



Dear Readers,

The word of the year seems to be “pivot.” It’s been more than a year since COVID-19 ushered in a new reality. We’ve responded to the global, national, and local crises – all while sheltering in place or working under unusually stressful conditions. During this time, as in-person gatherings were restricted, NAME has been looking for new ways to pivot our traditional program offerings to stay connected with our community.

We pivoted our plans for the AAM annual meeting in San Francisco and regrouped to create virtual networking events. As we let go of in-person programming at regional conferences, we piloted twice-a-week Zoom “Coffee Chats,” added an event page to our website to help get the word out

(www.name-aam.org/upcoming-events), and ramped up our social media presence. We’ve hosted informal online conversations (presentations that emphasized discussion and knowledge sharing): one with Helen Hadani from the Brookings Institute and another featuring MaryLynn Mack from the South Coast Botanic Garden. And, we launched a new participatory workshop series: the NAME Design Forum. We continue to center our mission – advancing the value and relevance of exhibitions – through the lens of building a strong and diverse network of exhibition professionals.

Since we have no hard timeline for vaccinations and herd immunity, issues we know far more about than we would have predicted just

one year ago, NAME’s Leadership Team will continue to dream up creative virtual opportunities to stay connected with you, our readers and members. Please reach out with your ideas, through a Coffee Chat, program, or our web site (www.name-aam.org/contact). We hope to see you soon.

Warm regards,



Penny Jennings
President