



**October 17, 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.

## **Going Up**

The Arts & Business Council office is in the Paley Building, at 1 East 53rd Street. It's a stop on the E and the M (shockingly accessible to Queens; surrounded by the retail, financial, tourism, arts, and other titans of midtown Fifth Avenue). Our co-tenants include the [Public Art Fund](#) and [Volunteer Lawyers for the Arts](#) and [Young Audiences NY](#), and some arts foundations, and the lobby is a showplace for amazing art from [Studio in a School](#). Next door is the pocket [Paley Park](#), which has a waterfall—how cool is that—and then there is a Le Pain Quotidien, where I've had Brussels Breakfast Tea with 100+ people this year who became involved in our Arts Leadership Institute, ELNYA, our internship program, our arts management course with St. Lawrence University, our professional development workshops, our board of directors, and/or our volunteer opportunities. They usually drank coffee.

The Museum of Broadcasting, founded by William S. Paley, opened here in 1976, and since moved across Fifth Avenue to become the Museum of Television and Radio, now the [Paley Center for Media](#) (25 W 52; wonderful in its own right, but not the point of this story). Next door used to be the Stork Club, in what is now Paley Park. Our building went

up in 1929, and during Prohibition you could access the [Stork Club](#) through this perfectly respectable building, through doors carved with subtle, topless, Deco figures—doors that now grace the lobby elevator.

If you have been to visit ABC in the past five years we have been at 1 East 53, (a) good, thank you! (b) **You went through those doors and rode in the elevator, operated by a man with a crank.** (c) **But no longer.** Last week, after 83 years, the stick-shift elevator was replaced with an automatic.

It has been hard for other events to compete, during this glorious National Arts & Humanities Month. But I'm compelled to mention a few:

- The [Municipal Art Society Summit](#), on October 18-19. The third year for Vin Cipolla and his team; with more (and better!) speakers than a year of presidential conventions. What makes New York livable? You know, but come hear more of how and why, and how you can be more engaged. I think Thursday may be sold out; if so, come to the After Dark event and on Friday.
- ABC's [Emerging Leaders](#) network is celebrating its fifth birthday on October 24. It either feels like 83 years since Selena and a handful of others created this group on a cocktail napkin—or it was just yesterday. If you are 20-something or 30-something and care about your own livability with the arts, you have got to connect with these folks. All upward bound.
- [Manhattan New Music Project](#) merged with the [Urban Arts Partnership](#). In the past couple of years, ABC had a rock star intern at MNMP, helped recruit someone on their board, and had another member of their board in the Arts Leadership Institute. They are a fine, creative, and valuable organization that just made—I think—a brave decision to insure their sustainability and greater service to NYC's kids. I am so impressed.
- This month has been ABC's third [Arts Leadership Institute](#) (ALI) in a row underwritten by American Express. Last night, seven or eight of the alumni from 2010 and 2011 came and joined peer mentoring/group problem-solving sessions with the 18 geniuses who are in this year's class. After October 30 "graduation ceremony" at Jazz at Lincoln Center, I'll give a more measured encomium to the 2012 presenters and participants. Their meetings as a growing, and growingly powerful, body of alumni will continue. Watch out world; these guys are seriously headed up. First at the [Foundation Center](#), and then at ALI, I had the privilege of moderating back-to-back panels last week, with [Con Ed](#), [Hearst Foundations](#), and the [Mertz Gilmore Foundation](#); then with the [Brooklyn Community Foundation](#), [Deutsche Bank](#), and the [DCA](#). Wish-you-were-there! Some take-aways:

Advice on **soliciting corporate and foundation funding**:

- Do the research. Get the details right.
- Satisfy the lawyers and accountants and engineers (on *their* boards). But be a part of defining your impact yourself.
- Tell the story of how you can be—are—a part of the Good Will they wish to extend.
- Find the yenta. Talk with the yenta. Use the yenta. (How one of the giving officers self-identified. They all want to connect, to refer, to be helpful.)

Perspective on what they perceive as **leadership**:

- Authenticity. (Brooklyn Community Foundation)
- Expanding ideas. (Deutsche Bank)
- "Anticipating your needs. The ability to speak to premises that are not yet proven." (DCA Commissioner Kate Levin)

Come visit the Arts & Business Council again. The elevator man is named Joe, and he's great; he now works a shift at the lobby desk.

Going up.

—Will Maitland Weiss, Executive Director  
*Happy Birthday, KZL.*

## MAS Summit for New York City



On October 18 and 19, join us for the Municipal Art Society's [MAS Summit for New York City](#), at Jazz at Lincoln Center's Frederick P. Rose Hall. This forum of ideas surrounding planning, design and infrastructure; preservation and sustainability; arts and cultural development; and community engagement will feature [more than 75 speakers](#) over the two days and highlight trailblazing initiatives in New York and other cities across the globe.

During the Summit, MAS will release its third annual Survey on Livability, which reports the perceptions, concerns and experiences of livability by New Yorkers from across the five boroughs. In addition, this year's MASTerworks Awards winners will be feted during an evening reception on October 18. The event will also provide special opportunities for attendees to network and exchange ideas. All this, and an appearance by Ballet Hispanico!

## How to Increase Your Compensation

We'll bet that that headline got your attention!

