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ABC/NY's mission is to develop more 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 provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization.

It's About the Future, Stupid

"Stocks Resume Free Fall"—lead headline in today's NY Times; not good. And of course it's not just a New York thing, nor just an arts thing. But it sure wreaks havoc with persuading some new corporate entity to talk about arts philanthropy or sponsorship. "[Corporate Giving Should Be Aligned with Business Goals](#), Report [just out this month from The Conference Board] Argues." Darn right! Which is why corporations *should* and *will* engage with the arts. **Don't give up.** In the long run, more and new businesses will benefit from the creativity and innovation (and workforce development and retention, and client attraction and cultivation, and diverse co-branding opportunities) the arts deliver.

"[Groups Advocating for the Arts Feel the Pinch.](#)" That's Robin Pogrebin's article on page one of today's arts section. Pinch! Tell me about it! Whaddya think, NYFA? ART/NY and Dance/NYC? Fractured Atlas and The Field? HAA, AAAA, NoMAA, and valiant others? In the *Times'* piece, opera patron Robert W. Wilson (*not* the guy who directs/designs) calls arts service organizations redundant. Sorry, Bob; you're out of touch with the needs of small and mid-sized nonprofits. I'm with Reyn Levy, who counters, "Arts organizations can do some of this [advocacy, training, etc.], but their business is generating and producing art, not generating resources for it." **Don't give up.** I think what Alliance for the Arts is doing, merging its valuable work with the Municipal Art Society and WNET, is fabulous. Save the programming. Right now and tomorrow and in the long run, the arts need these services.

Happiest note. Recently in this space, I have crowed about ABC/NY's [Emerging Leaders](#)—whose amazing new Fellows program kicks off tonight. And about our [Arts Leadership Institute](#), in which 20 brightest/best start their participation next month. But the biggest thrill this week is the closing ceremony for our Lucky 13 undergraduate [summer interns](#). We at ABC/NY and the interns' own arts hosts and their amazing business mentors will be gathering at lead sponsor Con Ed (yay!) on

Thursday—armed with Kleenex—to hear 13 stories of transformative engagement. Is it because they are brilliant and committed and hungry? Yes, yes, yes. Is it because they are diverse in race, geography, education, what-kind-of-art-they-love, and how-they-think? Yes, yes, yes, yes, yes. **Don't give up:** they are the future. Thank you, Morgan, Shannon, Brian, Stephanie, Hannah, Allison, Kevin, Leto, Camden, Daniel, Maday, Vanessa, Apryl. You are the future.

—Will Maitland Weiss, Executive Director

Free Night of Theater NYC

ABC/NY is partnering with the Alliance of Resident Theaters, NY, the League of Independent Theater, Theatre Development Fund, and Theatre Communications Group to present Free Night of Theater NYC.



Introduced as a three city pilot-program in

2005, the goal of Free Night has been to increase public awareness of our national theater community, while in turn attracting new and non-traditional audiences to our theaters. Now presented in more than 23 states, the Free Night of Theater program has introduced more than 250,000 new theatergoers across the country to the thrill of live performance. This year tickets will be offered for performances from October 1-31. Tickets become available beginning in September. Find out [how your organization can participate](#) (deadline: 9/1/11) and [how you can sign up to get tickets](#), and get more information at www.freenightoftheater.net.

Nonprofit Boards 101



Join ABC/NY and the Financial Women's Association for a quick primer for those who want to get involved with nonprofit boards as well as an update for those who already are involved, a panel discussion and networking event. Learn about recent accounting and legal changes affecting the proper running of a nonprofit from recognized experts in the field: Holly Gregory, a partner at Weil Gotshal & Manges LLP, where she counsels companies and boards of directors on the full range of governance issues, and Thomas F. Blaney, CPA, who has spent approximately 25 years specializing solely in the accounting and tax aspects of exempt organizations. In the audience with you will be Diahann Billings-Burford, Chief Service Officer of New York City. Wednesday, September 21, from 5:45 - 8 p.m., at AllianceBernstein, 1345 Avenue of the Americas (at 54th St.). FWA members \$35, non-members \$45. RSVP to Fran Smyth, fsmyth@artsandbusiness-ny.org. More information [here](#).

NextGen Report Released

The generation that sparked a powerful nonprofit arts movement more than thirty years ago now wonders about their successors: Are they motivated? Prepared? How can we recruit, train, nurture, and retain them? Read the results of [a just-released study](#) on the needs of next generation's arts leaders in anticipation of the expected retirement of the baby boomer generation.



Add Your Lines to a Choka



A [choka](#) is a type of Japanese poem that is cousin to and predates the haiku, using some of the same syllable restrictions. Because of its short verses, the choka is easy to turn into a group poem. One person writes the first verse (with the syllable count of 5-7-5) and then each person after that writes two lines, the first with seven syllables, the second with five syllables. There is no limit to how long a choka can be – they can go on forever! Americans for the Arts' Artsblog has started a choka on the broad subject of "arts," and you're invited to contribute. Use your creativity/and add your two lines./You can read the whole poem/and enhance it [here](#).

Daily Doses



Our Facebook page has daily doses of information, articles, and job listings. Follow us on Facebook and find out what you're missing—you don't have to have an account to [view our page](#).

*I am only one, but still I am one.
I cannot do everything, but still I can do something;
and because I cannot do everything,
I will not refuse to do something I can do.*
—Edward Everett Hale, American Author, Clergyman

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