

Yourmembership.com expands in St. Petersburg

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STAFF WRITER

ST. PETERSBURG—Yourmembership.com is on the move following a busy 2012.

The membership association software company has changed shape in response to market demands, a strategy that could help any company endure ups and downs. Now it's expanding into new offices.

Following acquisition by private equity firm Riverside Co. in early 2012, Yourmembership.com merged with Affiniscape Inc., an Austin-based software and job posting services provider for associations, on Dec. 3.

In February 2013, Yourmembership.com will relocate from its current 12,700-square-foot office to 20,000 square feet of leased space at the Baypoint Commerce Center near the Gandy Bridge in St. Petersburg.

"It's been a fast eight or nine months," said CEO Bill Stover.

NEW DIGS

Yourmembership.com currently has 150 employees, with 70 in St. Petersburg and the remainder in Austin.

The new space can accommodate as many as 115 people, and the company will have the opportunity to take over another 20,000 currently vacant square feet in the same complex if need be.

"We have employees in Riverview, Trinity and North Tampa," Stover said. "It's a more centrally located place. It's great to pull talent from the whole Bay area."

Yourmembership.com plans a total renovation of the space.

Stover did not disclose how much the company will invest in the renovation, but he said it will involve new air conditioning, duct work, ceiling tiles, walls and furniture.

"It's a complete gut," he said. "The only thing that's remaining are the outside four walls."

Yourmembership.com is working with Collman & Karsky Architects, based in Tampa, to design the space.

CHANGING WITH THE TIMES

When Yourmembership.com was incorporated in 2000, it focused on the education sector, providing Web-hosted software to facilitate alumni networking groups.

In recent years the company has seen heavy growth in the areas of dues-basis, trade professional and state association markets.

The company has added tools to help associations increase membership bases and create new revenue streams.

"As we started to grow the feature set of the product, we started to ask the right questions [of clients]," Stover said. "What are your struggles? What are your issues? What do you need?"

Yourmembership.com developed the first website for the Pier Aquarium at the St. Petersburg Pier about seven years ago.

The aquarium, soon to become Secrets of the Sea at John's Pass Village, is now in the third iteration of the website.

While the first version was more informa-

tive, the current version is more interactive, said Howard Rutherford, CEO and president of the aquarium. Visitors can buy memberships or tickets to special events like the annual Fish Head Ball online, for example.

"We're taking advantage of tools available online and developed in specific communities that are interested in specific aspects of the organization," Rutherford said. "Capabilities we weren't tapping into initially we're bringing online."

Since connecting with Yourmembership.com in mid-2011, the St. Petersburg Area Chamber of Commerce has handled the bulk of its revenue-generating functions through its website.

The chamber tracks membership, distributes invoices and runs a membership directory called the "St. Pete Marketplace" on its website.

In addition, Yourmembership.com provides "back-end interface" that allows chamber staff and volunteers to add to the site.

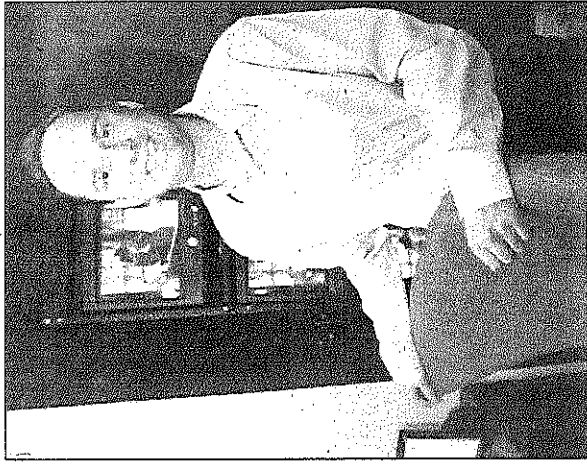
Yourmembership.com presented a "rich tool set" at an affordable cost, said President and CEO Chris Steinocher.

He was also eager to work with a locally based company.

"It's refreshing that there are solutions in St. Pete and in Tampa Bay that are big-time solutions," he said.

"They're servicing the whole country. These are national players right here in St. Pete."

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Bill Stover, CEO, Yourmembership.com
ALEXIS MUELLER

ACTIVE IN 2012

In January YourMembership.com Inc. announced that it has been acquired by Riverside Co., a global private equity investment firm with more than \$3 billion of capital under management.

Riverside's investment will accelerate YourMembership.com's growth and product development, the company said in a statement.

YourMembership.com Co-founders Bill Stover and Hutcherson Craig remained significant owners and continued on as CEO and CTO respectively, the statement said.

In early December, Yourmembership.com merged with Affiniscape Inc., a provider of management software and career board job posting services for associations based in Austin.

— Margaret Cashill

