

FOR IMMEDIATE RELEASE:
April Schultz
Impact Association Management
608-210-3120
April@ImpactAMC.com

The Used Truck Association Names Impact Association Management as AMC



[Madison, WI]: [Impact Association Management](#) announced a new partnership with the [Used Truck Association \(UTA\)](#). This partnership will assist the UTA in its mission to strengthen the used truck industry and promote professional growth and prosperity for its members.

“We are pleased to announce our new partnership with Impact Association Management,” said Rick Clark, President of the UTA. “We have continued to grow year after year since the organization’s inception, with a ‘working board of directors’ that are all volunteers. Normally, about a third of our board of directors change each year, which makes it difficult to maintain any consistency. Impact will help manage and guide us.”

Through this new partnership, the UTA looks to Impact’s team of association professionals to establish improvements in the organization’s continuity, strategic development, and operations.

“We feel that we have made the best decision for our association’s stability,” said Clark.

Impact’s experience growing associations, increasing efficiencies, creating highly attended conventions, and developing strategic plans makes the company well-positioned to bring value to the UTA and provide expert guidance as the organization continues to grow.

“We saw tremendous amounts of opportunity with the UTA’s already growing organization, and were incredibly excited for the partnership,” said Jodi Fisher, CEO and Founder of Impact Association Management. “The UTA’s board was committed to helping with a successful transition and taking time to develop a solid partnership for the greater good of the organization. One of Impact’s goals is to lighten the

administrative burden on the board and ensure their focus moving forward is on strategic initiatives and establishing a sustainable, member-satisfied association.”

Impact Association Management is dedicated to helping small to medium-sized associations improve their operations and achieve their strategic goals. Impact’s customized, partnership approach requires both their team of association management professionals and their clients to show strong dedication to the success of the associations they work with.

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
<http://www.impactamc.com/>

About the Used Truck Association: The Used Truck Association is an impartial organization comprised of used truck professionals and associated businesses committed to strengthening the used truck industry. The UTA provides a source of direction in the areas of professionalism and ethics. The UTA promotes education and training for individuals in the used truck industry as well as public relations of used truck dealers nationwide.

Contact:
The Used Truck Association (UTA)
Email: contact@uta.org
<https://www.uta.org/>