

The Specialized Information Publishers Foundation (SIPF) is an IRS 501(c)(3) public foundation. SIPF was created in 1982 and is affiliated with the Specialized Information Publishers Association (SIPA). SIPF's goal is to further excellence in specialized-information publishing by promoting the medium to the mainstream press and the public, while attracting and developing industry professionals at all levels.

Our Mission

SIPF advances the interests of for-profit subscription newsletter publishers and specialized-information services through:

- facilitation of research
- recognition of excellence in the field
- outreach to academic and professional institutions.

History

Created by industry pioneers — supported by those who followed

The discussion began in a bar. (Or so it goes. We are journalists, after all.) Why not form a foundation to represent and serve the interests of newsletter publishers?

In 1982, a group of industry leaders joined forces to create a non-profit entity that would support the efforts of the group known then as the Newsletter Publishers Association of America. During its thirty-plus years of existence — through four association name changes — the Foundation has remained true to its mission of promoting the specialized information publishing industry to the general public and to fostering excellence in the field.

Through its research, recognition and outreach programs, SIPF acts as a voice for the industry, and raises funds in support of SIPA members and their interests. Contributions to the Foundation have:

- recognized excellence in specialized information publishing journalism and marketing.
- underwritten invaluable research that aids publishers in their business and hiring

practices.

- funded programs that introduce college students to the world of specialized information publishing.
- allowed deserving journalists, marketers, operations staff, and publishers to attend association meetings.

SIPF prides itself on innovative fundraising methods in support of such projects. From auctioning off the late Dave Swit's tie, to mechanical bull riding competitions, to personality auctions, to the lapel tie pins you'll see donors wearing today, the Foundation is true to a single goal: serving SIPA members' best interests.

SIPF Hall of Fame

Getting inducted into the SIPF Hall of Fame means that you have given back incredibly to the industry over a long period of time. It's the highest accolade given. The Foundation bestows the honors during the Annual Conference in Washington, D.C. each spring, complete with the pomp and circumstance fitting of such a high honor.

2012 Patricia Wysocki, Consultant, Williamsburg, VA

2011 No one named

2010 No one named

2009 Helen Hoart, StayWell Consumer Health Publishing, Stamford, CT

2008 Andrew McLaughlin, Paperclip Communications, Little Falls, NJ

2007 Barrie Martland and Steve Pepper, MPL Communications Inc., Tornado, Ontario

2006 No one named

2005 No one named

2004 No one named

2003 No one named

2002 No one named

2001 Allie P. Ash, Jr., Newsletter Holdings, LLC, Falls Church, VA

2000 Shirley B. Alexander, Alexander Communications Group, Inc., Boonton, NJ

1999 David A. Swit (deceased)

1998 Tod Sedgwick, Sedgwick Publishing Co., Washington, DC

1997 Bruce Levenson and Ed Peskowitz, United Communications Group, Gaithersburg, MD

1996 No one named

1995 Leonard A.C. Eiserer (deceased), Andrew S. Elston, Primedia Enterprises, Seattle, WA

Albert Warren (deceased)

1994 Thomas L. Phillips, Phillips Publishing, Inc., Washington, DC