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September 20, 2011

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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.

**Women in Leadership? Discuss.**

Last week, our [Arts Leadership Institute \[ALI\]](#) started up—six all-day sessions over two months, sponsored by and hosted at American Express. Amex Foundation president Tim McClimon, speaking on the first day, counted down a list of the Top Ten traits of leaders, including that they build strong relationships with their teams, that they listen well, and that they hold themselves (and others) to high standards. (Sorry: to get the whole Top Ten, you have to be one of the top twenty applicants for ALI 2012. And we have to get Tim to do it again.) Seven other presenters/speakers/mentors graced the first two sessions, with 20 more to come.

This week—yesterday—I was lucky enough to be a guest at [Crain's "50 Most Powerful Women in NYC"](#) lunch. Talk about some serious leadership! And I was really impressed with the panel discussion that is the heart of this event. Two ways: (1) the moderator was Mary Ann Tighe, who is CEO of CB Richard Ellis (real estate) but is also a known arts fanatic; she even used to work for the NEA. On the panel, the best-of-the-best, were Emily Rafferty (that's the Met Museum); Jennifer Raab, who before she became president of Hunter College was the head of the Landmark Conservancy; and Diane von Furstenberg, who is a crazy (and, oh-my, business-successful) artist if ever you met one. The only not-obvious-arts-connection in this quintet was Maimonides Medical Center CEO Pamela Brier, who, I kid you not, kept talking about how running a hospital was an art.

(2) But they didn't just make me proud of how Arts Leadership blends with Everything Leadership. They were also smart and funny (of course and of course), and made me think about how of the 20 participants in ALI 2011, 17 are women.

We didn't just pick women, the applications for ALI ran five-to-one women. Who leads arts organizations now? And who is going to lead them tomorrow? Among the ALI executive speakers are Laurie Cumbo (Museum of Contemporary Diasporan Art, or MoCADA) and Rachel Moore (ABT), and also Bill Baker (WNET) and Adrian Ellis (Jazz at Lincoln Center). I lead a staff of four women at ABC/NY, perhaps any one of whom could lead this or another arts organization? My predecessor was another guy; then again, his predecessor was a woman, and the Arts & Business Council's founding executive was a woman.

Tighe and her panel yesterday talked candidly about some women's reluctance to grab and exercise power; each panelist also spoke convincingly about her personal passion for what she does. Does ALI 2011 have 17 brilliant women (along with three great guys) because men are already in executive arts positions? Or because men arrogantly (or, worse, realistically) don't think they need the training and resources ALI offers? Because women build strong relationships, listen well, and hold themselves to high standards? Or because more women have more passion for the arts?

What do you think? Drop me a line at [wmweiss@artsandbusiness-ny.org](mailto:wmweiss@artsandbusiness-ny.org).

—Will Maitland Weiss, Executive Director

## Call for Artists: SPARC

The Department of Cultural Affairs will host a Q&A Information Session at its offices on Tuesday, September 20, 2011, 5:30-7:30 PM, for all artists interested in [SPARC:Seniors Partnering with Artists Citywide](#), a community arts engagement program that places artists-in-residence at senior centers across NYC. The program provides selected artists with access to workspace in senior centers and a stipend in exchange for the creation and delivery of arts programming for seniors. Artists will be selected for SPARC through a competitive application process. The Q&A Information Session will provide an overview of the SPARC program as well as insights into the application process, applicant and project eligibility, program timeline, and tips for submitting a well-prepared application. The submission deadline is September 30, 2011. For more information, visit [www.nyc.gov/culture](http://www.nyc.gov/culture).



## Member Networking Social

The Arts & Business Council of New York

Invites you and your staff

To welcome the fall season

At our

Member Networking Social

Hosted by A.R.T./NY

Thursday, October 13th

6:00-8:00

Bruce Mitchell Room

520 Eighth Avenue, 3rd Floor (bet. 36th & 37th Sts.)

New York, NY 10018

RSVP to [vquinones@artsandbusiness-ny.org](mailto:vquinones@artsandbusiness-ny.org)

212.279.5910 ext.1121

Members, supporters, and volunteers welcome!

## Digital Marketing Boot Camp

**DIGITAL MARKETING  
BOOT CAMP  
FOR ARTS MARKETERS**

Explore digital marketing tools, tips, and best practices with a focus on how to sell more tickets and raise more money online at Capacity Interactive's two-day conference for arts marketers. Topics include web analytics, digital advertising, social media, organizational structure for digital marketing success, e-mail

strategy, online fundraising, and writing for the web. The conference will take place October 20-21 at the Baryshnikov Arts Center in Manhattan.

Admission includes two days of sessions plus all meals including an evening dinner event. Register by September 30 for the \$795 Early Bird price (regular price \$995). Limited \$595 admission available for organizations with budgets under \$10 million. For more information, [click here](#).

## Links We Like

### [The Arts: A New Business Strategy?](#)

"Once, while waiting in a really long, slow line I overheard a very proper Bostonian advising a companion in need of a restroom to 'just alter your thinking, dear.' And perhaps that's what the arts need to do regarding corporate philanthropy...[Making the Business Case for Corporate Philanthropy](#) [reveals] a leaner, more focused, and transparent strategy for charitable giving."



### [15 Powerful Questions to Ask Yourself About Your Nonprofit Career](#)

Including "If I knew I couldn't fail, what big idea would I implement to improve my organization or community?" and "What's really keeping me from deepening my level of commitment to my organization or cause?"

[The L3C - 3 Years Later](#)

"It has been a little over three years since Vermont became the first state in the country to recognize the low-profit limited liability company (L3C) as an official legal structure on April 30, 2008. Since then, other legal forms such as the Benefit Corporation and the Flexible Purpose Corporation (proposed in California) have started to share the growing spotlight on new hybrid entities."

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*"Ask not what you can do for your country. Ask what's for lunch."* —Orson Welles

Yesterday someone asked one of our staff if he could take her to lunch. She responded by saying, "Why don't you use that money as a contribution to ABC/NY instead?" And today we received his very generous online donation. Want to buy us lunch? Or a cup of coffee? [Make a tax-deductible contribution](#) today.

**DONATE NOW**

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