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February News and Events

February 15, 2017

Arts + Biz Spotlight

Digital Agency Invests in Curiosity and Exploration with Bronx Students

Starting out using funds slated for holiday gift baskets for clients and partners, Situation Interactive, a digital advertising agency, invested in world-class arts and culture experiences for Bronx middle schoolers. Their investments in arts experiences in high performing, arts-deficient schools pay dividends for their community and for their company. [Learn more.](#)



Moving Arts Leadership Forward

Professional Development Workshop

Thursday, March 2, 2017; 9 a.m. – 11 a.m. | Con Edison (4 Irving Place, Manhattan)

This workshop, brought to you by the *Arts & Business Council of New York* and *Con Edison*, will bring together cross-sector practitioners to share best practices and explore creative ways to grow and retain

leadership at arts organizations. Participants will work in small groups to tackle talent development challenges and walk away with creative, practical, and low-cost solutions that can support any-sized organization.

Learn to:

- Further your mission through investing in your human assets.
- Expand employee leadership training opportunities without a big budget.
- Leverage existing programs and partnerships to foster professional skills and leadership development internally.

Featuring:

- **Tim Cynova, Chief Operating Officer**, Fractured Atlas
- **Harriet Taub, Executive Director**, Materials for the Arts, NYC Department of Cultural Affairs
- **Kelvin Dinkins, General Manager**, Two River Theatre & TCG SPARK Fellow Alum
- **Others to be announced!**

This workshop is perfect for people managers, executive directors, and anyone interested in leadership development in the arts. Whether you're a small or large arts organization—this workshop will have strategies for you!

The *Moving Arts Leadership Forward* workshop is free but, registration is required as space is limited.

[REGISTER HERE](#)

Questions? Email Emma Osore, Program Coordinator, at eosore@artsandbusiness-ny.org.

#DIAL25

ABC/NY's Internship Program Celebrates 25 Years!

For 25 years, ABC/NY's Diversity in Arts Leadership internship program (DIAL) has been training and mentoring college students from underrepresented backgrounds to become arts leaders. One of the only programs of its kind in the nation, DIAL's aim is to strengthen and advance diversity in the arts management field and provide the newest members of the workforce with real-world career experience in the arts and business sectors in New York City.

We are proud to share with you our impact in the last 25 years of programming with a [new infographic](#) and the hashtag #DIAL25 on [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#).

DIAL's Impact



97,600

hours of added capacity for
NYC's cultural nonprofits



98%

said DIAL was influential

DIAL is generously supported by our lead sponsor Con Edison with additional support from NYC Department of Cultural Affairs and the Milton and Sally Avery Arts Foundation.

Employee Engagement Opportunity of the Month

Only Make Believe

Only Make Believe's mission is very simple, to give joy and inspiration to as many sick children as possible by bringing professional actors into the hospital wards to entertain the children with specially created plays. OMB seeks corporate volunteers for two specific types of one-time volunteer days:



- *Costume Collective*—OMB will transform your conference or multi-purpose room into a costume workshop! Your employees will be invited to use their artistic skills and imagination to create one-of-a-kind costumes for the kids to wear during our performances. OMB introduces their program to your volunteers and distributes the decorated costumes to the children they serve. This is their most popular event because they come to you!
- *Cast Party*—Bring a group of employees to share the fun of an OMB show with the kids! Your employees will get a first-hand view of what OMB does in hospitals and care facilities. Your group will travel to one of our hospitals, decorate the playroom, enjoy the show performed by OMB actors, and throw a party for the kids with snacks, juice, and goodie bags for each child.

Reach out to ABC/NY Director Amy Webb (awebb@artsandbusiness-ny.org) to organize the experience that's right for your group. Check out the ABC/NY [matching portal](#) for this and other arts-based employee engagement opportunities.

News from Americans for the Arts

- **Valuable and Unique Essays on Business and Arts pARTnership.** All across the country, today's most innovative businesses are using the arts to help them meet some of their most difficult and vital objectives. Americans for the Arts is proud to announce the complete pARTnership Movement essay series. These [eight longform essays](#), with case studies that profile successful business-arts relationships, illustrate one of the eight reasons businesses partner with the arts and are available on [The pARTnership Movement](#) website.
- **Americans for the Arts CEO Radio Interview with the Business of Giving.** In this [interview](#), Robert Lynch covers exemplars from the pARTnership movement, like [Aetna](#) and [Kohler](#), and discusses how businesses use the arts for retention and how individual artists maneuver as social enterprise.
- **Childhood Lesson: Color Outside the Lines—How being a child artist helped me become a better business leader.** [Read more.](#)

- **2017 Americans for the Arts Annual Convention Scholarship Applications and Registration Now Open.** Dates: June 16-18, 2017 in San Francisco, CA. Full ride and reimbursement scholarships are open to members; applications are due by February 28. Early Bird [Registration](#) ends April 12, 2017.
- **Arts Advocacy Day & Nancy Hanks Lecture Registration Open.** [Register now](#) for a day of advocacy training in Washington, DC and the [Nancy Hanks Lecture on Arts & Public Policy](#), featuring Darren Walker, president of the Ford Foundation.
- **Launch of New Arts Mobilization Center.** The [central location](#) where you'll find messages from Americans for the Arts on timely political activity, action items, and news articles of interest.

Follow Us on Social Media

ABC/NY staff curate content from diverse outlets to bring you the very best and most creative #artsandbiz mashups.

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ABC/NY develops creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY is a division of Americans for the Arts.

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Washington, DC Office
1000 Vermont Avenue NW, 6th Floor
Washington, DC 20005
T 202.371.2830 | F 202.371.0424

New York City Office
One East 53rd Street
New York, NY 10022
T 212.223.2787 | F 212.980.4857

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