



NEWS/INFORMATION

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National Association of Automobile Museums (NAAM) 10TH Annual Conference Celebrates Record Attendance, the Election of Directors and NAAMY Awards Presentation

The 10th annual conference of the National Association of Automobile Museums (NAAM) was hosted by the Studebaker National Museum, South Bend and celebrated record attendance!

The conference was entitled "Engine of Change -- the Automobile and Its Influence" and was held jointly with the Society of Automotive Historians (SAH) April 5 through 8, 2006.

121 people registered for this conference, which included delegates from 36 NAAM member museums, NAAM corporate and individual members, and 37 members of SAH.

Museum members came from as far as Florida, California, Oregon, New York, and Canada!

The three-day agenda provided presentations on Thursday April 6, and Saturday April 8, and covered such diverse topics as architecture and space planning in new construction, funding and underwriting opportunities, museums' mission statements, boards of directors, coordinating exhibits and educational programs, marketing and branding, building community partnerships, and the challenges of exhibit design in an automobile museum.

Friday April 7 provided coach tours of South Bend, the University of Notre Dame and the Mittler collection of sports and racing cars.

A reception and dinner on Thursday evening was held at the historic Clement Studebaker House. NAAM Founding Members Shari West Freeman – Shari West Associates, and Judy Endelman – Benson Ford Research Center, presented a two-part overview titled "Before the Decade is Out...10 Years of NAAM."

New NAAM members, as well as those with tenure, were fascinated with NAAM's founding and past history, and everyone was excited about NAAM's growth and the future.

The NAAM Board of Directors held its quarterly meeting on Friday evening, and NAAM's annual meeting took place Saturday afternoon.

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Rebecca Bonham, Studebaker National Museum, South Bend, IN was elected to serve a three-year term on the Board of the National Association of Automobile Museums through December 31, 2008.

Officers re-elected to serve a three-year term on the NAAM Board through December 31, 2008 are:

Jackie Frady, National Automobile Museum (The Harrah Collection,) Reno, NV

Secretary Susan Lane, Lane Motor Museum, Nashville, TN

Treasurer Susan Sanborn, Toyota USA Automobile Museum, Torrance, CA

Also serving on NAAM's Board of Directors are:

President Wendell Strode, National Corvette Museum, Bowling Green, KY

Vice President Laura Brinkman, Auburn Cord Duesenberg Museum, Auburn, IN

Judy Endelman, Benson Ford Research Center & Historical Resources,
The Henry Ford in Dearborn, MI

Jon Hart, Blackhawk Automotive Museum, Danville, CA

John Mahoney, Vintage Automobile Museum of New Jersey, Beachwood, NJ

James Sandoro, Buffalo Transportation / Pierce-Arrow Museum, Buffalo, NY

Michael Spezia, Gilmore Car Museum, Hickory Corners, MI

John Sweeney, Larz Anderson Auto Museum, Brookline, MA

The NAAMY Awards are presented annually at the NAAM Conference and further promote professionalism in automotive museum management and promotion. The awards are designed to recognize automotive/transportation museum leaders for achievement, professionalism and creativity.

NAAMY Awards are presented in two divisions each with seven categories: Division I is for museums and organizations with annual budgets under \$300,000; and, Division II is for museums and organizations with annual budgets greater than \$300,000.

Categories include: Collateral Materials; Publications; Web Design; Interpretive Exhibit Design and Display; Film & Video; Educational Program; and, Event and Public Promotions. Three awards are presented in each category, and judging is done by faculty from Kent State University-Trumbull Branch.

NAAMs for 2004 and 2005 were awarded on Saturday evening following a presentation titled "*Rockne: The Car and the Coach*" by Bernie Kish, former director of the College Football Hall of Fame in South Bend, IN.

