AM&P-CONNECTIV MERGER DELIVERS GREATER BENEFITS, CROSS-INDUSTRY LEARNING

Here’s the story behind the formation of the largest community of business publishers and what this new collaboration means to you.

Association Media & Publishing (AM&P) has merged with Connectiv, the business information association. The merger was approved unanimously by the boards of directors for both associations on Aug. 31, 2017. Connectiv was formerly known as American Business Media (ABM).

The AM&P board of directors sent an announcement to the membership in early September, explaining that the board made this decision to enhance the value of membership and to ensure that AM&P continues to grow and flourish.

“AM&P membership benefits will be enhanced through its relationship with Connectiv through high-level networking, leadership events and unique learning services,” the letter said, which was sent jointly from Joe Vallina, CAE, MBA, MSM, AM&P president, and Mike Marchesano, managing director of Connectiv and the new managing director of AM&P. “Together, we are a powerhouse that can accelerate innovation and strategies for success for our members in the 21st century economy.”

For Connectiv, the merger with Washington, DC-based AM&P will add more than 220 industry-leading associations, nonprofits, and alumni groups to its membership and provide a platform to attract additional nonprofit organizations as members. The Connectiv sales team will help increase AM&P membership, grow sponsorship sales, and expand the association’s footprint.

Connectiv Chairman of the Board Marion Minor says, “The Connectiv board of directors is thrilled that AM&P has decided to join Connectiv. We look forward to combining our efforts to collectively serve our members.”

Key highlights on how AM&P will operate with Connectiv include:
- AM&P will become a division of Connectiv, which is a part of SIIA, an umbrella association representing 800+ technology, data and media companies globally.
- AM&P will operate independently with managerial oversight from Connectiv.
- The AM&P board of directors will be retained as an advisory board serving as a liaison between AM&P and Connectiv.
Joe Vallina and Larry Hoffer, AM&P vice president, will join the Connec-tiv board of directors.

The AM&P Annual Meeting and EXCEL Award program will con-tinue to operate under the steward-ship of AM&P.

Signature magazine and the Sidebar e-newsletter will continue to be published by AM&P under the leader-ship of Carla Kalogeridis.

“All AM&P members are now automa-tically members of Connectiv and have access to all of Connectiv’s member ben-efts,” says Marchesano. The immediate benefits of membership include:

- AM&P members can participate in all 10 Connectiv committees, including Editorial & Content, Audience Marketing, Women’s Leadership & Networking, Revenue, and more.
- Connectiv’s 2018 Business Information & Media Summit conference will be expanded to include an association publishing track. For the 2017 summit, AM&P plans to send board and staff members to evaluate the opportunities. All AM&P members are invited to attend BIMS 2017 (for details, visit www.siia.net/bims).
- The ConnectivU online learning platform will be enhanced with AM&P-specific courses (for details, www.pathlms.com/connectiv).
- AM&P members are invited to compete in the 64th annual Neal Awards for journalistic excellence and the 2018 Innovation Awards.

“We’ve always recognized that AM&P members can learn and borrow ideas from B2B publishers, just as they can learn and borrow from us,” says Kalogeridis. “This is the best possible scenario for AM&P because we remain autonomous and keep our identity, but overnight, we’ve gained open access to the knowledge, expertise, and comradery of our colleagues in the B2B publishing community.”

MEET THE TEAM

Find out who’s in charge of what, and what new services and opportunities are available to you now as a Connectiv member.

BY CARLA KALOGERIDIS

MICHAEL MARCHESANO
MANAGING DIRECTOR

signature: What motivated the AM&P board to take the leap of faith?

Marchesano: I think when they realized how committed Connectiv is to creating an environment focused on education and networking, and how confident we are that we can create the same environment and opportunities for AM&P members. Specifically, we are dedicated to helping AM&P members move faster and smarter with collective knowledge, access, and resources.

And although AM&P has enjoyed some good service from association management companies through the years, this merger gives AM&P its own employees and staff, which will bring a great deal of stability to the operations.

signature: What’s going to change, and what’s going to remain the same?

Marchesano: AM&P has several signature programs including the EXCEL Awards, its Annual Meeting, and Lunch & Learns. We will keep producing all these.

