

The Cannata Report Welcomes Adam Weiss as Emcee of 41st Annual Awards & Charities Gala

HAMBURG , NJ, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- [The Cannata Report](#) announced today that Adam Weiss, president of Atlantic Tomorrow's Office, will serve as emcee of its 41st Annual Awards & Charities Gala, to be held on November 19, 2026, at The Madison Hotel in Morristown, New Jersey. Weiss succeeds Bob Goldberg, former general counsel of the Business Technology Association (BTA) and current BTA Ambassador, who is stepping away from the role after serving as the Gala's master of ceremonies for many years.



Adam Weiss will serve as emcee of The Cannata Report's 41st Annual Awards & Charities Gala themed Resilience in recognition of the office technology dealer channel's durability and adaptability.

"Bob has been a defining presence of our Gala," said CJ Cannata, president and CEO. "His opening monologues were a tradition that everyone looked forward to. In true roast fashion, Bob had a remarkable ability to poke fun with humor that was clever and occasionally a little acerbic—but always delivered with respect and affection. Whether you were in his sights or laughing from the audience, you knew it was all part of celebrating the camaraderie that makes this industry so unique."

"Adam is no stranger to our Gala or to our audience," Cannata continued. "Over the years, Adam has presented many of our [Frank Awards](#), and his quick wit, natural stage presence, and sharp comedic timing have always brought down the house. He is an audience favorite, and we're excited for him to step into the role of emcee. Adam has a unique ability to connect with the room, and I know he'll make the role his own while honoring the tradition Bob helped build."

"This Gala represents everything that's great about our industry! It brings competitors, partners, manufacturers, and friends together for one evening to celebrate excellence while making a real difference for others," said Weiss. "I'm honored to serve as this year's emcee. Bob established a standard that everyone in our industry appreciates, and while no one can replace what he brought to the stage, I look forward to carrying that tradition forward while helping make this



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*CJ Cannata, president and
CEO*

year's Gala a memorable evening in support of an incredible cause."

"It was with great anticipation that I looked forward to The Cannata Report's Annual Awards & Charities Gala each year. This single event brings together industry leaders to share a commitment to charity and the industry as a whole. Adam Weiss is an outstanding individual to carry the tradition forward. Atlantic Tomorrow's Office has been a strong supporter of the Gala and numerous charitable organizations. I wish Adam and the Cannatas years of continued success and devotion to assisting others,"

expressed Goldberg.

In addition to announcing Weiss as emcee, The Cannata Report revealed Resilience as this year's Gala theme, recognizing the [office technology](#) dealer channel's durability and adaptability. Hytec Solutions and TD SYNEX return as Platinum Sponsors, while ConnectWise, Distribution Management, and Katun Corporation return as Gold Sponsors. ECI Software Solutions joins the Gala as a Silver Sponsor, HP will once again host the Cocktail Reception, and Xerox returns to host the After Party.

This year's Gala beneficiary is the Precision Medicine for Military Veterans Initiative, a partnership between City of Hope, Translational Genomics Research Institute (TGen), part of City of Hope, and Soteria Precision Medicine Foundation. The initiative provides precision medicine navigation for veterans battling cancer, with a particular focus on Special Operations Forces veterans who may have experienced unique environmental and occupational exposures during their military service.

The Awards & Charities Gala will once again celebrate excellence throughout the office technology industry with the presentation of the Frank Awards, determined by The Cannata Report's Annual Dealer Survey, and the recipients of the Outstanding Veteran Award and the Frank G. Cannata Philanthropy Award. Since its inception, the Gala has raised more than \$3.4 million for charitable organizations. On Friday, November 20, The Cannata Report will host its Annual Women Influencers Brunch to cap off the two-day celebration of leadership, philanthropy, and community within the office technology channel.

Additional announcements regarding sponsors, programming, and special guests will be made in the coming months. Anyone interested in attending or exploring sponsorship opportunities should contact CJ Cannata at cjcannata@cannatareport.com.

Cathy O'Brien
The Cannata Report

cobrien@cannatareport.com

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