membership sales representative, Business Technology Association (BTA)*

■ As Bob Goldberg embarks on his well-deserved retirement after four decades in our industry, I celebrate a man whose impact extends far beyond my workplace. Bob’s legacy is woven with threads of friendship, charity, support and genuine care. His warm smile and quick wit have brightened countless conversations, reminding us that camaraderie is as essential as profit margins.

Bob and I have spent many days together traveling as members of the glorious Patriots Pack, driving all over the country, sharing stories about work, our families and the challenges we face. Bob is an amazing listener, paying great attention to detail and then providing his genius insight. I am blessed to have this time with Bob and look forward to many more miles with him.

Bob’s loyalty to our industry is unwavering. He’s been a guiding light, offering sage advice and guidance to many.

As we salute Bob, I raise my glass to a true industry stalwart — a friend, mentor and tireless advocate. May his retirement be filled with laughter, grandchildren, relaxation, many miles in the “Rover” and the knowledge that he will continue to make a lasting difference!

Bob, you are here to stay in the industry, on the ride and in my heart. — *Raj Thadani, president, Mars International Inc.*

Industry Tributes: Our Heartfelt Appreciation

■ Bob Goldberg, who is retiring on June 30 after an incredible 47-year tenure with the Business Technology Association, is one of the greatest and will be greatly missed. Known affectionately as Bobby G among staff members, Bob's impact on the industry and the lives of those who have had the pleasure of working with him is immeasurable.

I've had the distinct honor of sharing 18 of those 47 years with Bob, creating countless memories and forging a friendship that I deeply cherish. Bob's guidance has provided wisdom, generosity and an infectious zest for life. Our journeys together have taken us to many different cities, and each trip has included shared meals and lively events. Bob's table is famously known as the "fun table," and it has always been my mission to ensure I'm seated right next to him!

Bob's legacy at BTA is not just in the countless pieces of free legal advice and templates he has provided, but in the spirit of camaraderie and support he has fostered within the entire industry. His son, Greg Goldberg, already a familiar and respected figure within BTA, is well-prepared to continue his father's remarkable work as BTA's general counsel. As we celebrate Bob's retirement, we also look forward to the future with Greg at the helm.

Thank you, Bob, for your unparalleled service, friendship, and for always making the industry a better, brighter place. Here's to a well-deserved retirement and to the continuation of the Goldberg legacy! — *Valerie Briseno, marketing director, Business Technology Association (BTA)*

■ Bob has been a terrific resource and asset to the dealer community. For my entire career in this wonderful industry, Bob has been the "go-to guy" for advice on any legal or vendor topic, or any issue that a dealer could possibly be dealing with. He is wicked smart, knowledgeable on all dealer issues and dedicated to the success of the independent dealer channel.

I worked closely with Bob several years ago when a leasing company filed Chapter 11 and creditors were trying to clawback all leases funded during the 90 days prior to bankruptcy filing. That action would have been devastating to the dealers. Bob represented all the involved dealers and, due to his expertise, the dealers prevailed. It was a testament to the benefit of BTA and a glowing testament to Bob's service to the dealer community.

Best wishes for a well-deserved retirement and culmination of a wonderful career. Looking forward to seeing you on the golf course! — *Rick Bastinelli, former president, Centric Business Systems, Owings Mills, Maryland*

■ Though we've only met in person a couple of times, working with Bob Goldberg over the past 17 years has been a pleasure. The times we met have been memorable experiences; he's always treated me as if we've been friends for years, with glowing smiles, fond greetings and hugs.

I can see why Bob is so beloved in the industry. When editing videos and photos from events — and especially watching the testimonials of dealers who have worked with him for years and benefited from his expertise — I know he's provided excellent advice and guidance for many. This extends to the columns he's written for Office Technology, which have always been insightful and educational. I can say I've received proper schooling on many industry and legal topics thanks to editing his columns each month. Many of the topics he's written about were brand new to me, so I have to thank Bob for the education he's given me.