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NAAMY Awards for 2004:

Collateral Materials, Division I

- Cadillac LaSalle Club

Publications, Division I

- Wills Sainte Claire Auto Museum

Publications, Division II

- Auburn Cord Duesenberg Museum

Interpretive Exhibit, Division II

- Petersen Automotive Museum

- 2nd - Blackhawk Automotive Museum

Film & Video, Division II

- National Corvette Museum

- 2nd - Lane Motor Museum

Educational Program, Division II

- National Automobile Museum – The Harrah Collection

- 2nd - Blackhawk Automotive Museum

Event and Public Promotions, Division II

- National Automobile Museum – The Harrah Collection

- 2nd - Lane Motor Museum

NAAMY Awards for 2005:

Collateral Materials, Division I

- Wills Sainte Claire Auto Museum

Publications, Division I

- Wills Sainte Claire Auto Museum

Web Design, Division I

- Wills Sainte Claire Auto Museum

Film & Video, Division I

- Wills Sainte Claire Auto Museum

Educational Program, Division I

- William E. Swigart, Jr. Auto Museum

Event and Public Promotion, Division I

- Wills Sainte Claire Auto Museum

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NAAMY Awards for 2005, continued:

Collateral Materials, Division II

- National Corvette Museum
- 2nd – National Corvette Museum

Publications, Division II

- National Automobile Museum – The Harrah Collection
- 2nd – Lane Motor Museum
- 3rd – Blackhawk Automotive Museum

Web Design, Division II

- Blackhawk Automotive Museum
- 2nd – Lane Motor Museum

Interpretive Exhibit, Division II

- Petersen Automotive Museum (*Drive*)
- 2nd – Petersen Automotive Museum (*Vacationland*)

Film & Video, Division II

- National Corvette Museum (*Heart of the Heartland*)
- 2nd - National Corvette Museum (*Hall of Fame*)

Educational Program, Division II

- Lane Motor Museum

Event and Public Promotions, Division II

- Studebaker National Museum

The National Association of Automobile Museums is a trade organization for the institutions and people dedicated to the automobile and its history. The association is intended for all categories of members, from museums to companies, from auto clubs to individuals interested in the automobile.

NAAM's Mission is *to link auto museums, enabling them to foster education, share exhibits, and exchange vital data about collections.*

NAAM was incorporated in Indiana in 1995 and holds an annual conference hosted by a different member museum every spring, and which in alternate years is a joint conference with the Society of Automotive Historians (SAH). The first annual conference was held with SAH at The Henry Ford in Dearborn, Michigan in 1996 to commemorate the centennial of the American auto industry.

NAAM currently has eighty-three museum members in the United States and Canada. Late in 2005 a reciprocal membership was created with The Friends of Automobile Museums in Montjalin, France, a group of 60 auto museums in France and Europe. The total membership, including individuals and museum-related businesses is 146.

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NAAM publishes a quarterly newsletter, and it has published a **NAAM Collection Management Manual** geared to auto museums that is provided to NAAM members at a discount.

NAAM's dedication to helping its members grow professionally through its annual conferences and networking opportunities is further supported by the **NAAM Scholarship Program**.

Recipients of the **2006 NAAM Scholarships** were Robin Hicks-Conners from the Elliott Museum, Stuart, Florida; and, Douglas Nelson from the Northwest Vintage Car & Motorcycle Museum, Salem, Oregon. Each received complimentary conference registration and up to \$500 in expenses for travel and accommodations at the host hotel.

To date **NAAM Lifetime Achievement Awards** for individual contributions to the auto museum profession have been presented to Henry Ford, William F. Harrah, and William Swigart.

NAAM's website, www.naam.museum provides a listing of member museums and links to their respective sites. And NAAM manages a List-Serv so that members can address a question to their colleagues and get some feedback. One recent question dealt with handling donations that come with donor restrictions.

NAAM Objectives include:

Develop and elevate standards for automobile museums in the areas of registration and documentation, conservation and preservation.

Organize a thought-provoking annual conference to bring members together. Discuss issues of specific interest to automobile museums, define goals and objectives, and increase levels of professionalism.

Provide a useful structure in which information can be shared about collections, artifacts, exhibits, policies and procedures. Produce directories of services to auto museums (appraisers, products, libraries, etc.).

Create education programs which can be shared economically among member organizations. Promote greater public understanding of auto museums and auto history.

Promote and market member museums' programs and exhibits through the media and on the Internet. Engage in collaborative marketing of products in museum stores.

Please visit the NAAM website at www.naam.museum.

For additional information about NAAM including future conferences and sponsorship opportunities, please contact Jackie Frady, National Automobile Museum (The Harrah Collection), 10 South Lake Street, Reno, Nevada, 89501-1558, phone (775) 333-9300 or e-mail jfrady@automuseum.org.