

DONOR STORY:

NY NOW

MSA says “thank you” to a devoted partner and supporter.

My name is Amy Loewenberg, and I’m the buyer relations manager for NY NOW, the National Stationery Show, American Handcrafted, and SURTEX trade shows. I’ve been in this position for one year now, but I am no rookie to the market. I was a buyer for many years, focusing on lifestyle, home, handmade, and paper products. I walked the aisles of Javits back when it was the New York International Gift Fair along with the National Stationery Show and have also had the pleasure of exhibiting at both, so I am quite familiar with both sides of the aisle. My deep appreciation of the process and developing a “concept” or a “moment” that all starts with a conversation was and continues to be my spark. The relationships I formed as a merchant made my time even more enjoyable. Developing strong working relationships with both buyers and exhibitors from all over the globe, from the independent shop owners to large buying groups, from nonprofit organizations to everything in between keeps me very busy and very happy.

Both museum store buyers and exhibitors have a major presence at NY NOW, and



I was shopping among you back when it was called the Museum Mile. However, I first became aware of MSA about a year ago on a beautiful sunny day while having brunch in the Cloisters with friends. One Paul Stewart-Stand leaned over to me and asked about my new job and if I was interested in developing a relationship with a buying group...and here we are! Clearly, my answer was a definite “yes.” My personal education on MSA has flourished, and our business partnership has continued to develop. You will see our united efforts reflected as you walk the aisles of NY NOW.

NY NOW has new ownership and some new management, myself included. We are all intensely focused on developing partnerships that will strengthen our market and industry. We know that working together is essential and that we all have something important to offer.

The relationship between NY NOW and MSA already existed, and we’ve been sponsors for years, but neither of us was utilizing all the tools we have to support one another. We basically lost traction and needed to stoke the fires to reignite. There are so many important reasons why

we will continually be engaged with MSA. We recognize the value of the MSA buyers and exhibitors and that MSA can directly help us understand the needs of both for today and for the future. It’s vital that we work together to sustain and nurture this meaningful and significant industry.

I’m happy to report that we now we have a foundation in place and are moving FORWARD—pun intended—as my peer Trish Borrelli and I recently returned from the MSA FORWARD 2019 Conference & Expo in San Diego. We had an amazing time and returned fully prepared to up the ante!

MSA’s values at the core are to be celebrated. Not every organization provides their members with the knowledge, resources, and the community to thrive in as you do. To support this niche market within the retail world with such specific needs with the caliber of assistance that MSA provides is tremendous. Additionally, it challenges its members to utilize the power of their assets and leverage them within their own institutions. This heightened educationally based strategy is incredible and is something that I believe sets MSA apart from the rest.

“MSA and NY NOW share common goals and ideas. We both believe in the power of inspiration, providing insight, tools to further challenge yourself and your business, and connections to a like-minded and forward-thinking community of people.”

— Amy Loewenberg, buyer relations manager, NY NOW

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