“I enjoy very much getting to know members in person and hearing from them what they need from us. In fact, I’ve been known to take road trips for

“...I’m all about solutions to business challenges, so my strategy will be centered there. This means solutions for the entire association and communications team with a focus on content and publishing management, truly building a high-performance association model.”

MIKE MARCHESANO
days at a time, just to get out and be with members and hear from them firsthand. One thing I’ve heard already is that we need more learning and networking opportunities for the AM&P members outside the metro-DC area. We are already working on strengthening the offerings in Chicago and New York to reach a wider range of members and prospective members. The new AM&P Lunch & Learn Committee and Education Committee have just been tasked with some pretty aggressive programming in 2018.

We also plan to expand Connectiv events like the Business Information & Media Summit (BIMS) to include an association publishing track along with the five other tracks that deliver over 60 different learning opportunities over 2½ days every November. While the association publishing track will be launched at the 2018 event, I hope that some AM&P members looking to escape to Florida in November will come check out the conference on November 13-15, 2017, in Fort Lauderdale. Where else can you get updated on the business information industry and attend a beach dinner with senior-level publishing teams? I would love to get to know as many AM&P members during that conference as I possibly can.

**signature:** As someone who has held several leadership positions in B2B publishing organizations over the years, what’s your impression of association publishers?

**Marchesano:** The issues facing any organization looking to engage, inform, and educate its audience and connect buyers and sellers is the same for commercial and association executives. Whether wrestling with content delivery, audience marketing, creative and design, or sales and marketing, these are the big challenges and opportunities we all face daily. My goal is to provide both groups with useable and effective solutions.

**signature:** You’ve only been at the helm of AM&P for a few weeks, but has anything surprised you so far?

**Marchesano:** The biggest and best surprise is how committed the board, volunteers, and vendors are to the success of AM&P. Working together, I’m even more convinced that the best is yet to come. AM&P members are very responsive and engaged in their association, and that’s an energy that we can harness and put to great use to benefit the publishing profession.

**signature:** What is your strategy for moving AM&P forward? Where will you focus resources in 2018?

**Marchesano:** I’m all about solutions to business challenges, so my strategy will be centered there. This means solutions for the entire association and communications team with a focus on content and publishing management, truly building a high-performance association model.

For the coming year, we will focus on education and programming — improving what’s already available at AM&P and developing more — the kind of association publishing and communications-specific professional development at a level that no one else is doing.

Connectiv enjoys senior-level participation among the members, and that is another area we will look to invest in and develop at AM&P.

**signature:** What’s the single most important thing that you want AM&P members to know about the future of the organization?

**Marchesano:** That I’m fully committed to the long-term success of AM&P and to make it the community for any association team focused on best-class performance in association media, publishing, and communications.

**signature:** In what areas will you be engaging with the AM&P membership?

**Kinsman:** I’ll be looking for cross-over content opportunities that can serve both groups. AM&P serves association media teams and Connectiv serves B2B media and information companies, but there are a lot of similar best practices, particularly around digital transformation with content and business-side strategies.

And we have a lot of outlets between the two associations that could appeal to both groups. Connectiv has a robust Editorial Committee, which brings together content executives in a peer-to-peer working group that could be a good resource for AM&P members. AM&P has a very active ListServ that could be of great interest to Connectiv members looking for answers from their peers.

And as a former editor/reporter in the media space who has moved away from writing in recent years, I look forward to contributing to *Signature* when I can.

**signature:** What about your vision for conferences and events?

**Kinsman:** On the conference front, I look forward to supporting the AM&P
Annual Meeting Committee by advising on topics or event formats when needed or helping to recruit speakers and programming. One of the big differences between Connectiv events and AM&P events is that Connectiv staff is responsible for the bulk of programming for its events, whereas AM&P events are very much member volunteer-driven. If need be, we’re happy to help by taking your ideas and doing some of the legwork to put them in play.

**signature:** You have a strong webinar program at Connectiv. What value can these webinars deliver for AM&P?

**Kinsman:** Webinars should provide actionable information in an easily digested format. Nobody has time to sit through an hour-long session that may or may not deliver for them, so we want to offer short 30- to 45-minute sessions that can offer specific how-tos or explain a specific trend so that attendees have a better grasp on what’s happening.