Emerging Leaders of New York Arts (ELNYA) is offering a workshop geared towards emerging arts professionals (those in the first decade of their careers) to help assess *how much are you worth to your organization?* The process of increasing your compensation begins long before you sit down to negotiate your salary. This workshop will lead you through the practical strategies to assess your worth and maximize it.



Monday, October 22, 2012  
6:00 - 8:30 p.m.  
City Limits and The Community Service Society  
105 E. 22nd St., Conference Room 4B

New York, NY 10010  
\$15 in advance/\$20 at the door  
[Register](#)

*Funding for ELNYA 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.*

## ELNYA's Birthday Bash



[Emerging Leaders of New York Arts \(ELNYA\)](#) provides emerging arts professionals with opportunities to develop professional contacts, skills, and knowledge in their field through a variety of events (panels, discussions, a culture club, and networking happy hours) held monthly. ELNYA now has over 2,000 members on its very active listserv, which offers daily postings on job and professional development opportunities.

Come celebrate ELNYA's 5th birthday, see old friends and meet new ones while enjoying food, drinks, and a raffle with fabulous prizes at WNYC's Greene Space, the birthplace of NYC Creative Conversations. We'll be honoring past and present board members and ELNYA Fellows, and celebrating how much the organization has evolved.

Wednesday, October 24, 2012  
7:00 - 9:30 p.m.  
The Jerome L. Greene Performance Space  
44 Charlton St.  
New York, NY 10014  
\$20  
[Register](#)

## Date My Project

If it's October, it must be National Arts & Humanities Month, and that means we're hosting plenty of events to help you celebrate! Our final event this month will be an ELNYA Creative Conversation, *Date My Project*, in which three presenters will take their socially-motivated projects on three "speed dates" with experts from across the performing arts spectrum. The experts will assess each project based on their own areas of expertise. Presenters, experts, and attendees will then come together and decide which is the most viable project. Kind of like a live-action version of [Shark Tank!](#)



Monday, October 29, 2012  
7:30 - 9:00 p.m.  
Met Opera Guild  
70 Lincoln Center Plaza, 6th Fl.  
New York, NY 10023  
\$10  
[Register](#)

## Build That Bridge!

In a recent [ARTSblog post](#), Jill Robinson, President of [TRG](#), asks,

“If so many arts leaders believe that marketing and development departments working together will generate better patronage results, why are so few organizations actually doing it?”

Robinson goes on to assert that marketing and development need a bridge linking their often siloed departments, and lists a couple of management initiatives and tools that can build that bridge—starting with **integrated patron reporting**.

“Most arts managers see their season as a string of single-ticket revenue targets, an exhibition with a visitor goal to hit, or an annual fund effort to bring in donations. It’s easy to miss individual patrons’ passion for your art when you are looking at them through the singular lens of individual campaigns.” You can read the full blog post and view an example of how individual department reports can lead to missing the big picture [here](#).

Nonprofit arts organizations have several options when it comes to implementing integrated patron reporting through Customer Relationship Management (CRM) software. Some are expensive, some are complicated, but [our favorite, PatronManager](#), is both affordable and easy to implement, created *by arts people for arts people*. Sign up for an online demo, learn about all the features you can utilize, and explore pricing options [here](#). Or you can just [ask us](#)—we’ll be happy to talk with you about how we use PatronManager CRM!



## Dynamic Pricing or Patron Loyalty?

Ticket pricing and inventory management practices impact patron loyalty. Pricing—especially top-end tactics like dynamic pricing—must recognize and reflect the impact of these strategies on the loyalty of subscribers, donors, group and single seat buyers alike. Why? The risk of reduced contributed revenues is too great to ignore.

In a free webinar, TRG CEO Rick Lester and President Jill Robinson will offer must-know insights about the new tools, processes and revenue results that come from placing the most loyal patrons in the best seats at the best price.

You’ll learn about:

- Making strategy decisions now that can pay off in more loyal patrons and revenue next season.
- “Loyalty mapping” to measure and observe best pricing practices for subscription packages, seat assignments, scaling the house and discounting policies.
- How to tell your price story in ways that secure loyalists (like subscribers) and drive newcomers to return back often.



Savvy managers will apply these techniques to grow sales revenues while improving both the demand for tickets and measurable growth in patron loyalty scores.

Wednesday, October 31, 2012

2:00 - 3:00 p.m.

FREE

To Register:

1. Go to Webex: <http://bit.ly/H95IXO>

2. Click on "register."

3. Fill in the short form and SUBMIT.

You will receive log-in information for the webinar in the confirmation email.

Questions? Comments? [Contact TRG.](#)

## Links We Like

[My Boss is a Jerk: How to Say That in a Job Interview](#)

The art of spinning negatives into positives.

[5 Ways to Lose Your Development Director in 2 Years or Less](#)

Mistakes boards and executives make that ensure their development director will leave.



[5 Infographics About Infographics To Master Basics in 5 Minutes](#)

With more and more information and data in our daily lives, our culture and way of working is going more visual. This has some implications for your marketing strategy.

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!

## The Key to a Successful Board...



...is NIFO! Find out what that means 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](#)!

*"Being good is commendable, but only when it is combined with doing good is it useful."*  
—Author Unknown

We do good by providing free and low-cost services in volunteer and board development, and in leadership and other professional development to arts organizations of every size and every discipline in every borough of NYC. Please help us continue doing it! [Make a tax-deductible contribution](#) today!

**DONATE NOW**