



November 16, 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.

Louisville

In Kentucky. I knew that, because it's where Hillerich & Bradsby makes almost every baseball bat that was, is, and will be. Home of a great theater, too, [Actors Theatre](#) of, with the great Humana Festival of new plays.

And location of the 2011 [National Arts Marketing Project Conference](#). Karen went—ABC/NY Deputy Director Karen Zornow Leiding—and came back to the office this morning bubbling over with enthusiasm. Here are some take-aways:

- Customer service. There are no neutral brand interactions: they are good or bad. Your success depends on which. Often it's the lowest-paid and least-engaged employees who are your vanguard of customer service. And in the scramble to woo and serve new customers, don't under-invest in the ones you've got (they're the ones who generate the word-of-mouth you need to attract the new ones).
- Bourbon, and the [Kentucky Colonel](#) (no, not [that Colonel](#)).
- Ask questions. Telling people things keeps them passive. Asking gets them engaged. "Did you know...?" You want their eyebrows raised in interest, not furrowed in confusion or boredom.
- Beer cheese.
- Stop/Start/Continue surveys. Ask your patrons: What would you like us to stop doing? To start doing? To continue doing? (Hey: those are good questions for you, reading this, about the Arts & Business Council!)
- Shrimp and grits.
- Using CRM—Customer Relationship Management—(such as [this one](#)) to connect

quicker, cheaper, *better*. Those who are using it are loving it; those who aren't are getting on board fast.

- [Kentucky Derby Chocolate Walnut Pie](#).
- Mobile apps. E-marketing. How it is all about using technology to connect with our constituents in a more personal way. High tech/high customer service.
- The [21C Museum Hotel](#), with its [Text Rain](#) interactive installation and a signature flock of red penguins, who "migrate" around the museum each day and night.
- The value in conferences such as this one isn't just in what you're told in the daily sessions, it's what you figure out for yourself in conversations with smart, engaged, forward-thinking peers. It's the "aha!" moments that are both [surprising and inevitable](#).

Points are, really,

(1) the NAMP Conference was packed with great experiences, as it is every year. Check out the great 2011 content available [online](#), and start saving up now to get down to Charlotte for the (November 9-12) 2012 conference.

(2) **Get your staff out to stuff.** Scrounge; pay for it. They come back with ideas, new contacts, chocolate from the airport, and energy. The investment is so worth it.

Any others of you make it to Louisville these past few days? What did *you* take away?

—Will Maitland Weiss, Executive Director

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Photo: Ted Roeder

It's not too late to sign up for the next Green:Inspired:Art Contest, Friday, December 9, at Tekserve. Contact Fran Smyth at fsmyth@artsandbusiness-ny.org or 212.279.5910 x1122.

If you can't make it to this one, we'll be offering another one in the spring, at the Museum of Art & Design on April 20, 2012.

Show Off Your Volunteer Street Cred

Lisa Ferber, one of ABC/NY's Business Volunteers for the Arts, has created a design that is now available on shirts, caps, jackets, and even a baby blanket. Lisa is an artist, playwright, and designer and has recently helped Uptown Dance Academy create a marketing campaign for the uptown community. Check out [her design online](#) and get yours today.



Become a NYC Teaching Fellow

Arts background? Business background? Volunteer background? Here's another way to connect with NYC:

*You remember your first-grade teacher's name. Who will remember yours? **Become a NYC Teaching Fellow.***

NYC Teaching Fellows work in high-need subject areas and grade levels in New York City public schools, while earning a subsidized Masters in Education. Their mission is to find outstanding teachers for the classrooms that need them most and facilitate a transition into teaching for those who are committed to teaching in New York City. [Apply today](#). Deadline is December 5, 2011.

Links We Like

[Nonprofit Employers Don't Meet Workers' Needs for Job Satisfaction, Surveys Find](#)

Two recent reports show a disconnect between what nonprofits provide to their workers and what employees say is essential to their job satisfaction.



[Nonprofit Employees Are More Satisfied Than Other Workers With Their Jobs, Says New Brookings Survey—but Problems Loom](#)

Nonprofit employees are so dedicated to their work of helping others that they may be in danger of being exploited by their organizations. Although there may be no deliberate exploitation, organizations can ask too much of employees in the name of saving sparse resources.

[If Brainstorming Doesn't Work for You, Try Brainsteering](#)

Brainsteering is quite simply just that—steering the brain in a certain direction to lead to a more productive outcome. While traditional approaches to brainstorming include thinking out of the box and with absolutely no constraints, brainsteering encourages people to think inside a very carefully defined box.

One Size Doesn't Fit All



Different media, different messaging. Check out [our Facebook page](#) for info and links to articles you won't see in this newsletter, as well as occasional job listings and catalysts for your creativity. Like us on Facebook—you don't have to have an account to [view our page](#).

To give away money is an easy matter and in any man's power.
— Aristotle

Please help ABC/NY continue its work serving arts organizations of every size and every discipline in every borough by making a [tax-deductible contribution](#) today. It's easy!

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