



from the president

**Doug Simpson**  
President

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## Dear Colleagues,

*AAM's new membership structure has created new opportunities for NAME.*

**A**s you probably know by now, membership in any of the Professional Networks (like NAME) is free with your Alliance membership. Not surprisingly, Alliance members are choosing to join multiple PNs since, for many of us, our work crosses disciplinary silos. For instance, I've recently joined the Media and Technology Committee, the Education Committee, the Curators Committee, and the Committee on Audience Research and Evaluation, and am looking forward to getting to know each of these networks better.

*As a result of these changes, NAME's membership is both growing and changing. More of our members may not have exhibitions as the primary focus of their professional life, and we have the opportunity to better serve a larger and more diverse audience.*

*We also hope this blending of memberships engenders more collaboration among the PNs and results in richer professional development opportunities. We're happy to report one such collaboration. The theme for the 2013 Fall issue of the Exhibitionist is, "New Media in Exhibitions," and our editor is working with the Media and Technology Committee to develop the issue.*

*Another outcome of the AAM's new membership structure is the unlinking of NAME membership with an Exhibitionist subscription. You no longer need to be a member of AAM to subscribe.*

*We're excited about the opportunity to grow the Exhibitionist's readership beyond its present audience. We believe there is a much larger potential audience for the kind of thoughtful, focused information provided by our journal.*

*To respond to these opportunities, we've created a new Marketing and Communications Committee, with the dual task of marketing the Exhibitionist to the wider museum and exhibitions community and to improve our communications with the NAME membership. Some of the committee's initiatives include:*

- **Thoroughly assess our current communications.**
- **Create a new electronic direct email strategy** for members, non-members, subscribers, and non-subscribers to the Exhibitionist.
- **Increase our social media and internet presence.** We now have a Twitter account. Follow us at @NAMEExhibitions and on Facebook at National Association for Museum Exhibition (NAME).

*Please help us spread the word among your own exhibitions networks about the availability of Exhibitionist and help us grow this community.*

*By the time this issue is in your hands, many of you will have learned of the untimely passing of our friend and colleague Janet Kamien. Early this year NAME presented Janet with a Lifetime Achievement Award in recognition of her enormous contribution to the exhibitions field. See page 4 to learn more about her life and work.*