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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.

Go Green

42 years ago, on the first Earth Day, New York City closed part of Fifth Avenue (not yet the home to the then-five-year-old Arts & Business Council's office) to automobile traffic. This year, the [Earth Day Network](#) expects to mobilize 22,000+ partners in 192 countries.

We at ABC/NY are celebrating with our third Green:Inspired:Art contest. This **Friday, April 20, 2:00 p.m. to 4:00 p.m.**, five business teams will compete at the [Museum of Arts & Design](#) on Columbus Circle: one from Fishs Eddy, two from Goldman Sachs, two from Tekserve.

What happens?

Tireless Manager of Arts & Business Services Fran Smyth has been picking through ABC/NY's wastebaskets since our last contest in December (isn't arts management glamorous! she assures contestants that all materials are clean). Each business team will

get a wooden crate as a base (including some wine crates from Danny Meyer's Union Square Café; sorry: empty). Then they get a big trashbag full of...Re-Useable Stuff. A lot of it comes from the City's nonpareil recycling resource, [Materials for the Arts](#). There will be wires and ribbons and fabrics. Lots of wooden chopsticks, this time around, and the two previous Contests have made little dent in an endless roll of turquoise rick-rack. Rubber bands. Two-sided tape (in the interest of safety, we shy away from hot glue and staple guns). In the spirit of Spring, there will be some floral-patterned and nature-printed objects. Teams assemble around 1:30 p.m. and at the stroke of 2:00 p.m. are allowed to start planning, designing, executing, securing, decorating, and naming a table-top sculpture. A piece of art that celebrates re-use and the enhancement of the environment over its destruction. Go, green! Hands up, utensils down at 4:00 p.m.

ABC/NY launched Green:Inspired:Art last fall, as part of our mission to develop more creative partnerships between the arts and business communities. [CSR](#) is about being green. It's about engaged, creative, problem-solving employees. And it's about connecting with and giving back to the community. ABC/NY works to coordinate the opportunities in New York City's unique and resplendent arts sector that help businesses achieve their Social Responsibility goals.

The Contest will take place in MAD's amazing, sixth floor Open Studio space. The public is welcome; cheerleaders are encouraged. This contest will be judged by MAD Curator of Exhibitions Dorothy Twining Globus, and by Materials for the Arts' Executive Director Harriet Taub and Education Director John Cloud Kaiser. The winning sculpture will go on display at MAD's Open Studio space.

Every day is Earth Day. Every day is an opportunity for leaders in Corporate Social Responsibility to embrace green, embrace arts and culture, embrace employee engagement. We in the arts community can help you meet multiple strategic business goals. And maybe even get bragging rights and your artwork on display.

Want to be a part of the next Green:Inspired:Art Contest—at an arts host or at your own office? Come check out the action on Friday. Or drop me an [e-mail](#).

—Will Maitland Weiss, Executive Director

Arts Partnerships with Small Businesses

Learn why small and midsize businesses partner with the arts, and learn how arts organizations create successful partnerships in this Americans for the Arts webinar: [Getting Big Results: Arts Partnerships with Small and Midsize Businesses](#) (The pARTnership Movement series)



Moderator: Mark Shugoll, CEO, Shugoll Research

Panelists: Andy Shallal, owner, Busboys & Poets Restaurants; Jim Sparrow, executive director, Arts United of Greater Fort Wayne; Victoria Calvert Kappel, executive director, Chenango County Council of the Arts

Tuesday, April 24, 2012
3:00 – 4:00 p.m. EDT

\$35 (free for members of Americans for the Arts)

If you are or your organization is a current member of ABC/NY and you would like to participate in this webinar, please contact KZL@artsandbusiness-ny.org.

[Register](#)

Investments in Placemaking



What do theaters, cultural centers, jazz clubs and the like contribute to local economies? To public safety? To neighborhood desirability? Many agree that culture is an essential component of urban livability, but quantifying how much and in what ways is a challenge.

With *Measuring Vibrancy: The Impacts of Arts-and-Culture Investments in Placemaking*, the latest program in the *MAS Arts Forum* series, [The Municipal Art Society of New York](#) offers those involved in placemaking—an approach to developing public spaces that starts by gathering information about users' and potential users' needs and aspirations—a chance to hear how some of their counterparts have met the measurement challenge.

The panelists, who represent the disciplines of economic development, urban design, research and real estate, are:

- Carol Coletta, President, ArtPlace (NYC) – Moderator
- Joe Cortright, President and Principal Economist, Impresa (Portland, OR)
- Sue Mosey, President, Midtown Detroit (Detroit, MI)
- Kevin Stolarick, Research Director, The Martin Prosperity Institute, Rotman School of Management (Toronto, ON)
- Harriet Tregoning, Director, Washington, DC, Office of Planning (Washington, DC)

Tuesday, April 24, 2012

6:30 - 8:00 p.m. (reception to follow)

[National Museum of the American Indian](#)

One Bowling Green

New York, NY 10004

Free, but [registration](#) is required.

