Etherio Acquires Stringfellow Management Group, Strengthening Its Position Among the Nation's Leading AMCs

Adds more than 60 association management professionals, expands Etherio's national association management practice, reinforces client-designed approach

ATLANTA, GA, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Etherio, a leading provider of association management, strategic meetings and events, and life sciences solutions, today announced its acquisition of Stringfellow Management Group (SMG), an AMC Institute accredited association management company headquartered in Forest Hill, Maryland.

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>
> *John Flatley*

SMG joins Etherio Association Management alongside Association Management Strategies (AMS), which Etherio acquired in 2025. Together, the three organizations place Etherio among the largest and most impactful association management companies in the industry, with more than 300 team members working across 30 states and offices in Atlanta, Boca Raton, Denver, Washington, DC, and Maryland.

Founded in 2012 by Fred Stringfellow, CAE, SMG has built its reputation on close client relationships and full-service association management for organizations across a range of industries and professions. The addition of the SMG team deepens Etherio's bench across the full span of its service offerings, ensuring the internal capability to meet the needs of any association and to help its leaders advance their strategic goals.

“We have never been interested in growth for growth's sake,” said Eric Altschul, CEO of Etherio. “Every time we look at an opportunity like this, we ask one question: will it make us a better partner for our clients? With SMG, the answer was immediate. Etherio is built around our clients

and what works best for them and their members, rather than around asking every association to fit the same operating model. That is how we operate today, and adding Fred and his team gives us more depth and greater expertise."

John Flatley, Managing Director of Etherio Association Management, will continue to lead the combined practice, with Fred Stringfellow, CAE joining Etherio as Executive Vice President, Etherio Association Management.

"What struck us about SMG was how familiar it felt," said Flatley. "The same commitment to clients, the same accountability, the same belief that the members our clients serve come first. Our size is what lets us invest in the specialists, technology, and resources our clients could not otherwise reach. How we manage each partnership does not change — customized, accountable teams that know their associations well."

"We have built this business around exceptional client service and a team of dedicated professionals," said Stringfellow. "Joining Etherio allows us to keep doing what we love while giving our clients and our team members access to broader capabilities, additional resources, and new opportunities for growth. From our very first conversations, it was clear that our organizations share the same values."

Both SMG and Etherio Association Management are accredited by the AMC Institute — a distinction held by a small percentage of association management companies worldwide. The two organizations will combine their accreditation under a single certification over the coming year.
Clients of both organizations can expect continuity. Existing account leadership, client teams and day-to-day contacts remain in place, and integration of the two practices will proceed systematically over the coming months.

About Stringfellow Management Group

Founded in 2012 by Fred Stringfellow, CAE and headquartered in Forest Hill, Maryland, Stringfellow Management Group is an AMC Institute accredited association management company serving associations across a range of industries and professions. With more than 60 team members working from Maryland and remotely across the United States, SMG delivers full-service association management built on close client relationships, operational excellence and a deep commitment to the members its clients serve.

About Etherio

Etherio is a leading provider of association management solutions, strategic meeting management, life sciences meetings and incentive travel that help organizations create meaningful experiences and measurable business outcomes. From member engagement and governance to highly regulated medical meetings and global corporate events, Etherio combines

strategic expertise, creative thinking, and operational excellence to deliver programs that strengthen brands, inspire audiences, and accelerate growth.

Recognized among the industry's leading meeting and event management companies, Etherio was named one of Skift Meetings' Top 15 Most Powerful and Influential Event Companies and has earned a place on MeetingsNet's prestigious CMI 25 list for 18 consecutive years. Headquartered in Atlanta, with offices in Washington, DC, Denver, Boca Raton and now Maryland and with team members across the United States, Etherio serves clients across the corporate, association, and life sciences sectors. Learn more at etherio.com.

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