

FOR IMMEDIATE RELEASE:  
April Mehring  
Impact Association Management  
608-210-3120  
[April@ImpactAMC.com](mailto:April@ImpactAMC.com)

## **Impact Association Management Company Sustains Significant Growth Amidst a Year of Uncertainty**



**[Madison, WI]:** Despite a turbulent year for the association and events management industries, Impact Association Management celebrates sustained growth and expansion. In 2020 and 2021 alone, the Madison-based association management company successfully accomplished multiple key milestones, including opening two new nation-wide locations and welcoming a host of new clients from a wide variety of industries.

“Over the past few years we have dedicated significant resources, time, and effort to refining our processes, implementing new technology, and restructuring our staff for overall improvement to both our clients and our employees,” says CEO and Founder, Jodi Fisher, CAE. “Being able to highlight this progress and the successful outcomes with potential clients has shown we have an eye on constant improvement and practice forward thinking, which I believe has set us apart from our competitors and led to new partnerships.”

Impact’s mission is to provide customized, transparent, and forward-thinking management services to help associations and nonprofits establish the foundation they need to grow and succeed. In order to achieve this mission, the company offers its clients operational, marketing, financial, event, and strategic planning services. Impact’s team of highly-skilled and passionate association professionals have a wealth of knowledge and years of experience catering to the unique needs of small to medium-sized associations and nonprofits.

In the past year and a half, the company has partnered with 13 new associations, including the Connecticut Society of Health System Pharmacists, the National Association of Interpreters in Education, and the Tennessee Captive Insurance Association. The Impact team looks forward to helping all 35 of their clients achieve their unique missions and make a difference in the lives of their members.

### **Financial success**

When the company started in 2006, Impact was owned and operated solely by Fisher. As a one-woman virtual assistant firm, she managed the ups and downs of owning a business with a resilience and boldness that saw her through some of the toughest financial times--including the Great Recession. In 2016, the company rebranded as a full service association management company working primarily with small to medium-sized associations and nonprofits. In the years following, Impact saw significant growth in both revenue and staff.

Since 2016, Impact's revenue has grown by 132%. In 2018, the company saw a 62% annual growth and in 2019 that increased to 107%. In 2020, despite the uncertainty caused by the COVID-19 pandemic, Impact still saw a 21% annual growth and is on track to achieve even greater success in 2021.

### **Staff growth**

Impact's team has also grown significantly, expanding from the one-woman firm in 2006 to a 14-person team spread across three US locations. Impact has maintained a consistent rate of hiring over the years, welcoming 2-4 new employees to the team annually. In 2020, the company opened its Nashville, TN location where two of its employees currently operate. In June of 2021, Impact opened its third location in Phoenix, AZ where two additional employees operate.

"With offices operating in different time zones we are able to better accommodate our regional clients. It also opens up recruitment to three major markets, resulting in amazing talent working for our clients," says Fisher.

This fall, the company also plans to move its Madison, WI headquarters into a larger location in central Madison to accommodate its growing team of association professionals.

### **Company restructure**

As many small business owners know, continued growth is not without its challenges. To navigate the new needs of its growing team and customer base, Impact underwent a full company restructure in July of 2021.

“As our client and employee count grows, we want to continue our successful client partnerships, and keep our employees happy and engaged. The goal is always to ensure our clients want to continue working with us and our employees never want to leave,” says Impact COO, Kirsten Reader. “After hearing from both clients and employees about how they'd like to see Impact serve them, we had strategic conversations about how we can set our clients, our employees, and the company up for success in the years ahead.”

The company celebrated internal promotions and lateral movement for multiple team members, including Reader herself who was promoted from Director of Operations to COO in early July.

“I’m excited for this next chapter at Impact! We’re making great progress towards our strategic goals and I look forward to being a part of the company’s continued growth in the coming years,” says Reader.

**About Impact Association Management:** Impact was founded in 2006 by Jodi Fisher, and since then the company has successfully supported many associations in growing and retaining memberships and increasing operational efficiencies. Impact is headquartered in Madison, WI with additional branches in Nashville, TN and Phoenix, AZ. As a full-service Association Management firm, Impact successfully manages small and medium-sized Associations in growing membership, managing financials, supporting board operations, executing marketing campaigns, holding successful meetings and events, and implementing efficient and goal-driven processes. The Impact team consists of professionals with impressive backgrounds in all areas of association management.

Contact:  
Impact Association Management  
608.210.3120  
[info@ImpactAMC.com](mailto:info@ImpactAMC.com)  
<http://www.impactamc.com/>