



from the president

**Doug Simpson**  
President

**Doug Simpson** is an Associate and Senior Exhibit Designer at Cambridge Seven Associates, Inc. He may be contacted at [dsimpson@c7a.com](mailto:dsimpson@c7a.com).

Dear Colleagues,

**T**he day has finally arrived! After years of discussion and planning, AAM (now the American Alliance of Museums) has eliminated the financial barrier to joining the Professional Networks, formerly called Standing Professional Committees (SPCs) and Professional Interest Groups (PICs). As of July 1, 2012, when you join the Alliance as an Individual Professional Member, you will be able to join any Professional Network (PN) for free.

This change was made for a number of reasons: to encourage Alliance members to engage in the PNs and enjoy the professional development and networking opportunities they provide; to increase the “value proposition” of Alliance membership; and to acknowledge that many museum professionals, especially in smaller institutions, wear multiple hats. Now you can join as many PNs as you like at no extra cost.

NAME is unique among the 22 PNs. We are the only one to produce a journal, this journal, the *Exhibitionist*. So this membership change has necessitated de-coupling the *Exhibitionist* from NAME membership. Now the journal will be subscription-based. The cost to our members remains the same.

NAME Membership + Subscription to *Exhibitionist* = Total Cost

|            |      |   |      |        |
|------------|------|---|------|--------|
| Old System | \$25 | + | Free | = \$25 |
| New System | Free | + | \$25 | = \$25 |

The new system will require an extra step on your part. When renewing your Alliance membership (or joining for the first time), you’ll need to check the NAME box and CHECK THE BOX TO SUBSCRIBE TO THE *EXHIBITIONIST*. We hope you all will.

This change has created a wonderful new opportunity to share the *Exhibitionist* with the wider museum community. Under the new system the *Exhibitionist* is available to anyone, whether a member of the Alliance or not. (The subscription price is \$35/year for non-Alliance members.) So we look forward to creating a larger, broader museum readership, both in the U.S. and abroad.

Please spread the word to your museum colleagues: the *Exhibitionist* is available to everyone! Go to the Alliance website and subscribe!