For example, we hosted a webinar recently about the new EU data privacy regulations going into effect in 2018. Not exactly a scintillating topic, but one that’s critically important if your subscriber list or customer base includes anyone based in the EU because the penalties for violating the new data regulations could be financially catastrophic. Our policy team did a great job outlining what the new regulations are and offering some suggestions on what members need to do to stay in compliance.

Other topics have focused on best practices for content, marketing and sales teams including, “Six Audience Insights That Can Drive Thousands in Incremental Revenue” and “B2B Content Discovery: What Facebook, Apple, and the Other Social Giants Mean for You.” Ideally, I’d like to see four or five webinars generated each year by the Connectiv side that have cross-over appeal to AM&P, and another four or five webcasts originating from AM&P that serve AM&P member concerns, but also have cross-over appeal to the publishing teams on the Connectiv side.

**signature:** How will you facilitate bringing AM&P and Connectiv members together?

**Kinsman:** Regardless of whether we’re talking association publishing, media publishing, or information services, our broad goals are the same: How do we serve our audiences better while navigating tremendous change and disruption in our business models? The combination of AM&P and Connectiv creates the single largest community of professional, targeted publishing teams. We want to preserve what’s made both AM&P and Connectiv appealing to their members, while offering new cross-over opportunities at major conferences, regional events, webcasts, peer-to-peer working groups and online communities that offer exposure to new faces and new ideas.

If there’s the willingness and the intellectual curiosity on the part of both groups to seek out new contacts and new answers in new places, this is going to be a merger that raises all boats.

---

**P. HEATHER CEJOVIC**

DIRECTOR OF STRATEGIC PARTNERSHIPS, SPONSORSHIPS, AND RECRUITMENT

**signature:** So, your primary role is to support the vendor members in AM&P?

**Cejovic:** The vendors and service providers in our industry are partners. These are the companies that work together with our media companies to help them grow and become successful. AM&P and Connectiv members are looking for the right industry partners to help them stay ahead of the curve. I work together with our technology and service provider members to provide opportunities for them to share their thought leadership with the media and association members.

**signature:** What makes them partners?

**Cejovic:** Because these are the organizations that help make the members grow and flourish and be as successful as they can. And truthfully, the members can’t be successful without them.

**signature:** And how will you make sure that AM&P is a partner to them?

**Cejovic:** By having meaningful conversations about what’s important to them and who they are trying to reach. I’m reaching out now to AM&P industry service partners to learn more about who they are trying to reach and help them learn more about the Connectiv membership. There may be opportunities for these partners within the Connectiv community as well.

My preference is to meet face-to-face whenever I can because those meetings are so much more productive. The overall goal is to help AM&P service providers connect with the right providers.

**signature:** What excites you about this merger?

**Cejovic:** This is going to allow AM&P to expand its offerings and its ability to help industry partners grow the audience they’re trying to reach. I can’t wait to see how AM&P members engage and network at Connectiv events like the Business & Information Media Summit and our Leadership Summits. We’re going to help AM&P industry partners meet a whole new community of potential customers.

“We’re going to help AM&P industry partners meet a whole new community of potential customers.”

**P. HEATHER CEJOVIC**
signature: And you are the one in charge of ConnectivU. What’s the story behind this new program?

FitzGerald: ConnectivU is a new e-learning program that grew out of a member survey we did a year ago, where we asked Connectiv members about their needs and pain points. The overwhelmingly popular answer was that they needed training — especially sales training. We knew that this was an area in which we could help our members, so we put this one together first because it is where our members told us they have the most angst.

signature: How can an association determine how valuable and relevant the course will really be to them?

FitzGerald: All the members have to do is contact me, and I will send them a link so that they can preview the course. We want the members to be comfortable with it and to recommend it to their entire sales force.

signature: What ConnectivU courses are coming up next?

FitzGerald: We have more sales training modules coming next year. I’m excited to talk to AM&P members and find out what their pain points are so that we can start developing ConnectivU courses specifically for association and nonprofit publishers.

signature: You’re in charge of the numerous Connectiv award programs. Will you take over management of the AM&P EXCEL Awards?

Patton: Yes, I will be managing the AM&P EXCEL Awards and Emerging Leader programs, and I’ve been spending the last several weeks really exploring how they work and getting familiar with them. On the Connectiv side, I manage the Neal Awards, the Innovation Awards, and the Emerging Leader program. AM&P members will be eligible to enter all Connectiv award programs.

signature: Connectiv has Emerging Leader awards, too?

