



**January 10, 2012**

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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.

**Broke Yet?**

Not your bank account (c'mon! ABC/NY and others have just finished wishing you a *prosperous* 2012!). Your New Year's Resolutions.

Lead article in the last *Times* "Sunday Review" was "Be It Resolved":

It's still early in 2012, so let's be optimistic. Let's assume you have made a New Year's resolution and have not yet broken it. Based on studies of past resolutions, here are some uplifting predictions: whatever you hope for this year—to lose weight, to exercise more, to spend less money—you're much more likely to make improvements than someone who hasn't made a formal resolution. If you can make it through the rest of January, you have a good chance of lasting longer. With a few relatively painless strategies and new digital tools, you can significantly boost your odds of success.

([Read on](#), if so inclined. I love this "will power" stuff.) [Ed. note: "Will power"—groan.]

My resolutions include:

- 1) Eat less cheese. Or, when I do eat cheese every day for lunch in 2012, that at least this spring, summer, and fall I will do so more than once or twice in the little jewel Paley Park—right next to the ABC/NY office.
- 2) [Stop trying to multi-task.](#)
- 3) Transform the Arts & Business Council.

So the first of these is my personal grail of either a healthier diet or at least some comforting food but with a breath of fresh air. Good luck to you, with whatever your equivalent. The second is my quotidian professional desire to work smarter-not-harder. As a guy, I think I'm pretty pathetic at multi-tasking anyway, but you know the advice that's out there: all that stuff about tackling priorities first and only checking your e-mail three times a day. If some reader has figured out how to do this, please share!

And it is really all about the third resolution: transform ABC/NY. Not expand leadership development to engage ten more [interns](#) this summer. Not go from placing 25 [business people on arts boards](#) to placing 30 people. Not cut expenses by another ten percent, not eat cheese sandwiches away from my desk three days instead of one. Something bigger and harder and definitely more different. ABC/NY has been around for 47 years and I have been here for six of those. Stasis is not enough. "Plush velvet sometimes/Sometimes just pretzels and beer, [but I'm here](#)" is not enough. Survival is not enough.

No, I don't know what transformation will be. Gotta be something different in 2012. *The Chronicle of Philanthropy* asked 20 nonprofits for their [resolutions for 2012](#)—just one crummy arts representative—and came up with a mixed bag (I really like "stop talking about getting nonprofits to merge unless we are willing to put up a retirement fund for the executive director who will be asked to leave"! ). I'm not that close to details for ABC/NY, but I am adamant about change. You're (always) welcome to make suggestions—but this is also about you affecting *your organization's transformation*. Please do it. Be resolved to make change. Let me know if ABC/NY can help. Then, let's check back with each other by New Year's Eve, see how we did. Deal?

—Will Maitland Weiss, Executive Director

## NEA Jazz Masters TONIGHT

Tonight the National Endowment for the Arts will honor the 2012 NEA Jazz Masters at an awards ceremony and concert produced by Jazz at Lincoln Center and featuring the Jazz at Lincoln Center Orchestra with Wynton Marsalis. Each year since 1982, the Arts Endowment has conferred the NEA Jazz Masters Award to living legends who have made major contributions to jazz. To celebrate the program's 30th anniversary, more than 40 previously named NEA Jazz Masters are expected to attend and many will perform in the concert.



The ceremony and concert will be [webcast](#) live at 7:30 p.m. EST. A video archive of the concert will be available following the event.

The concert also will be broadcast live on [WBGO Jazz 88.3FM](#), [SiriusXM Satellite Radio's Real Jazz Channel XM67](#), and at [NPR Music](#).

## ArtsVote 2012



Today, citizens in New Hampshire will head to the polls in the nation's first primary to select the GOP Presidential candidate. Frontrunner Mitt Romney said recently that [he would put an end to government subsidies for the NEA and PBS](#). "You may say 'I like the National Endowment for the Arts.' I do. I like PBS. We subsidize PBS. Look, I'm going to stop that." He also added, "We're not going to kill Big Bird, but Big Bird is going to have advertisements." Check out a [breakdown of all GOP candidate positions on the arts](#), and visit the Arts Action Fund's [ArtsVote2012](#) site to learn how you can become involved in the 2012 election.

## Want an Intern This Summer?

ABC/NY is now accepting applications from [host arts organizations](#) and [potential interns](#) for the summer 2012 [Multicultural Arts Management Internship program](#). Our interns are truly the creme de la creme of arts-and-business-savvy undergraduate students from across the country. We recruit them, we screen them, *you* utilize their talents and enthusiasm to strengthen *your* organization.

