



from the president

Wayne LaBar
President

Wayne LaBar is the principal and founder of ALCHEMY studio. He may be contacted at wlabar@alchemystudio.com.

Dear NAME members and Exhibitionist readers:

Spring greetings from the NAME organization and board. As we start another year, I'd like to share information about some new directions and new initiatives we'll be undertaking in the coming months.

Before describing our large-scale initiatives, the board would like to invite all of you to participate in the exhibition-related sessions at AAM's annual conference in Atlanta (April 26-29, 2015) as well as the official NAME events that will be part of the conference. This year, there will be nearly 60 sessions that will interest those of us working in and with exhibitions (you'll find a list of selected sessions on page 83). NAME events during the conference will include:

- NAME party: always one of the must-go-to events of the conference, and this year it's being held at the College Football Hall of Fame.
- NAME lunch: A chance to network with fellow exhibition folks and have a bit of fun.
- NAME breakfast: Yes, we're bringing back the NAME breakfast, covering both NAME business and future planning.

NAME's initiatives are always focused on better serving our members and advancing the organization's mission. This year, we plan to:

- Research the existing and potential readership for Exhibitionist and use the findings to redesign the journal and explore possible changes to content and features.
- Increase the number of regional events held throughout the country, as a way to enhance professional development and networking opportunities, and to reach the many members who don't attend the annual AAM conference.
- Develop a strategy to use social media more effectively, as well as develop a system for soliciting ongoing feedback about NAME offerings and efforts.
- Examine the benefits we provide sponsoring organizations, businesses, and individuals.
- Review and possibly modify our operating procedures, especially in light of NAME's transition into a Professional Network as part of the AAM Spark initiative.

The NAME board and I look forward to bringing you updates on these efforts over the coming year. Feel free to reach out to any of us if you have any ideas or thoughts about our upcoming plans.

Cheers!