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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.

What Did You Do...?

What did *you* do, over *your* summer vacation?

Welcome back, day-after-Labor-Day. Back to the office. Back to school. Back to the start of the amazing 2010-2011 season of performances, exhibitions, and/or training.

I was on my summer vacation last week. Started off with Tropical Storm (*née* Hurricane) Irene, and I have to say that I was impressed with the Bloombergian evacuations and precautionary closures (sorry to my friends who thought they would walk in for *Book of Mormon* tickets). It rained a foot in a day, lapped over the banks of the Hudson and other rivers, and actually knocked out the phones and internet at our offices at 1 East 53rd Street. (*Really knocked out*: phones are still off, internet is spotty. Forgive us if we seem sluggish in response this week.)

I played more or less of a role in getting my three (!!!) kids back to their respective colleges, up and down the east coast. (Full disclosure: my fourth—and oldest—is a chef at the [Fatty Crab](#) on Broadway and 77th. She moved into my apartment over the no-subway

weekend so she could walk to work. Didn't miss a watermelon crispy pork or a *nasi lemak*.) I love college. I loved my college, 100 years ago; I love my kids' colleges; and I love that more than half a million students have just poured back into New York City, drawn by our magnificent and diverse colleges/universities and by the world's most passionate, something-for-everyone cultural scene.

On my brief summer vacation, I tended my garden (figuratively, like in *Candide*, but I also picked and ate a lot of raspberries) in Columbia County. I entertained family. I had at least two arts events planned every day, and made it to a few. I did get into Hudson, NY, and appeared on the WGXC radio program, "Art of the Hudson Valley," hosted by Chad Weckler (himself an artist). Got to talk for a very quick hour with [Carrie Haddad](#), whose eponymous Warren Street gallery is the town's longest-running of many; she came to Hudson to manage an electrical supply store—there's a business-to-arts transition! And with Gary Schiro, the executive director of the [Hudson Opera House](#), which presents every kind of performing and visual art, bringing to life the architecturally exquisite (1855) former town hall.

What—we asked each other and our listeners—would Hudson be without the arts? What would New York City be, what would your community be, without the arts? Who would choose to live there? Who would choose to work there, to engage clients there, to attract a creative workforce there? Who would come there for vacation, summer or otherwise?

I think you know the answers to these questions. Now, what did *you* do over *your* summer vacation?

—Will Maitland Weiss, Executive Director

Back By Popular Demand



After rave reviews of our sold-out SEO & social media workshop in February, [Evan Bailyn](#), CEO of [First Page Sage](#), is returning to present another marketing workshop exclusively on using social media to drive real world action. Are you trying to sell tickets to a show? Increase your Facebook likes? Encourage your supporters to give more? Then you should attend this session. Using case studies and on-the-spot analysis of audience members' online presences, this workshop will enlighten, entertain, and illuminate the short list of

strategies you should be focusing on to have your constituents take action. This workshop speaker is a for-profit business professional who will give a presentation tailored to nonprofit arts organizations.

Monday, September 12, 2011
6:00 – 8:30 p.m.
Midtown Manhattan (exact location TBD)
\$35 members; \$55 non-members

Register [here](#).
Questions? Contact vquinones@artsandbusiness-ny.org

The pARTnership Movement

The pARTnership Movement is Americans for the Arts' new campaign directed to the business community with the message that partnering with the arts can build their competitive advantage. Learn how you can participate on the local level, prepare for interactions with your businesses community, and get involved from placing ads to writing op-eds to building partnerships with media publications and business associations, at this webinar:

Wednesday, September 14, 2011

2:00 - 3:00 p.m.