Free Webinars for Members

ABC/NY is planning a free webinar for its members on the topic of apps for arts & cultural organizations. And in order to give our members the best bang for their bucks, we're looking to add a second free webinar—*members' choice!*



What else do you want to know about but can't leave your office to learn?

1. Another social media topic?
2. Interactive marketing?
3. PR for the accidental arts administrator?
4. Something else? (please specify!)

[Let us know](#) what topic you'd like to learn more about, and we'll do our best to make it happen. Soon. And free! (for members)

[Join or renew today!](#) If you're not sure of your membership status, contact us at members@artsandbusiness-ny.org or call Karen Zornow Leiding at 212.279.5910 x1126.

Which Would You Prefer?

May 22: First reported sighting of the Loch Ness Monster (1933)

May 22: Next BVA Wine Tasting Event (2012)

Now, honestly, which would you prefer?

Please join us to try new wines, nibble some cheese, talk to fun people, and generally enjoy yourself.



Proceeds help us expand [our volunteer program!](#)

Tuesday, May 22, 2012

5:30 - 8:00 p.m.

Moore Brothers

33 E. 20th St.

New York, NY 10003

\$25 per person/\$45 per couple.

You can buy tickets here: www.bit.ly/ABCNY_events

Crain's Arts & Culture Breakfast



Karen Brooks Hopkins, Linda Shelton, Arlene Shuler

Join ABC/NY at the next *Crain's New York Business Arts & Culture Breakfast*, *The Art of Fundraising in the New Economy*. *Crain's New York Business* will bring in experts from both sides of the equation—the fundraisers and the funders—to discuss what's working now.

Panelists:

- Karen Brooks Hopkins, Brooklyn Academy of Music
- Linda Shelton, The Joyce Theater Foundation
- Arlene Shuler, New York City Center
- additional panelist to be announced

Moderator: Alair Townsend, *Crain's New York Business* columnist and chairwoman of City Center of Music and Drama, Inc.

ABC/NY will be hosting a table at this event. If you'd like to sit with us, please reserve your ticket through ABC/NY, as we cannot otherwise guarantee your seat locations.

Thursday, June 14, 2012
8:30 - 9:00 a.m.: Networking Breakfast
9:00 - 10:00 a.m.: Program
Con Edison Conference Center
4 Irving Place at 14th Street
New York, NY 10003
[Map](#)

\$60 for individual tickets if registered with ABC/NY before May 22, 2012; \$65 thereafter.

To purchase a seat with ABC/NY, please contact Karen Zornow Leiding at KZL@artsandbusiness-ny.org or (212) 279-5910 x1126. General seating can be purchased at the [Crain's website](#).

Volunteers for Nonprofits: NYC Civic Corps

NYC Civic Corps unites a diverse group of professionals to serve full-time with partnering organizations, working to

NYC Service

increase their organizational capacity to engage volunteers and build sustainable volunteer initiatives. As an AmeriCorps program, NYC Service reimburses partner organizations (host sites) for the cost of providing stipends to NYC Civic Corps members for the duration of their term of service.

Organizations selected to receive NYC Civic Corps members will be assigned a team of at least two corps members that will be trained and supported in volunteer management. Organizations will be required to manage their corps members' progress toward attaining of a minimum of 1700 service hours. Each corps member will serve a ten-month term of service at their host organization, full-time, from October 2012 through August 2013.

Organizations interested in applying to host a team of volunteers should visit the [NYC Civic Corps Initiative Page](#) and follow the *Apply for this Initiative* link to view the Request for Applications and to complete the online application form.

Email corps@cityhall.nyc.gov or call 212.788.3209 with questions.

Links We Like

[The High Cost of Turnover in Fundraising Jobs](#)

Demand for good fundraisers is so high that it is vastly outstripping the supply. It's cost-effective to keep a good fundraiser happy by providing better salaries and other benefits, such as additional vacation time.



[5 Things Remarkable Bosses Never Do](#)

Will never does these things!

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

What Color is Your...Creativity



Do you know what color is most likely to stimulate innovation and creativity? Check out our Facebook page to find out, and read content you won't see in this newsletter. You don't have to have an account to [view our page!](#)

Things Are Looking Up

Americans for the Arts just announced the results of the latest National Arts Index, the annual measure of the health and vitality of the arts industries in the United States. The 2012 Index reveals that the arts industry began to recover from the effects of the Great Recession in 2010.

According to the Index, the vitality of the arts industry is starting to trend upward after reaching an all-time low in 2009. In 2010, the Index rose slightly to 96.7 from 96.3 in 2009. What's more, half of the 83 indicators used to tabulate the Index score increased in 2010, which is equal to pre-recession levels in 2007. In 2008 only one-third of the indicators were up, and in 2009 just one-quarter increased. Read [more good news](#), and check out these [Five Key Findings](#) from the National Arts Index.

"It is every man's obligation to put back into the world at least the equivalent of what he takes out of it."

—Albert Einstein

Have you enjoyed reading this newsletter? Participated in one of our free or low-cost programs? Been connected with a person or a resource through ABC/NY? [Please make a tax-deductible contribution](#) today and "put back" to help us continue providing free and low-cost services in volunteer and board development, and leadership and other professional development.

DONATE NOW

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