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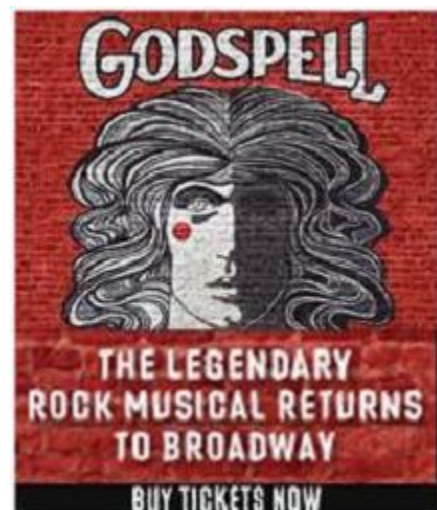
O RLY?

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.

Good Word

October is National Arts (& Humanities) Month. Autumn has befallen. The paintbox of foliage is about to explode. The Yankees are where they belong—in the Playoffs. Wonderful 2011-2012 seasons and exhibitions are opening all over this City. The last hurrah of print coverage of the arts, the *Times*, came out with its tri-part paean to theater, dance, pop and classical music, film, TV, museums, galleries, and video games. New shows are in previews on Broadway.

At ABC/NY—and maybe where you work?—**every month is Arts Month**. Once a year, in the spring, we celebrate arts/business partnerships with our annual Encore Awards, and we welcome everyone with \$25 tickets. We lose money, but we love spreading the Good Word on more creative partnerships. Now it's fall, and like everyone else with their Opening Nights (which we haven't got), we need to harvest a couple of dollars back, to support the programming (volunteers, board recruitment,



leadership development) we offer, mostly for free, all season long.

Here's the plan: we bought some tickets to a preview of the Broadway revival of *Godspell*. And we're going to sell them for \$250 each, which nets \$150 for ABC/NY. Waaay back in 1971, before *Wicked* was a gleam in his eye, *Godspell* put Stephen Schwartz on the map. Think how many years you've been humming "Day by Day!" So there's a sexy young cast, with credits like *Wicked* and *Spring Awakening*, *Weeds* and *Glee*. But being the Arts & Business Council, we also think it's really cool that producer Ken Davenport came up with a new, crowd-source model for financing the show. So cool, in fact, that we want to invite you to join the ABC/NY board and listen to Ken give you the inside story on the production at a pre-show cocktail party. Wine, heavy hors d'oeuvres, an amazing, dynamic speaker, great company, a great show.

Wednesday, October 26.

"Godspell" is the Anglo Saxon for "good word" (yes: the root for "gospel"). Come share some Good Words. Make October into **Arts & BC/NY Month**. For more information on the *Godspell* event, contact Karen Leiding at KZL@artsandbusiness-ny.org or (212) 279-5910 x1126.

What are your Good Words this month? I love to hear from you. Drop me a line at wmweiss@artsandbusiness-ny.org.

—Will Maitland Weiss, Executive Director

"Join Us..."

That's the introduction to yet another well-known song by *Godspell* composer Stephen Schwartz. Do you know which one? If you need a hint, here's [a link to the show](#). Still stumped on the title of the song? Find out, and enjoy a [performance](#) of this number by the incomparable Ben Vereen (along with the classic Bob Fosse choreography).

Join us for a Members' Social!

Have a great time, meet and connect over some appetizers and drinks, and help ABC/NY tailor programs to better meet your membership needs.

Thursday, October 13 6:00-8:00 p.m.

Bruce Mitchell Room
520 Eighth Avenue, 3rd Floor
(between 36th & 37th Sts.)
Hosted by A.R.T./NY

Members, supporters, and volunteers welcome.

This event is free, but reservations are required. R.S.V.P. to vquinones@artsandbusiness-ny.org

Happy NAHM!