Free for Americans for the Arts Members, \$35.00 for Non-members

[Register here.](#)

Moderator: Mara Walker, Chief Operating Officer, Americans for the Arts

Presenters: Emily Peck , Director of Private Sector Initiatives, Americans for the Arts; Will Maitland Weiss, Executive Director, Arts & Business Council of NY; Chris Ebmeyer, Account Manager, Machinery, a strategic and creative boutique

Primer on Finance and Governance of Nonprofit Boards

Join us for a discussion of finance and governance principles by which nonprofits operate. Learn about recent accounting and legal changes affecting the proper running of not-for-profit organizations from recognized experts in the field. This program offers a quick primer for those who want to get involved with nonprofit boards as well as an update for those who already are involved.

Our distinguished panelists:

- Mark Hoenig is a Tax Partner in the New York office of Weil Gotshal & Manges LLP. Mr. Hoenig's involvement in corporate taxation has been complemented by his concentration on not-for-profit organizations, having counseled tax-exempt organizations such as trade associations, universities, hospitals and foundations.
- Thomas F. Blaney, CPA, has spent approximately 25 years specializing solely in the accounting and tax aspects of exempt organizations.
- Madelyn Miller is a Vice President and Financial Advisor in the New York office of Bernstein Global Wealth Management.

Wednesday, September 21, 2011

5:45 - 8:00 p.m.

Alliance Bernstein, 1345 Avenue of the Americas (at 54th St.).

FWA members \$35, non-members \$45.

Reservations required: no walk-ins.

RSVP to Fran Smyth, fsmyth@artsandbusiness-ny.org.

More information [here](#).

This professional development workshop is presented in partnership with the Financial Women's Association. ABC/NY's professional development programming is made possible with public funds from the National Endowment for the Arts; the New York State Council on the Arts, celebrating 50 years of building strong, creative communities in New York State's 62 counties; and the NYC Department of Cultural Affairs, in partnership with the

City Council.

More Professional Development Opportunities



Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century

Eugene Carr (CEO) and Michelle Paul (Product Manager) from Patron Technology will present results from the company's nationwide survey of online arts patron behavior and talk about how to transform your organization's audience-development efforts using e-mail marketing, website design, social media, and CRM, as well as ponder the future direction of technology and how it will impact arts marketing.

Tuesday, September 13, 2011

9:30 a.m. - 1:00 p.m.

Baruch Performing Arts Center, Engleman Recital Hall, 55 Lexington Ave. (at 25th St.)
\$25 (includes a copy of the book *Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century*, continental breakfast, and lunch)

[Register online.](#)

Your Organization's Financial Statements and the Stories They Tell

Learn how to use your organization's financial statements as management and communications tools. The discussion will focus on how best to use these statements effectively as management tools. Participants are encouraged to bring a copy of their own statements for the discussion and feedback.

Wednesday, September 28, 2011

10:00 a.m. - 12:00 p.m.

Foundation Center, 79 Fifth Ave. (at 16th St.)

Free

[Register online.](#)

Raising Money for Arts Organizations Using Silent and Online Auctions

Learn practical tips and ideas on how to plan and manage an auction. Gain insights on how to obtain items to auction off and other prizes such as vacations, restaurant packages, and meetings with celebrities. You will come away with useful information to help you decide whether auctions are for you and valuable dos and don'ts.

Tuesday, October 4, 2011

3:00 - 5:00 p.m.

Foundation Center, 79 Fifth Ave. (at 16th St.)

Free

[Register online.](#)

Nine Things Successful People Do Differently

Decades of research on achievement suggests that successful people reach their goals not simply because of who they are, but more often because of what they do. For instance, getting specific about goals, focusing on getting better rather than on being good, and building your willpower muscle. [Read more.](#)

Neither Wind, Nor Rain



[Social networking reduces depression and fights memory loss](#), and it's also a great way to stay in touch with people and organizations you care about. So how about checking out ABC/NY's Facebook page? You don't have to have an account to [view our page](#).

"You can have everything in life that you want if you will just help enough other people get what they want." —Zig Ziglar

You can help ABC/NY get what we want—what we *need*—and help arts organizations of every size and discipline throughout New York City (and beyond) by [making a tax-deductible contribution](#) today. Karma's a boomerang!

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