



**December 14, 2011**

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The Arts & Business Council mission is to develop more creative partnerships between the arts and business communities in New York. We enhance the business skills of the arts sector and the creative engagement of the business sector. We engage, as volunteers, smart people who care about the arts. And we develop leaders in the business of the arts, for people entering the arts field and for those already making a difference.

**Good Business is the Best Art**

I agree.

I'm not really sure what Andy Warhol meant. And being Andy Warhol, I'm skeptical that he actually *meant* what he meant. But I still agree.

Just like you, I know Best Art when I see it. And I saw it last week taking place at a Good Business called [Tekserve](#). They are at 119 West 23rd, and this blatant plug is in part because 'tis the season when you may be assessing or about to give or receive some Apple product (their tagline: "All Things Apple"), about which Tekserve (a) knows everything, (b) can fix anything, or (c) can advise you on what to do instead of fixing it.

Tekserve sent a team to the Arts & Business Council's first Green:Inspired:Art contest, up at Lincoln Center's Rubinstein Atrium, back in September. They had so good a time making green art (ecologically green, not monochrome), they asked to host our next contest, which took place last week. As you would expect, they know a thing or two about recycling computer parts, and they provided some mainframe housing as the basis for each team's sculpture. The rest of the artistic materials came from [Materials for the Arts](#), the City's nonpareil recycling phenomenon, under the wing of the Department of Cultural Affairs. Each team gets access to a garbage bag full of surprising stuff. Two hours to make

a piece of art. Ready? Go!

Tekserve was the runner-up, as judged by Dorothy Twining Globus, Curator of Exhibitions for the Museum of Arts and Design, with a futuristic "Mechanical Ocean." The winner was The Lower East Side Ecology Center's "Castaways" beach and seascape. As you will now see when you walk past the display windows on 23rd Street. Where others have seasonal Santas and menorahs, Tekserve is proud to display...something unique. ("And a huge thank you from Tekserve for allowing us to be part of this series. You can count on us to be an ongoing supporter." —Kevin Hart, Tekserve CEO.)

It is Good Business to recycle, whether you're hands-on servicing computers, or donating your un-needed widgets of any kind to the City to distribute to kids and organizations for art projects, or feeling virtuous with two-sided printing. It is Good Business to get your employees engaged, exercising teamwork, feeling connected with the community. It is Good Business to encourage, exercise, and celebrate creativity.

So go to 23rd Street and tip your cap to Tekserve (and the Ecology Center). As a *business*, drop me a line and we'll get *your* team engaged in our next Green:Inspired:Art contest, on the Friday before Earth Day, April 20, 2012, at the Museum of Art & Design itself. (Or, if you really want, we can bring our dynamic, art-making contest to your offices.) As an *arts* organization, drop me a line on how *you* are helping our business colleagues go green, engage employees, and/or be creative (and we'll celebrate you!).

Socially responsible business is the Best Business. "Making money is art and working is art and good business is the best art," said Warhol. "Arts & Business," says I.

—[Will Maitland Weiss](#), Executive Director



Above: winning team: Lower East Side Ecology Center  
Below: Tekserve at work

## They've Got Next



ABC/NY's [Emerging Leaders of New York Arts \(ELNYA\)](#) is hosting a Creative Conversation TONIGHT geared towards empowering emerging leaders to think outside the box and take their careers into their own hands. [They've Got Next: Arts Professionals Who Are Charting Their Own Path and Advancing the Field Along The Way](#) will be moderated by Monique Martin (Director of Family Programming, CityParks)

Foundation/SummerStage); the panel discussion will feature Risë Wilson (Founder of The Laundromat Project), Meghan Stabile (President/CEO of Revive Music Group), Kaisha Johnson (Co-Founder of Women of Color in the Arts) and Adam Schatz (Founder of Search and Restore), four outstanding arts professionals who have successfully created their own paths and advanced the field along the way. Learn from their journeys, and begin charting your own course!

Please note: the moderated panel discussion will be followed by a 20-minute break out session in which you will have the opportunity to sit down in a small group with a panelist of your choice for a more intimate conversation. Please be sure to designate the panelist that you would like to sit with during the break out session in your [RSVP](#).

Date: Wednesday, December 14, 2011

Time: Program 7:00-8:30PM, reception to follow at 8:30PM

Location: Harlem School of the Arts, 645 Saint Nicholas Ave. at 141st St.

Admission: \$10

## 23 Extraordinary Places Near You!



One was the home of a feminist photographer, another of an Afro-American inventor and draftsman who worked with Thomas Edison, a third is the quaint red lighthouse of a children's book. There are 23 members of the Historic House Trust, and you'll get a chance to learn about them and meet the people who keep them vibrant and open to the public. The hope is that you'll find one that interests you—as a visitor, as a volunteer, or as a board member. This event is organized by the Not-for-Profit Committee of the Financial Women's Association of New York Educational Fund.

Date: Thursday, February 2, 2012

Time: 5:45-8:00PM

Location: The Arsenal Central Park, Fifth Avenue at 63rd Street

Admission: \$37.50 (\$30 for FWA members)

[Reservations Required](#). Reservations/Cancellations and payments due by Tue. 1/31/12.

## 50 Winning Tweets

Didn't make it to the 2011 National Arts Marketing Project Conference? Here it is, [Storify-ed](#), and [here](#) are the 50 most insightful, inspiring, and awesome takeaways straight from the #nampc tweet deck.



## Links We Like

- [Art.sy's 'Genome' Predicts What Paintings You Will Like](#)  
It can't predict, on its own, that ineffable aesthetic connection between an artwork and a viewer. But it can make those connections more efficient. It has the potential to introduce each buyer to a wide range of artists and artworks, all of them related in some way and—this is key—most of them unknown and otherwise inaccessible to any but the most knowledgeable connoisseurs.
- [The Automatic Nonprofit Salary Calculator](#)  
Jon Pratt of the Minnesota Council of Nonprofits uses a tongue-in-cheek version of the familiar Salary Calculator model to comment trenchantly on the indiscriminate—and not so indiscriminate—differences in how nonprofit staff get paid.



## Things Like...



Free tickets. Discounts at entertainment venues, shops, and restaurants. Job postings. Check out [our Facebook page](#) for info and links to articles you won't see in this newsletter. Like us on Facebook—you don't have to have an account to [view our page](#).

*"You want the moon? Just say the word and I'll throw a lasso around it and pull it down."*

[Don't let's ask for the moon.](#) How about being a star instead? Please make a [tax-deductible contribution](#) to help ABC/NY continue its work serving arts organizations of every size and every discipline in every borough today.

**DONATE NOW**