Bob, thank you for everything you've done in the past 47 years for BTA. I wish you the very best in your retirement! May you enjoy many trips to Mexico with your wife, children and grandchildren, and cherish every minute; from what I've heard, there's nothing better than being a grandparent! I look forward to hearing about your adventures at BTA's 100th anniversary celebration. — *Elizabeth Marvel, associate editor, Office Technology magazine, Business Technology Association (BTA)*

■ Within the different sports associations there is a title, "Greatest of All Time," or GOAT. To us, Bob Goldberg was and is our GOAT! He truly embodies all the attributes of grace with the heart of a champion. His counsel is always spot on, and we have been so blessed to know him and to call him the greatest name of all time — "friend"! — *D.J. Hastings, president, Hogland Office Equipment, Lubbock, Texas, and 2023-24 BTA Mid-America vice president*

■ When my company, Electronic Systems, joined NOMDA/BTA in the 1980s, Bob Goldberg was a big reason why we continued our membership. Whether it was reviewing an OEM agreement, a customer contract, a policy and procedures manual or a legal concern of any kind, Bob was the go-to person and always spot on with his advice. He always made himself available and acted like mine was the only issue he was working on at the time.

As I worked my way through the local chairs of the association and then the district and national levels, Bob's counsel and friendship became invaluable. He will be greatly missed and never forgotten. Happy retirement, Bob. — *Joyce Chapman, director of purchasing & facilities, Electronic Systems Inc., Virginia Beach, Virginia, and 2003-04 BTA president*

■ "When you go to the dictionary — and I'm referring to the slang dictionary — and you look up the word 'lawyer,' it begins with 'ka-ching, ka-ching, ka-ching.'"

Then, all of a sudden, 3 Musketeers, Snickers and Krackel bars are floating through the air, heading right at us, followed by humor and words of wisdom about ways to protect ourselves and our businesses from this litigious world.

"Here come those words again — 'ka-ching, ka-ching, ka-ching' — if you don't listen to my advice." And these are the words of Bob Goldberg.

Bob has unselfishly provided 47 years of service as the general counsel for BTA, advising all the independent dealers, members of the Copier Dealers Association (CDA) and all the other groups, along with the manufacturers. I think we all feel a very special sense of pride to call Bob Goldberg our friend. But what makes him very special to me is not only his unwavering advice to help us improve our businesses but, more importantly, to make us all better people.

Bob has presided over The Cannata Report dinners and so many other events where we all paid tribute to industry executives. It is an honor and privilege to be part of a tribute to truly one of the greatest guys in our industry — Mr. Robert Goldberg. — *Larry Weiss, president, Atlantic Tomorrow's Office, New York City, New York*

■ I have known Bob for almost 40 years. He is a good friend, a great supporter of the independent dealer and a good man. Enjoy your retirement Bob. It is well deserved. — *Jim Oricchio, CEO/founder, and Donna Oricchio, CFO, Coordinated Business Systems Ltd., Burnsville, Minnesota*

Industry Tributes: Our Heartfelt Appreciation

■ On behalf of the entire Sharp organization, I want to thank you, Bob, for all that you have contributed to the industry over the past few decades (yes, decades!). What you have meant to this industry is immeasurable. I say that with all sincerity, as some of your greatest accomplishments are like those of a CIA agent — most may never know of your efforts to prevent a problem versus reacting to it afterward. But those of us who benefited from your great abilities will always be grateful.

On a personal note, I cannot thank you enough for all the guidance and support you have provided me with over the past few years. As I worked with you earlier in my career, I thought you were beloved in the industry due to your outstanding integrity. As I have gotten to know you on a more personal level, I have come to understand that you are just one of the finest people I will ever encounter.

Best wishes for your retirement. — *Mike Marusic, president & CEO, Sharp Imaging and Information Company of America*

■ Bob has been an incredible support to us over the years. He always answered all of our questions and provided invaluable advice. It has been reassuring and comforting to have him as a trusted BTA resource.

Thank you for your many years of service to the community. You will be missed. Enjoy your retirement! — *Pamela Feld, CEO, Triumph Technology Group, Tustin, California*

■ There are two primary difference makers that have made BTA a great association for decades. First, is our “Dealers Helping Dealers” philosophy. Second, is Bob Goldberg.

Bob’s influence on the success of the association and our many individual members has been immeasurable.

Thanks for everything, Bob. — *Mark Naylor, president, ABM Automation, Edmond, Oklahoma, and 2005-06 BTA president*

■ Bob Goldberg: the man, the myth, the legend — the one and only GOAT! Thank you for sharing your wisdom and career advice with me through the years. I vividly recall a BTA meeting at the Grand Floridian years ago where your talk captured everyone’s attention. How did you do it? How did you command such attention? Over refreshments, I asked, “Bob, what’s your secret to being such a captivating public speaker?” Your answer: “Edutainment.” And indeed, you’ve “edutained” us throughout the years. Your stories and jokes still make me laugh, even as you impart wisdom.

