



Innovative conference for association executives, digitalNow, acquired by Sidecar

NEW ORLEANS — [digitalNow](#), the annual conference built specifically for the most forward-thinking C-Level association and volunteer leaders, has been acquired by Sidecar.

The move represents an unparalleled opportunity for both members of Sidecar, a professional development platform for purpose-driven leaders of membership organizations, and digitalNow attendees as digitalNow's entire archive of video content from previous years' conferences will be made available to stream for all Sidecar members.

For 20 years, digitalNow has been a leader in bringing the best ideas and innovation to its community of association leaders. In 2020, as the world faced a game-changing pandemic, digitalNow charged ahead by presenting the conference completely virtually for the first time ever. It is exactly that kind of forward-thinking, adaptability and openness to technology that Sidecar will continue to uphold as it takes the reins of digitalNow.

To ensure a smooth transition, digitalNow co-founder Don Dea will work closely with Sidecar for the event's next two years while Hugh Lee transitions to retirement over the next six months.

"For two decades, the digitalNow Advisory Group has worked with our Fusion team to craft a digitalNow culture built on sharing, collaboration, innovation, and looking inside and outside our world of associations to bring the best ideas and innovations, wherever they may be from. And, as we have always said, core to this culture is that digitalNow is all about our audience," said Hugh Lee, digitalNow co-founder. "Changing the world by creating a valuable and sustaining resource for our audience, their association and their ecosystem has always been our goal. Today, we are excited to announce our next major step toward accomplishing that goal by transitioning digitalNow to Sidecar."

Tom Hood, CPA, CITP, CGMA, is the CEO of the Maryland Association of CPAs, Inc. and the CEO of the Business Learning Institute. As a member of the digitalNow Advisory Group, he said, "DigitalNow has been my 'must do' community and event since its inception 20 years ago. I am so excited about the foundation and community of digital leadership that has been built. More importantly, with Sidecar and Hugh and Don providing continuity, the future is bright as they 'Pay it Forward' for the next generation of association leaders. I can't wait to see what the next 20 years will hold."

Sidecar, which is part of the Blue Cypress family of companies, is no stranger to innovative events for association leaders. Founded by entrepreneur Amith Nagarajan, Sidecar, which began as AssociationSuccess.org, has been hosting SURGE, a three-day, interactive virtual conference for association professionals in 2016. In 2020, SURGE welcomed its largest audience ever with more than 1,600 registered attendees.

“We want to thank our digitalNow audience, attendees and advisors for their dedication, thought leadership, contributions and friendship over the past 20 years,” Dea said. “We look forward to building an even more impactful future together.”

“The vibrancy and resilience of the association management community continues to accelerate to the next level with this investment in digitalNow by Sidecar to advance leadership and technology in the digital age,” added Advisory Group member Peter J. O’Neil, FASAE, CAE, the Chief Executive Officer of ASIS International. “I am excited and look forward to seeing the impact on our current and next generation of leaders in the digitalNow community and association management profession.”

“digitalNow has always set itself apart from other industry events because of Hugh and Don’s willingness to experiment and seek inspiration from untapped sources and new technologies,” said Sidecar general manager Chelsea Brasted. “That perspective is one we value highly, and it’s why we’re so excited to be able to take digitalNow into the future. The best way to honor the strength of the community Hugh and Don have so carefully built is to continue their legacy of providing a world-class conference experience and hosting critical conversations about the issues leaders face.”

“I have seen firsthand the power and impact digitalNow can have on its attendees, and I’m thrilled to bring this influential event into an exciting future through Sidecar,” said Nagarajan, an industry veteran who has founded multiple companies aimed at driving growth and innovation in the association space. “We expect to see digitalNow’s footprint grow through dynamic virtual opportunities and the continuation of high-quality content, keynotes and research this event is already known for providing this prestigious community.”

Building on the success of digitalNow’s virtual event in 2020, digitalNow attendees in 2021 can plan for a hybrid conference, which will include both an in-person event and virtual offerings. Those interested in being the first to learn about the digitalNow in 2021, can [RSVP](#) now for early notification about dates, keynote speakers and more.

About digitalNow

digitalNow brings together CEOs and volunteer leaders from some of the most influential professional, non-profit, and trade associations in America for a three-day annual summit addressing the critical issues facing association leaders in the digital age. Designed with input from the prestigious digitalNow Advisory Group, this conference offers an intimate community of select C-level executives, one-on-one access to world-class keynote speakers, original research and carefully curated partners and up-and-coming tech platforms.

About Sidecar

Sidecar gives leaders the skills and tools they need to lead their membership organizations with purpose by producing educational and inspirational events and content. But it is within the Sidecar membership where true leaders really grow. Thanks to Sidecar’s step-by-step courses,

eBooks, toolkits, videos, virtual networking opportunities, and online community, members can consistently learn from each other and have greater impact for good. Sidecar is a proud member of the Blue Cypress family of companies.

About Blue Cypress

Blue Cypress is a family of companies aligned by the Conscious Capitalism philosophy: we believe in serving purpose-driven leaders who impact the world in positive ways. Blue Cypress launches new brands and acquires existing businesses as a part of our evergreen (or long-term) investment strategy. Each family member company is unique in its market, products, services, and operations. Members of the Blue Cypress family include Sidecar, CIMATRI, PROPEL, rasa.io, and Tasio. Blue Cypress has an extensive partner network that includes: PropFuel, Gather Voices, UpContent, Matchbox Virtual Media and the Marketing Artificial Intelligence Institute.

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