

Commercial INTEGRATOR



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IMCCA and *Commercial Integrator* Announce a New Industry Publication, *Collaboration Today and Tomorrow*

Independent, agnostic, expert voices will come together to deliver compelling, must-read commentary for the collaboration and AV integration community.

New York, NY (April 5, 2022) – IMCCA, a non-profit industry association for Unified Communication and Collaboration (UC&C), celebrating its 23rd anniversary this year, and *Commercial Integrator*, a market-leading publication from Emerald, will produce a quarterly supplement to *Commercial Integrator* that focuses on all things collaboration from multiple perspectives. Together, the organizations proudly launch *Collaboration Today and Tomorrow*.

The supplement's authors and contributors will be experts in the fields of UC&C, commercial systems integration, security, consumer electronics, education, consulting

and residential systems installation. The expert opinions that the publication contains will also include insights from industry analysts and the end-user community.

“The value of collaboration can no longer be debated,” said Carol Zelkin, Executive Director, IMCCA. “Our industry’s tools and methodologies kept the world in business during the worst pandemic in a century. Now, as our society faces the monumental transition to the future of work...and of life...it is up to us to lead the way to the next level of usability and value.”

Industry veteran David J. Danto, Director of Emerging Technology for the IMCCA (one among many industry roles he serves in), will curate and edit the publication. “My proudest moments in our industry are when expert professionals and competitors come together for the good of all. This publication will be a vehicle for just this sort of agnostic education and actionable advice. It will help lift the proverbial ‘all boats with the rising tide,’” Danto said. “And, in addition, we will champion our industry’s contributors with the most diverse ‘Honor Roll’ ever developed.” Marla Suttentberg and Lainie Mataras will spearhead that feature, which, in each edition, will honor someone in the categories of “Beginner,” “Under 30,” “30-50,” “Over 50,” “Legends” and “Diversity Spotlight.”

Dan Ferrisi, Editor-in-Chief of *Commercial Integrator*, said, “*CI*’s reason for being is to help integrators run their businesses better. We recognize that the world is transforming, and barriers between technology categories continue to blur. With *Collaboration Today and Tomorrow*, IMCCA and *CI* will illuminate how integrators can pivot their businesses to capitalize on this exciting new world of 24/7 collaboration, workplace flexibility, meeting equity and converged technology ecosystems.”

The first issue of *Collaboration Today and Tomorrow* will launch both online and in print around InfoComm time. The roster of authors and contributors are already hard at work preparing this premiere edition.



Collaboration Today And Tomorrow

Issue Number 1 – June 2022: Theme: What does “Collaboration” mean today?

 David J. Danto Editor, Work From Home	 Irwin Lazar The Overall Future Vision	 Roopam Jain The Future Of Work	 Tom Arbuthnot Unified Communications	 David Smith Consumer Electronics	 Reggie Smith Education & Distance Learning
 Amanda Wildman The Residential Perspective	 Ken Scaturro Securing Our Future	 Michael Goldman AV Integration	 Lainie Mataras Honor Roll: <i>Beginners, Under 30, 30-50, Over 50, Legends, Diversity Spotlight</i>	 & Marla Suttenger	 Michael Duda The Last Word

To learn more about advertising opportunities in *Collaboration Today and Tomorrow*, contact Ray Lyons (ray.lyons@emeraldx.com), Shawn Tobin (shawn.tobin@emeraldx.com) or Chelsea Grater-Cafiero (chelsea.cafiero@emeraldx.com).

About IMCCA

IMCCA is a not-for-profit user application and industry focused association with membership comprised of service and product providers, consultants, and users. Members benefit from the understanding and the use of various interactive and collaborative communications technologies in their professional and everyday lives.

About *Commercial Integrator*

Commercial Integrator is a multi-platform, market-leading publication whose purpose is to help commercial AV integrators run more successful, more sustainable, more profitable businesses. Its editorial team is steeped in knowledge of the commercial AV channel and delivers multimedia and written content, 24/7, across delivery mediums.