Patton: Yes, and it’s a pretty robust program. The awards are given at the BIMS conference in November. We call upon our Emerging Leaders all year to serve in various capacities, such as in planning conference sessions, helping with the Innovation Awards, and judging the next Emerging Leaders contest. It’s a way to support the next generation of leadership in business information publishing.
**signature:** The Neal Awards are iconic in the journalism field. Have you had many association winners in recent years?

**Patton:** The Neal Awards have been around since 1955 and are very prestigious. But we review the categories every year to make sure they are relevant and reflect what’s happening in the publishing industry.

And yes, we have had associations like SHRM and IEEE win in recent years. The reason more associations have not won in the past is because you had to be a member of Connectiv, formerly American Business Media, in order to enter. Now, with the merger, AM&P members are automatically eligible to enter the competition. There are 19 categories as well as several individual awards.

There’s also a fellowship award for an exceptional content creator, where the winner goes to Medill School of Journalism at Northwestern and teaches. It’s a way for them to give back.

**signature:** What are the Innovation Awards about?

**Patton:** That’s a new program we just launched this year to encourage and support publishing innovation. It’s a live, Shark Tank-like event where entrants present their publishing innovation before a panel of judges, and then the judges vote, along with the Connectiv members watching the competition and voting virtually. It was a lot of fun this year, and we know this program is going to get really popular, really fast as the word gets out. AM&P members can compete for Innovation Awards, too.

The purpose of the awards is to identify what’s new, what’s next, and to recognize and learn from how industry partner members are solving problems for their clients, customers, and even employees. There are six categories and a Best-in-Show. We are looking for advancements in an innovative or disruptive way.

---

**STATEMENT OF OWNERSHIP MANAGEMENT & CIRCULATION**

<table>
<thead>
<tr>
<th>Extent and Nature of Circulation</th>
<th>Average No. Copies (Preceding 12 Months)</th>
<th>Actual No. Copies (Issue Nearest to Filing Date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Copies</td>
<td>1,793</td>
<td>1,566</td>
</tr>
<tr>
<td>Mailed Outside-County Paid Subscriptions</td>
<td>1,464</td>
<td>1,354</td>
</tr>
<tr>
<td>Mailed In-County Paid Subscriptions</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sales Through Dealers, Vendors</td>
<td>88</td>
<td>32</td>
</tr>
<tr>
<td>Paid Distribution by Other Classes of Mail Through USPS</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Paid Distribution</td>
<td>1,552</td>
<td>1,386</td>
</tr>
<tr>
<td>Free Outside-County Copies</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Free In-County Copies</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Free Copies Mailed at Other Classes</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Free Distribution Outside the Mail</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total Free Distribution</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total Distribution</td>
<td>1,552</td>
<td>1,386</td>
</tr>
<tr>
<td>Copies not Distributed</td>
<td>241</td>
<td>180</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,793</td>
<td>1,566</td>
</tr>
<tr>
<td>Percent Paid and/or Requested Circulation</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Paid Electronic Copies</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Paid Print Copies plus Paid</td>
<td>1,552</td>
<td>1,386</td>
</tr>
<tr>
<td>Electronic Copies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Print Distribution plus Paid</td>
<td>1,552</td>
<td>1,386</td>
</tr>
<tr>
<td>Electronic Copies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent Paid (Print and Electronic)</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Publication Title:** Signature  
**Publication Number:** 014-745  
**Filing Date:** 10/1/17  
**Issue Frequency:** Bimonthly  
**Number of Issues Published Annually:** 6  
**Mailing Address of Known Office of Publication:** 1090 Vermont Ave. NW, Sixth Floor, Washington, DC 20005  
**Address of Headquarters:** Association Media & Publishing, 1090 Vermont Ave. NW, Sixth Floor, Washington, DC 20005  
**Contact Person:** Carla Kalogeridis  
**Telephone:** (888) 664-9904

**Publisher:** Association Media & Publishing  
**Editor:** Carla Kalogeridis, 4 Golfside Drive, St. Clair, MI 48079  
**Owner:** Association Media & Publishing, 1090 Vermont Ave. NW, Sixth Floor, Washington, DC 20005-4905  
**Issue Date for Circulation Data:** August/September 2017  
**Signature and Title:** Carla Kalogeridis, Publisher and Editorial Director

