



# Bob, For All You Have Done, We Thank You

As a volunteer for the Business Technology Association (BTA), I have had the pleasure of knowing Bob Goldberg for about 10 years. Bob not only possesses a wealth of knowledge both legally and professionally within our industry, but he is also a very fun-hearted human being and a friend who is an honor to know. He is caring. He has a tremendous amount of passion and care for the dealers — as well as the vendors — in our industry. Although he was never a dealership principal, it amazes me the level of care and commitment he shows this industry. He truly has the heart of a dealership principal. He is by far the antithesis of what most of us know lawyers to be — and we are all thankful for that!



While Bob is irreplaceable, we are more than thankful to have his own flesh and blood fill his shoes as BTA general counsel. I couldn't think of a better replacement for our industry. His son, Greg Goldberg, is going to be a great addition to BTA with his extensive knowledge and background. They say the apple doesn't fall too far from the tree, and this is a true statement with Greg — in a very good way.

I hope I can speak for the industry as a whole when I say thank you, Bob, for bringing Greg into BTA, and for raising up a fine leader in this generation of new business owners, principals and operators.

Thank you, Bob, for all that you do and have done over the years to serve the dealer channel. Saying you will be missed would be a gross understatement and a huge discredit to your legacy. You will leave this industry with a void filled only with memories — and thank you for those memories!

— Don Risser

■ Let me start by saying “congratulations and well deserved” to The Judge!

Bob, you have been a valuable part of BTA for many years and we cannot thank you enough for your dedication and love for the industry.

I believe I speak for many dealers around the country, and for all of us BTA Board of Directors members past and present, when I say that the valuable information and experience you shared with us will always be appreciated. We are thankful for the time, travel, late calls, etc., that you dedicated to BTA, which will always be remembered and honored.

While you may be retiring from the official role of BTA general counsel, it brings us joy to know that we will always have you as a friend for a lifetime and, for that, we are thankful and truly appreciative.

Enjoy the well-deserved retirement my friend! — *Adam Gregory, 2023-24 BTA president-elect, and president, Advanced Business Solutions LLC, St. Augustine, Florida*

■ Congratulations to Bob as he embarks on a new chapter in life — retirement!

Bob's legal acumen has been instrumental in guiding BTA through various challenges and triumphs, ensuring that the organization has always been on the right path. Beyond his professional contributions, Bob has always been the life of any party, bringing warmth, laughter and an infectious energy to every gathering. I am hopeful Bob will pop in from time to time to share a laugh with us.

The quote, “Leave it better than you found it,” fits because Bob is leaving BTA better than he found it.

Thank you, Bob, for the knowledge you have provided countless dealerships, for your friendship and for the many good times along the way! Happy retirement! — *Debra Dennis, 2023-24 BTA vice president, and vice president of support services, CopyPro Inc., Greenville, North Carolina* ■

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