



Honoring the Legacy of BTA's Bob Goldberg

In the April issue of Office Technology magazine, I shared details of BTA's upcoming Capture the Magic event, scheduled for June 17-19 at the Hyatt Regency Huntington Beach in Huntington Beach, California. This is going to be a fantastic educational and networking event. If you have not already done so, I encourage you to register today. You can learn more about the event and register at www.bta.org/BTACalifornia.



In case you missed it, I want to emphasize a very special evening we have planned for June 18 as part of the Capture the Magic event — the Bob Goldberg Appreciation Reception. This will be our opportunity, as an industry, to share our thanks with Bob, letting him know how important he has been to each one of us as BTA's general counsel.

In recent months, we have published articles from several industry luminaries looking back at Bob's service to the industry. A few brief excerpts from these articles aptly capture the essence of Bob's incredible career:

■ "He 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." — *Mike Stramaglio, Stramaglio Consulting*

■ "I learned a very simple business principle from Bob: Treat dealers — and others — the way you would like to be treated." — *Jim D'Emidio, D'Emidio Consulting LLC*

■ "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." — *John Kuchta, All Copy Products, Aurora, Colorado*

■ "Bob, thank you for the memories, the laughter and your unwavering commitment

to and passion for this industry that has been an inspiration to so many." — *Jennie Fisher, GreatAmerica Financial Services Corp.*

Bob has been BTA's general counsel since 1977. Yes, for 47 years! I know we will have the privilege of having him join us at future BTA and industry events, but on June 30 he is retiring from his service to BTA. Join us at the Capture the Magic event as we honor Bob and celebrate his wonderful legacy.

By the way, at the conclusion of the Bob Goldberg Appreciation Reception, we have some very special entertainment in store for you. The leadership of BTA West has secured SATISFACTION, a local tribute band, to perform hits from The Rolling Stones. We will be ending an amazing day with some great entertainment.

I'll take this opportunity to emphasize a couple of other highlights of our plans for Huntington Beach:

■ Our opening night reception on June 17 will take place at nearby Advanced Office, a BTA member dealership. A special thanks to President and CEO Richard Van Dyke for opening his doors to us, giving us the opportunity to tour his dealership.

■ Our keynote speaker is certain to provide a memorable presentation. Mark King will present "Market Conditions Don't Determine Growth ... You Do!" Mark is the former CEO of Taco Bell Corp. and TaylorMade, and the former president of adidas North America. In his keynote, he will cover these ideas: vision and strategy are meaningless without a fully engaged staff; setting goals and challenging people to drive the "How"; creating an environment where people have a sense of belonging; creating energy and changing minds ultimately drives sustainable results; and changing the rules of the game.

I look forward to seeing you in Huntington Beach on June 17-19. ■

— Don Risser

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