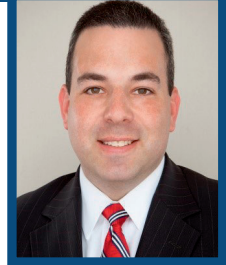


FROM THE PRESIDENT

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"I've never been too good with names, but I remember faces."

-It's a Shame About Ray by The Lemonheads

By the time you are reading this, you will know that the name "Pennsylvania & Delaware Valley Chapter" is no more. After much deliberation, consultation, and consternation, the board has chosen "Keystone" as the chapter's new name.

Why Keystone Chapter, you say? Well, for one answer to that question, please read the article later in this issue that talks in more detail about both the history of the chapter and the chapter's name and gives a little insight as to how we decided to make this change. But if you want the essence of why we decided to change the chapter name, at least in my opinion, it boils down to this: names matter.

There was nothing inherently wrong with the name Pennsylvania & Delaware Valley Chapter. It was just long and did not lend itself particularly well to this new day and age where, to quote everyone's favorite Ferris Bueller line, "life moves pretty fast." People's attention spans are not what they used to be; we shorten or abbreviate everything. No one wanted to say Pennsylvania & Delaware Valley every time, so they shortened it to PA/DelVal or PADVC. And for those of you so inclined, it was particularly hard to tag on social media. We decided a change was necessary.

Speaking of long names, one Pearl Jam song that most people know is,

"Elderly Woman Behind the Counter in a Small Town." It's the tenth song on the band's second album. I assume most casual fans did not actually know that was the song's name. And that's because the name is a sort of a joke. It was the band's reaction to people who criticized the fact that most of their songs on their first album featured one-word titles. Alive, Once, Oceans, Porch. You get the idea. Most sane people refer to the song as either "Elderly Woman" or "Small Town" because no one wants to say "Elderly Woman Behind the Counter in a Small Town" every time. It's the same idea with Pennsylvania & Delaware Valley. But unlike a song name, when you are trying to build name recognition, gain members, and grow a chapter, having a long name was a hinderance.

So, if Pennsylvania & Delaware Valley was too long, why not go back to Mid-Atlantic, which was about as descriptive as you could be about our region? Again, from my perspective and as I discussed in the later article, we needed something to move us forward – not backward. Not that there was anything wrong with the name Mid-Atlantic either, but, to me, it just did not capture that magic – that something special we were looking for.

The first time I heard anyone suggest the name "Keystone" for our chapter, it was right before a chapter board meeting back in 2019. Our then President, Cathy Dunn, CMCA, AMS,

PCAM tossed it out as a potential name along with a few others. I immediately liked it. It felt to me a little like the name of CAI's Heartland chapter, which covers parts of Kansas and Missouri (a/k/a, the "Heartland"). To me, Keystone had a similar regional connection. It had structural and political meanings, and it had a little bit of that something special. A good name really does have the ability to capture the magic.

Is the name Keystone Chapter perfect? No. It probably is too evocative of just Pennsylvania rather than including the whole region (including my beloved South Jersey). But it is representative of what we want this chapter to be at this time and who we are and who are members are. Names matter, and I'm hoping this one will be a good fit.

So that's it for this month. Thank you all for being here and for being members of the Keystone Chapter (you'll get used to it). Here's to the Delaware Valley, to Philadelphia, and to Central PA, and to the Poconos, and to Pittsburgh (except Penguins fans), to North Delaware, and (most importantly) to South Jersey (that's for you, Bob Wise). Here's to Evan Dando, to the Oxford comma, and to actual keystones. And join me next time when I will discuss why Little Feat's "Waiting for Columbus" is the best live rock n' roll album of all time.