And if that's enough to get you to [renew your ABC/NY membership](#) for 2012, here's a list of other great reasons:

- **Business volunteers.** Need help creating a marketing plan? Advice on a legal or real estate issue? Assistance with fundraising and special events? Your important project(s), their *pro bono*, business-based solutions.
- **Board members.** We recruit and train them, and motivate them to join *your* board.
- **Connection to 1,700+ Emerging Leaders of New York Arts** via our ELNYA listserv. Post *your* professional development and job opportunities to our list and watch them go viral.
- **Executive education.** Our Arts Leadership Institute gives a select group of mid-career arts staff the tools they need to succeed *to* and succeed *in* executive positions. "*The incredible array of perspectives presented was valuable; how they were presented was also an amazing learning experience. Reality is what I get at ALI every day. My whole mindset is changing. I love it.*" Who on *your* staff will benefit from joining this club?
- **Professional development** for *all* your staff, including two free webinars in 2012 on topics such as audience engagement, sponsorship, and press/PR.
- **Networking with arts colleagues from all disciplines and with business people who will love you.** A minimum of three networking Happy Hours in 2012; admission for arts *and* business members is free! Our wine, *your* opportunity.
- **Encore!** Mark your calendar for more networking on Tuesday, June 19, 2012. ABC/NY's annual Encore Awards honor and encourage arts/business partnerships,

excellence in arts management, and creative volunteers. *Your* tickets cost less.

***These benefits are exclusive to ABC/NY members.***

We serve every arts discipline, large and small, in every borough. Activate your membership today by visiting [www.artsandbusiness-ny.org/join](http://www.artsandbusiness-ny.org/join), OR contact [Stephanie Dockery](mailto:Stephanie.Dockery@artsandbusiness-ny.org) at 212.279.5910 x1124 to join or to ask any questions.

## Urban Youth Empowerment and the Arts



Hear panelists discuss initiatives to engage youth to empower themselves through financial literacy and entrepreneurship, and discover how those areas intersect with the arts. on Tuesday, January 24th at City Year. Conversation leaders include Kathleen Adams, Momma's Hip-Hop Kitchen: The Soup Kitchen for the Hip Hop Soul; Diana Ayton-Shenker, The New School and Fast Forward Fund; and Chike Uzoka, Valentine Global and Real People Motors. Presented by [ELNYA](http://www.artsandbusiness-ny.org).

Tuesday, January 24, 2012  
7:00 - 8:30 p.m.  
\$10

City Year  
20 West 22nd Street, 3rd Floor  
New York, NY 10010  
212-675-8881  
[www.cityyear.org](http://www.cityyear.org)

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

## Is There a Historic House in Your Future?



One was the home of a feminist photographer, another of an Afro-American inventor and draftsman who worked with Thomas Edison, a third is the quaint red lighthouse of a children's book. There are 23 members of the Historic House Trust, and you'll get a chance to learn about them and meet the people who keep them vibrant and open to the public. The hope is that you'll find one that interests you—as a visitor, as a volunteer, or as a board member. This event is organized by the Not-for-Profit Committee of the Financial Women's Association of New York Educational Fund.

Thursday, February 2, 2012

5:45-8:00 p.m.

The Arsenal Central Park, Fifth Avenue at 63rd Street

\$37.50 (\$30 for FWA members)

[Reservations required](#). Reservations/Cancellations and payments due by Tuesday, January 31, 2012.

## **Create a Nonprofit Business Plan that Works**

*Learn how to create a business plan that advances your nonprofit organization.*

Nonprofits with a business plan that anticipates potential fluctuations in revenue are generally better able to weather the storms of economic upheaval or any other external environmental changes.

Join us for a special workshop in which our panelists will explain the components of a professional business plan, how to tailor it to your particular mission, and techniques for carrying out your plan in order to attract the funders, and generate the earned income your organization will need to carry out its mission.

This written planning document makes a clear connection between mission and resources and can be put to good use to fundraise, develop earning potential, and raise awareness of your organization.

Speakers:

Alvin J. Donius

Former Director of Planning, Otis Elevator and Turner Construction

Elaine Grogan Luttrull

Founder, Minerva Financial Arts

Fran Smyth

Manager of Arts & Business Services, Arts & Business Council of New York

Wednesday, February 22, 2012

5:30 - 7:30 p.m. (check-in begins at 5:00 p.m.)

FREE

The Foundation Center

79 Fifth Avenue

New York, NY 10003

RSVP [here](#).

## Link We Like

### [Free is a Magic Number?](#)

'Free' can be an incredibly powerful tool for generating demand, but may create more challenges than it addresses.



## More to Like



Check out [our Facebook page](#) for uplifting and thought-provoking info you won't see in this newsletter. Like us on Facebook—you don't have to have an account to [view our page](#).

*"Soap opera says you've got one life to live." ~Janet Jackson*

And we're grateful for the little (and big) things you give! Please make a [tax-deductible contribution](#) to help ABC/NY continue its work serving arts organizations of every size and every discipline in every borough today.

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