---

**ADVERTISER INDEX**

- Bates Creative [www.batescreative.com](http://www.batescreative.com) ........................................... 6-7
- BonoTom Studio, Inc. [www.bonotom.com](http://www.bonotom.com) .................................................. 3
- GTxcel [www.gtxcel.com](http://www.gtxcel.com) .................................................................................. 17
- Imagination [www.imaginepub.com](http://www.imaginepub.com) ......................................................... 24-25, 33
- Lane Press [www.lanepress.com](http://www.lanepress.com) ................................................................. inside back cover
- James G. Elliott Co., Inc. [www.jameselliott.com](http://www.jameselliott.com) ............................. inside back cover
- Sheridan [www.sheridan.com](http://www.sheridan.com) ....................................................................... inside front cover
- Walsworth [www.walsworth.com](http://www.walsworth.com) ............................................................... 13
The former AM&P board of directors will remain in place as the AM&P advisory board, and will continue to plan and direct activities for AM&P. We also welcome a new leader to the AM&P fold. Mike Marchesano, Connectiv managing director, will oversee AM&P operations moving forward. Mike takes over from Meredith Taylor and the Kellen team, to whom we owe a great debt of gratitude for their hard work on AM&P’s behalf.

Thank you, members, for trusting the board’s leadership as we move into a new era for AM&P. We have a bright future ahead. Onward!

Joe Vallina, CAE, MBA, MSM, is president of Association Media & Publishing

By Joe Vallina

As your new president, I am thrilled to have been trusted to lead the association and the board of directors. You have a fantastic team of professionals on the board who give countless hours and much dedication to making sure AM&P continues at the forefront of our profession. Please know that you can reach out to any of us at any time. We are here to serve you!

It is an exciting time for our association. As you may have heard, Association Media & Publishing has officially merged with Connectiv — a global business information association that is itself a part of SIIA, the principal trade association for the software and digital content industry.

Why would we do this?

AM&P has for many years represented the best and brightest in association publishing, but as with many small associations, we have been resource constrained. By combining with Connectiv, we will have more wherewithal to grow the association. We will also be able to provide members with benefits that AM&P would not have been able to offer as a stand-alone organization, such as access to the Business and Information Media Summit, the Neal Awards, and the ability to use the ConnectivU learning management system to create new content delivery mechanisms. (For more about your new benefits of membership, see the interview with AM&P’s new managing director, p. 43).

Have no fear: AM&P will continue to deliver the benefits you rely on. Signature magazine, Sidebar e-newsletter, the AM&P list serve, the Annual Meeting, and our beloved Lunch & Learn series (now expanded to Chicago and New York) will continue apace.

As AM&P president, I am now on the Connectiv board of directors along with AM&P vice president Larry Hoffer. We will represent AM&P’s interests on that board. The former AM&P board of directors will remain in place as the AM&P advisory board, and will continue to plan and direct activities for AM&P.

We also welcome a new leader to the AM&P fold. Mike Marchesano, Connectiv managing director, will oversee AM&P operations moving forward. Mike takes over from Meredith Taylor and the Kellen team, to whom we owe a great debt of gratitude for their hard work on AM&P’s behalf.

Thank you, members, for trusting the board’s leadership as we move into a new era for AM&P. We have a bright future ahead. Onward!

---

**EMILY RUF, CMP**

Senior Director, Marketing and Events

**Signature:** Why are we interviewing you? You’re a behind-the-scenes kind of person, right?

Ruf: Yes, I’m primarily behind the scenes managing the logistics of all SIIA, Connectiv, and AM&P events. I’ll scope out new locations and plan the conferences, summits, and other physical meetings for all the members.

**Signature:** Hawai'i sounds good… Seriously though, how many events do you manage?

Ruf: About a dozen physical events, plus I will now be managing AM&P’s Lunch & Learns as well.

**Signature:** So, you will be engaging with members!

Ruf: Yes, I will be on-site at the DC Lunch & Learns making sure everything goes smoothly. I’m excited to see what AM&P members do and to get new ideas that we might be able to implement in the other events I manage.

“I’m excited to see what AM&P members do and to get new ideas that we might be able to implement in the other events I manage.”

**EMILY RUF, CMP**