



December 10, 2020

2020: This is a test.

Just twelve months ago, we were unaware of the dangers that the coming year was about to let loose on the world. Throughout 2020 we were tested as never before. Thrown off balance personally, societally, and institutionally. Even now, as the welcome prospect of vaccines and effective treatment breaks through the gloom, we continue to be tested.

In terms of the Me2B Alliance these tests to our fortitude have amplified the expected challenges of a startup organization. Tests such as clarifying our purpose. Refining our governance. Getting the right people in place. Finding partners in our cause. All of this while working 100% remotely, some of us with additional challenges posed by multi-generational households, medically at-risk loved ones or personal health vulnerabilities.

Yet, there's good news: Every day the Alliance grows stronger.

In hindsight we are able to see just how well we've withstood the tests of 2020. The Alliance has emerged as a fully-fledged membership organization. Early Certification testing of websites and mobile apps is well underway, with our rubric maturing and improving with every product test performed. Our own me2ba.org website with membership portal is up and running. A spate of webinars, white papers, and online resources have either been published or are poised for imminent release. The enormity of our task—measuring the ethical behavior of technology—felt overwhelming when we began in 2019, but now feels within reach.

All of these accomplishments are the direct result of purposeful thinking, consistent showing up and doing, on the part of Alliance volunteers, board members, advisors and staff.

Each of us was tested. And we performed.

For me, being home-bound afforded a rare opportunity for focus and intensity, without which, perhaps we wouldn't have made such strides. I'm reminded of the Zen saying, "no mud, no lotus." It captures the essence of interdependence, of cause and effect. 2020 was chock full of mud, but, oh, what a beautiful lotus bud we have grown!

I am deeply honored and grateful to be on this path together with you all.



Lisa LeVasseur
Executive Director
Me2B Alliance



Copyright © 2020 Me2B Alliance, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).