National Arts and Humanities Month (NAHM) is a coast-to-coast collective recognition of the importance of culture in America. It is designed to encourage all Americans to explore new facets of the arts and humanities in their lives, and to begin, renew, or expand a lifelong habit of active participation in the arts. As in previous years, ABC/NY's national partner Americans for the Arts has a number of ways for communities across the country to connect: find or register a NAHM event on the [national calendar](#); plan or sign up for a [Creative Conversation](#); or find tools for promoting, planning, and celebrating the month on the [National Arts & Humanities Month page](#). In New York City, stay tuned for information on Creative Conversations being launched by the new cohort of ELNYA—Emerging Leaders—Fellows.

Also this month, the [National Arts Marketing Project](#) is hosting a blog salon, October 3–7. As a lead up to the [NAMP Conference, Winning Audiences](#), [ARTSblog](#) will be the place for a discussion on the broad landscape of arts marketing and audience engagement. Join bloggers including Sam Horn, Ian David Moss, and Amelia Northrup at this online idea swap. Take a moment to leave a comment, share an opinion, or ask a question.

Free Capacity Building Training Courses



Mayor's Office of Contract Services
Capacity Building and Oversight
Procurement Training Institute (PTI)
Courses
Fall 2011 Semester

The Mayor's Office of Contract Services offers free Capacity Building Training to nonprofits to strengthen a nonprofit's board governance and financial management, legal compliance, and contract management. Board members, officers and staff members of nonprofit organizations that have a current contract or grant with the City of New York may attend these classes at no charge.

[Upcoming sessions](#) include:

- 10/6 Nonprofit Board Development
- 10/13 Government Resources for Nonprofits in the Arts: a panel for nonprofit leaders
- 11/02 Proposal Writing
- 11/16 Nonprofit Resources Panel (funding opportunities on the municipal level)

To register, please fill out the Citywide Training Center (CTC) [application](#) for each attendee separately and fax it to (212) 788-0093. If you have any questions or concerns contact Bryan Epps at bepps1@cityhall.nyc.gov or (212) 676-9748.

History Never Tasted So Good



Join the Historic House Trust of New York City as it celebrates [The Historic House Festival](#) October 14 through 16. On this special weekend, 23 historic houses located in parks across the five boroughs will open their doors for history and food-related events, exclusive tours, lectures, and more, offering a fun and memorable way to explore the city's rich heritage. Most of the events are free! There will also be a free Manhattan bike tour, visiting five historic houses from Greenwich Village to Inwood.

Win \$5,000

Tenlegs wants to showcase the amazing creative talent in our community and is offering a Grand Prize of \$5,000 towards your next creative project in [The Butterfly Effect Contest](#). Simply upload any digital-format creative work you have, be it film, music, poetry, fiction, personal essay, photography, illustration, or whatever else you can think of that in some way represents the theme of the Butterfly Effect. As the theory goes, a butterfly flapping its wings can set off a chain reaction, changing weather patterns around the world and altering the course of history. If a butterfly can have such great impact, imagine what you can do! The simple or the ignored, the unseen acts or sparks of inspiration that shape and affect the world around us define the lives we lead. Your entry should reflect your interpretation of the Butterfly Effect concept—literally, figuratively, use your imagination. There is nothing stopping you but the limits of your inspiration! Submissions will be accepted October 3-16; contest rules and more information are at www.tenlegs.com/contests.



Links We Like

Why Continue a Career in the Arts? [Part One](#) and [Part Two](#)
Part One talks about how the economy is affecting arts administrators; specifically, how the financial and jobs crisis is weighing heavier on midcareer level individuals. Part Two explores what we can do about it.



[In a business about tourists, are we forgetting the locals?](#)

When 65% of our audience is from "out-of-town", there's no question as to how we should

weight our marketing and product development strategies in order to achieve commercial success (if that is what you are after). But does that mean you ignore the other 35%? Certainly not.

O RLY?



"The myth of the starving artist is just that, a myth, according to a recent report of the Strategic National Arts Alumni Project (SNAAP)." That statement certainly provoked some discussion on [our Facebook page!](#) We also post job listings, opportunities, and articles you won't see in our newsletter. Like us on Facebook—you don't have to have an account to [view our page.](#)

"We are rich only through what we give, and poor only through what we refuse." —Ralph Waldo Emerson

Enrich yourself! 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.

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