

Name of the Year 2017

CLEVELAND EVANS

Bellevue University, Bellevue, USA

The twelfth annual Name of the Year vote was held at the American Name Society meeting in Salt Lake City, Utah, on January 5, 2018.

For 2017, we had 38 total nominees, beating 2015's previous record of 31. Thirty-seven nominations came in by email before the meeting, and one was nominated from the floor.

There were 10 nominations for Trade Name of the Year. As usual, several were not commercial names, but names of entities that did not fit well into other categories.

Two persons nominated Alexa, Amazon's artificial intelligence system that recognizes human speech. Other true trade names nominated included Juicero, a machine squeezing juice from packets of fresh fruits and vegetables, that failed after reporters discovered they could easily squeeze the juice faster by hand. Abilify MyCite, a new drug approved by the FDA that has a tracking sensor embedded in the pill, and Tesla, the automaker and solar panel manufacturer based in Palo Alto, California, also received nods.

Bitcoin, the world's first cryptocurrency, was nominated because of the 2017 mania that saw the price of a single Bitcoin rise to \$18,000 before dropping.

Cassini-Huygens, the spacecraft that ended a 20-year mission exploring Saturn by crashing into its atmosphere on September 25, 2017; and LIGO, the Laser Interferometer Gravitational-Wave Observatory that detected the collision of two neutron stars in October, were scientific instrument nominees.

Brexodus, a compound of Brexit and exodus referring to the predicted mass exit of individuals and corporations from the United Kingdom when it leaves the European Union, and The Paris Agreement, a term for the goals adopted by the United Nations Framework Convention on Climate Change which the Trump administration on August 4 said it would withdraw from, were political nominees.

The final nominee in the Miscellaneous and Trade Names category was #MeToo, the name of the movement created around that social media hashtag that encourages those who have been sexually assaulted or harassed to publicly share their experiences.

In the first vote for Trade Name no nominee received 50%, so a run-off vote was held between the top two contenders, Brexodus and #MeToo. #MeToo won the run-off with 73% of the votes.

There were seven nominees for Place Name of the Year. Four different nominations (the greatest number for one candidate ever) were sent in for Rohingya, the name of the Islamic group in Myanmar. Over 650,000 Rohingya refugees fled to Bangladesh in 2017 as a result of massacres perpetrated by the Myanmar army. The Myanmar government has stopped using the name Rohingya, prompting the United Nations' Zeid Ra'ad Al Hussein to say "To strip their name from them is dehumanizing."

Charlottesville, the Virginia city where a Neo-Nazi March resulted in the death of a counterprotestor August 12; Bowling Green, the Kentucky city that presidential counselor Kellyanne Conway falsely claimed had been the site of a massacre by Iraqi immigrants; Whitefish, the Montana city in the news as the home of white nationalist Richard Spencer, Interior Secretary Ryan Zinke, and Whitefish Energy, a two-person company awarded a contract to repair Puerto Rico's electrical grid; and Fishers, the Indianapolis suburb chosen by Money magazine as the best place to live in the United States, were American town names nominated.

The final two Place Name nominees were Catalonia, the autonomous region of Spain whose independence referendum on October 1 was declared illegal by the Madrid government, and Sandy Hook, the school in Connecticut remembered because of the five-year anniversary of the mass killing of young children there.

In the discussion before the vote on Place Name of the Year, it was pointed out that the final Name of the Year did not have to be one of the winners in the four categories. This contributed to Charlottesville winning over Rohingya in a run-off by 81%.

Fifteen nominations for Personal Name of the Year were received by email. Drumpf, the original German form of Donald Trump's family name which is used pejoratively by some opposed to him, and Rocket Man, a nickname used by Trump for Kim Jong-un, the leader of North Korea, each were nominated by two persons.

Two persons also nominated Harvey, the name of the hurricane that caused floods devastating much of Texas in August. Irma, the hurricane that struck the Virgin Islands, Cuba, and Florida in early September; and Maria, the hurricane that destroyed most of Puerto Rico's infrastructure in late September, also were nominees.

Names of other persons involved in politics in 2017 that were nominated included Kim Jong-un, the North Korean leader who threatened nuclear attacks; Robert Mugabe, Zimbabwe's 93-year-old President forced to resign by the military after 37 years; Emmanuel Macron, the centrist elected President of France in May; and "The Mooch", nickname for Anthony Scaramucci, who on July 31 was fired 10 days after his appointment as White House Communications Director. Javanka, a blend of Jared and Ivanka for the son-in-law and daughter of President Trump, also received a nod.

Heather D. Heyer, the counterprotestor killed in Charlottesville; Reality Winner, the 26-year-old former intelligence specialist charged with mailing classified material to a news outlet; Harvey Weinstein, the film producer whose exposure as a sexual harasser led to the #MeToo movement; and Elon Reeves Musk, the founder of SpaceX corporation, which hopes to colonize Mars, were other persons in the news whose names were nominated.

Eclipse was nominated because of reports that babies born on August 21, 2017, the day the path of a full solar eclipse crossed the United States between Oregon and South Carolina, were given that name.

Finally, the one nominee from the floor at the meeting this year was Orange Fruitcake, another pejorative nickname for Donald Trump.

Maria won as Personal Name of the year with 69% of the vote on the first ballot.

The five nominees for Fictional Name of the year began with "Salvator Mundi", title of a painting by Leonardo da Vinci that was purchased for \$450 million dollars at auction by a Saudi crown prince on November 15, making it the most expensive painting ever sold.

Nambia was nominated because in September, Donald Trump twice praised the health care system of Nambia in a speech at the United Nations, although no such country exists.

Offred, the protagonist of *The Handmaid's Tale*, a Hulu streaming series adapted from Margaret Atwood's dystopian novel, where the name means "of Fred", designating the handmaid's owner; and Eleven, the name of a character in Netflix's series *Stranger Things* who is given that number name as a government test subject, were television character nominees.

The final nominee was Hamilton, title of the hit Broadway musical featuring rap music, still a hit after winning 11 Tony Awards in 2016.

Nambia won a run-off for Fictional Name of the Year with 53% of the vote.

The four winners in the overall categories became nominees for overall Name of the Year. Rohingya was also nominated from the floor. The discussion before the vote emphasized that it would be a powerful statement for ANS to designate Rohingya as Name of the Year to protest the attempted suppression of this ethnic group's name by the Myanmar government. Rohingya won as Name of the Year for 2017 with 94% of the votes.

Later at the 2018 meeting, the ANS Executive Council voted to add a new fifth Miscellaneous category to the Names of the Year vote for 2018 and beyond, limiting the Trade Name Category to names of commercial products and incorporated entities, whether for profit or nonprofit. It was also voted to change the category title Fictional Names to Artistic & Literary Names. In the future, that category will be limited to names deliberately created as part of artistic endeavors, with accidental names like Nambia becoming part of the Miscellaneous category.

For 2018, the American Name Society will vote on Names of the Year in the five categories of Artistic and Literary Names, Place Names, Personal Names, Trade Names, and Miscellaneous Names before choosing an overall winner. Send nominations to Dr. Cleveland Evans, either by email at cevans@bellevue.edu, or by postal mail to him at "Psychology Department, Bellevue University, 1000 Galvin Road South, Bellevue, NE 68,005-3098, USA." Please include a rationale for your nomination, which will be included on the list of nominees presented at our annual meeting during January 2019.