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Impact Association Management Announces New Hires and Promotions in Specialty Areas



[Madison, WI]: Impact Association Management continues to expand its business with a variety of new association management clients. To meet the needs of a growing portfolio, the Impact team has hired four new employees and promoted multiple team members from within. These exciting changes allow Impact to evolve its client offerings and encourage continued growth and retention among its staff.

“At Impact, we are continuously evolving to meet the changing needs of our clients. In 2022, we have seen the demand for financial, event, and marketing support increase, particularly as the world continues to open post-pandemic” said Jodi Fisher, CEO and Founder of Impact Association Management. “To keep pace with this demand, we have increased the number of specialized positions on our team and hired individuals with expertise in these critical areas.”

Staffing up

Impact has maintained a consistent rate of hiring over the years, welcoming 2-4 new employees to the team annually. However, 2021 and the beginning of 2022 brought about significant growth. Fisher made the conscious decision to adopt a “staffing up” strategy at Impact, which entails hiring new employees when team member capacity is still at a reasonable level, rather than hiring when the need for more help is dire. The goal of this strategy is to ensure Impact can meet the needs of its growing customer base while also ensuring its team is not stretched too thin. It also allows Impact to continue offering employees a flexible schedule and a quality work-life balance. As a result of this

“staffing up” strategy, as well as the addition of four more clients, Impact has employed nine new team members since December 2021.

“These staff additions will not only enhance what Impact can do for our clients it will also allow us to continue to grow as a company,” said Fisher.

Welcome to the team

Marni Steinberg - Marketing Specialist

Marni Steinberg has more than 25 years of experience working in advertising, marketing, client services and event planning for several recognizable brands, organizations, and nonprofits. She will be bringing that experience to Impact offering strategic marketing services to our clients. After graduating from the University of Arizona with a bachelor’s degree in Media Arts and a minor in Journalism and Communications, she began her career in New York. From there, she worked on the marketing team for the Denver Broncos before returning “home” to Phoenix and advertising in her role as Associate Director of Client Services. Marni also worked for nonprofit organizations both locally and nationally.

Sawyer Myers - Association Manager

Sawyer brings over seven years of customer service and team leadership experience to the Impact team. Throughout his career, Sawyer has led teams of varying sizes to provide the highest quality customer experience, while also identifying and implementing organization-wide process improvements. He began his professional career as an intern at Impact AMC and has since established himself in the manufacturing and auto parts industry. He honed his skills in customer support, problem-solving, and team leadership—experience that is sure to benefit him as he returns to the association management industry.

Kathryn Watson - Association Manager & Financial Specialist

Kathryn brings years of experience working with both private and non-profit organizations to the Impact team. She has extensive experience in financial management and is an expert in bookkeeping, budgeting, and QuickBooks. She also brings valuable skills in managing multiple clients, event and service industry management, marketing, administrative management, and team leadership. Kathryn holds a degree in Health & Wellness Management from the University of Wisconsin-Superior.

Shawn Wier – Senior Meeting Planner

Shawn is a Certified Meeting Professional with many years of experience in conference and event planning, including a demonstrated history with non-profit organizations. In addition to her experience planning and implementing small to large multi-day meetings, Shawn enjoys graphic design and content creation, and has also served on the Board of Directors for a national nonprofit support organization.

Promoting from within

Impact also places great importance on the growth of its current team and aims to create a collaborative growth trajectory for all staff members. As such, the company is pleased to announce the promotion of Jill Miller to the role of Associate Executive, April Schultz to the role of Business Services Manager, and Alyssa Merkle to the role of Association Manager & Data Specialist.

Congratulations

Jill Miller - Associate Executive

Jill Miller has been promoted to Associate Executive. Among additional responsibilities, she will now be responsible for effectively leading staff in the deployment of best practices in association management, overseeing implementation of client strategic goals, overseeing legal responsibilities of the organizations she works with, and serving as dedicated Executive Director for a few of Impact's clients.

April Schultz - Business Services Manager

April Schultz has been promoted to Business Services Manager. April has been an integral part of the Impact team since she joined the team two years ago. She recently honed her scope on all things Impact internal, specifically in Impact recruitment and marketing, but also project-managing large company initiatives.

Alyssa Merkle - Association Manager & Data Specialist

Alyssa Merkle will be taking on some new duties with our clients. She will be doing a data audit on all of their membership data and doing any clean-up before we really start working with them. This will become a part of our new client onboarding process to ensure we get things off to a great start.

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.

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