



**August 8, 2012**

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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.

## **Don't Look Back**

Don't look back, something might be gaining on you.

(OK: who said that? First one to [tell me](#) gets a prize. C'mon—*no using Google!*) Don't look back—look forward. I'll give you three, no, four examples of who's gaining on you:

Momo spent the summer at the [Bronx Museum](#), where they are hard at work celebrating their 40th Anniversary. That means a plan to extend their outreach to 40 more schools and a plan to acquire 40 more works for the permanent collection. That means free admission all year—not even a "suggested contribution" at the door (and means a 56% increase in attendance to date). An alumna of the Museum's [Teen Council](#) is one of this summer's ABC/NY interns (Cynthia, working with the [Harlem Arts Alliance](#)). In one of the culminations of the 40th Anniversary year, the Museum will be featuring the artist Sarah Sze at the 2013 Venice Biennale, and maybe bringing some of the Teen Council along. Momo spoke eloquently of the Museum's connections to the Bronx community and the international arts world. And after a tour of the galleries, she took the whole intern posse over to Joyce Kilmer Park, a couple of blocks up the Grand Concourse, for one of the Museum's First Friday celebrations.

Nick was in the development department at [Playwrights Horizons](#), which started just a year before the Bronx Museum. They started Theater Row in 1974; look at the neighborhood now. Playwrights gets 1,000 submissions a year, of which 25-30 will get readings or workshops, and ultimately six will end up in a season of new work by living American playwrights. That takes more than \$5 million in contributions each year, and Nick worked on research of both individuals and foundations. In his first week, he was thrown into the deep end, helping with Playwrights' most successful gala ever. In his last week, he is polishing up copy for a grant proposal, "translating," as he put it, the theater-speak into a compelling case for prospects. Nick led the group on a tour of the set for Lisa D'Amour's [Detroit](#), now in load-in, opening with Darren Pettie, Amy Ryan, and David Schwimmer on August 24. (And they know what happens to the house, on the turntable onstage!)

Esther was an ABC/NY intern in 2008. She got a Fulbright, studied dance all over Asia. She's still passionate about the arts, but is now a Diversity Specialist on the HR staff of Moody's. "I was studying how countries preserve their culture in the fast-paced, global, 21st century. It's about how we can be different, together. That's the work I do now in the corporate sector: diversity and inclusion." She also was a business mentor to one of the ABC/NY interns this summer, and just led a professional development workshop for all of them, on preparing for interviews, resume tips, and getting mentors and sponsors. "Take control of your career. Write your own story." Look forward. Keep gaining.

Who else? *All* of the 2012 ABC/NY Multicultural Arts Management Interns! Momo and Cynthia and Nick, and also Adrya, Bryana, Conor, Duncan, Giovana, Joyce, Lauren, and Stefan. And *all* of their mentors: Esther, and also Al, Allison, Elizabeth, Frances, Gina, Heidi, Hilary, Leah, Nelson, and Rainah. I am so proud, I am so impressed, I am so looking forward to what I think of as the "[kiss-and-cry](#)" this Thursday evening: the closing ceremony graciously hosted by lead sponsor [Con Edison](#). No ice skates, no mandatory glitter eye shadow; no Olympic scores. The interns will be hugging and kissing each other in winning team jubilation into the wee hours. I will be blinking back the tears with a lump in my throat. (Want to come? It is a powerful experience. ABC/NY could squeeze in another guest or two; [let us know](#). Maybe you could host an intern or be a business mentor next summer.)

Every one of these young men and women is Gold Medal material. They are all gaining on us.

—Will Maitland Weiss, Executive Director

## Up on the Roof



Join us for a twilight cocktail party at the rooftop garden of Rosie's Theater Kids (RTK), and network with colleagues from both the arts and business communities! Guests will have the opportunity to view some of what the RTK students have been working on during their Summer Intensive.

**Our special guest will be New York City Councilmember [Jimmy Van Bramer](#),** a staunch supporter of the arts and the chair of the Council's committee on Cultural Affairs, Libraries & International Intergroup Relations.

Wednesday, August 22, 2012  
6:00 - 8:00 p.m.  
The Rooftop Garden at Rosie's Theater Kids  
Maravel Arts Center  
445 W. 45th Street  
New York, NY 10036

FREE for ABC/NY members  
\$20 for non-members

[Register now](#). Space is limited!