As you begin this new chapter, I cherish the memories and the impact you’ve had. Your generosity has touched countless lives. Farewell, Bob — I’ll miss you! — *Sally Brause, director of human resources consulting and leader of the PathShare HR Services division, GreatAmerica Financial Services Corp.*

■ Congratulations on your retirement, Bob Goldberg! I haven’t had the pleasure of knowing you for decades like many others, but in the short time that I have been able to work with you alongside my father, it has been an outstanding pleasure. Your knowledge and talent is remarkable, and I have learned much from you in a short time. Thank you for your hard work and dedication to International Mailing Equipment, and to all of the members of BTA over the many years! — *Robert Biedenweg Jr., account executive, International Mailing Equipment, Sacramento, California*

■ What extraordinary human being is capable of mediating the complex needs, complaints, wishes and disputes of this channel with

grace, humor, wisdom and an unerring focus on an ultimate win-win? Bob Goldberg — that’s who!

He has taught us all so much — the channel has thrived with him at our side. I toast to the fabulous Bob Goldberg — thank you for being the sage sherpa, the legal eagle and just a wonderful mensch! — *Patricia Ames, president and analyst, BPO Media*

■ As I reflect on my 30-plus years with International Mailing Equipment, I cannot help but think of the invaluable support and guidance you have provided us throughout the years. While the need for legal counsel often signifies challenging times, your responsive and knowledgeable approach always brought a sense of reassurance and clarity to our dealings.

Your expertise in our industry, particularly in safeguarding dealers from manufacturers, has been instrumental in shaping our success. I still vividly remember the time in 2013 when you graciously extended your expertise beyond the realms of our industry to assist me and my husband in navigating a business purchase agreement. Your willingness to go above and beyond exemplifies the kind of person you are — dependable, trustworthy and always willing to lend a helping hand.

As you embark on this new chapter of your life, I want to express my deepest gratitude for your unwavering support and friendship over the years. Your professionalism and integrity have left an indelible mark on all who have had the pleasure of working with you.

Wishing you a fulfilling and joyous retirement, Bob. May this new phase of your life be filled with relaxation, adventure and all the happiness you deserve. — *Mary Cooper, vice president, International Mailing Equipment, Sacramento, California*

■ I want to personally thank you, Bob, for all the instrumental help you have given our dealership over the years. Not only were you the consummate professional, but I am proud to have built a long-lasting business relationship through this process. On one hand, I am sad to see you retire, but on the other hand I wish you the best as you ride off into the golden sunset! The dash between the years should always stand for something and your legacy with BTA is undeniably cemented by your high level of work. Good luck my friend. Travel well and may the wind gently rest upon your back! — *Bill Kugel, president, Professional Document Products, Las Vegas, Nevada*

■ Bob is just simply amazing! I wish him all the best! — *Mike McCurdy, president, Integrated Technologies Inc., Twin Falls, Idaho*

■ There is only one Bob Goldberg! We know BTA is in good hands with his son Greg after Bob’s decades of dedicated service. That said, Bob will be missed, and his impact on our industry is immeasurable. Bob’s legal acumen has guided countless office technology dealers, ensuring compliance and safeguarding our interests.

Yet, Bob is more than a legal advisor; he’s a friend to all. His wit and humor light up every room, and he fearlessly speaks truths others dare not utter — and in the most entertaining manner! As the emcee of numerous events, from ECS to The Cannata Report awards gala, Bob’s charisma leaves an indelible mark.

Personally, Bob welcomed me into this industry with open arms. He always took the time to ask about me and made me feel at home. Thank you, Bob, for your unwavering commitment to BTA and to each of us. The imaging channel owes you a debt of gratitude that will

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endure for generations. — *Josie Heskje, director of corporate communications, GreatAmerica Financial Services Corp.*

■ Bob featured prominently in my introduction to this industry when I began as an editor at Recharger and Office Technology magazines. My duties included reading Bob's column every month, and I can't think of a better way to develop an understanding of the ins and

outs of the dealer side of the industry (and when I finally met him, it was like meeting a celebrity). Through the years, I've seen Bob help numerous people and serve as a constant source of information and support for so many, and I've benefited from his expertise myself. His unwavering generosity and sage advice are gifts that will be missed, but his retirement is well deserved. Thanks, Bob. — *Amy Weiss, editor in chief, BPO Media* ■