Questions? Contact Karen Zornow Leiding at [KZL@artsandbusiness-ny.org](mailto:KZL@artsandbusiness-ny.org) or (212) 279-5910 x1126.

*[Rosie's Theater Kids](#) is an arts education organization dedicated to enriching the lives of children through the arts. They serve students who otherwise would not have the opportunity to experience theater, positively changing the trajectory of their lives by providing comprehensive classes in music, dance and drama; thoughtful mentoring; and structured academic guidance. Their goal is to inspire excellence, motivate learning, uplift the human spirit, build confidence, and spark a lifelong appreciation for the arts.*

## Financial Management for Nonprofits

A well-run nonprofit must focus both on accomplishing its mission and managing its finances well. Learn how staff from all parts of the organization can contribute to its long-term sustainability.

Tuesday, August 14, 2012  
10:00 a.m. - 12:00 p.m.  
The Foundation Center, 79 Fifth Ave. (between 15th & 16th Streets)  
FREE  
[REGISTER](#)



*Funding for ABC/NY's professional development programming is provided by the NYC Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.*

## Four New Ways to Build Patron Relationships

Patron Technology has just published a free whitepaper with proven tips on customer relationship management. Find out:

- **How** you can entice a 47-year-old non-subscriber to subscribe
- **Why** you should offer incentives to gain repeat attendees
- **What** you can do to create "super fans"
- **When** you should extend rewards to members



What's missing from that list? **Who** and **Where**. You can download this free whitepaper [here](#).

## 2013 Manhattan Arts Grants



Each year the [Lower Manhattan Cultural Council \(LMCC\)](#) offers three grant programs that award over \$500,000 to support arts projects in every artistic discipline, taking place across Manhattan's neighborhoods.

The Fund for Creative Communities (The Fund) and Manhattan Community Arts Fund (MCAF) are community arts programs providing grants of up to \$5,000 for projects that bring high quality art projects to people and places all over Manhattan. The grants are for Manhattan-based artists, organizations, and arts groups to share their work and engage audiences and communities. Creative Curricula is an arts education program that supports teaching artists and arts organizations working in partnership with Manhattan public schools to offer K-12 arts education projects in the classroom.

Guidelines, the schedule of information sessions, and applications are available online by clicking [here](#). For more information, contact [Haowen Wang](#) (The Fund, Creative Curricula) or [Prachi Patankar](#) (Manhattan Community Arts Fund ). Application Deadline: 5:00 p.m., Thursday, September 13, 2012.

## Links We Like

### [Where Does the Creative Class Earn the Most?](#)

The pay levels of members of the creative class—which includes professionals in the fields of science and technology, design and architecture, arts, entertainment and media, and healthcare, law, management and education—varies substantially by geography.



### [Employment Trends in the Nonprofit Sector](#)

Who's hiring and who's looking, the latest in funding and compensation practices, and what's posing the biggest challenges to both organizations and job hunters right now.

### [Why You're Probably Working an Extra Two Months This Year](#)

Simply by answering work-related calls and emails when we've left the office, the average

survey respondent is working an extra seven hours a week. That adds up to 365 hours a year.

### [12 Ways to Use Pinterest for Your Nonprofit](#)

Pinterest can generate a lot of traffic to your website because pins link back to their original source.

Is there a link you like? Send it to us at [info@artsandbusiness-ny.org](mailto:info@artsandbusiness-ny.org), and we may include it in our next newsletter!

## 699 Facebook Friends on Our Wall, 699 Facebook Friends...



Will you become #700? Join us for the lighter side of arts & business on [our Facebook page](#), which has additional content that isn't repeated in this newsletter. You don't have to have an account to [view our page](#)!

*"My advice to you is not to inquire into why or whither, but just enjoy your ice cream while it's on your plate; that's my philosophy. Don't forget that we're getting through the recession by the skin of our teeth!"*

—Thornton Wilder, *The Skin of Our Teeth*, Sabina's opening monologue  
(Thanks for the link, Pop!)

We hope you're enjoying the ice cream and other delights of summer, but we're getting through the recession by the skin of our teeth! **We need your help** to continue providing our free and low-cost services in volunteer and board development, and leadership and other professional development. Please be generous! [Make a tax-deductible contribution](#) today!

**DONATE NOW**

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