



September 5, 2012

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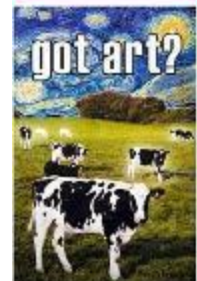
ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization.

Got Milk?

Some readers of this column know I spend some time in Columbia County: mowing the weeds, gazing at cows, appreciating the arts-up-the-Hudson. Memorial Day, Fourth-of-July, Labor Day—the beginning, middle, and ending benchmarks of Summer.

Back to work this week, but still thinking of cows. It-was-a-quiet-week-in-my-home-away-from-home-town... Corn from Langdonhurst (which just switched over from 200 years as a dairy farm!); ice cream from the new [Hill-Over](#); beef, pork, lamb, veggies, and pies from good old Sir William Angus (whose fabulous steaks, bacon, and chops you can get in the City at [Dickson's Farmstand Meats](#)). And I get my milk from [Hudson Valley Fresh](#): eight small, family dairy farms that **put many arts nonprofits to shame with their successful collaboration**. Together, they represent 1,000 cows and \$15 million, with an estimated \$100 million in total economic impact in Columbia and Dutchess. Apart? They would go the way of Langdonhurst—or worse.

The other thing I think about, as I chew my cud, is that "Got Milk?" might just be my favorite ad campaign ever. Another stellar example of collaboration: the Oreos and Cal Ripken, Jr., and those other celebrities with temporary white moustaches and positively bovine looks of satisfaction—they weren't promoting *one* brand of whole or skim. The campaign was created by ad agency Goodby Silverstein for the California Milk Board almost 20 years ago—heck, I thought it



was on behalf of all cows *everywhere*! Two words, repeated over a bunch of feel-good images. Now copied, imitated, parodied countless times.

What is our equivalent **Got Art?**

There is a lot of marketing talent out there. ABC/NY has partnered with [Patron Technology](#) for some time; I'm also a big fan of [TRG Arts](#) (check out their observation on [Marketing Insanity](#)—"doing the same thing over and over again and expecting different results," per Einstein). Readers of this column know I'm in awe of Tom Cott, who directs the stellar marketing of Alvin Ailey by day and somehow turns out [You've Cott Mail](#) in his sleep.

[Arts Reach](#) has its annual marketing conference in October (with a [free webinar teaser tomorrow](#)). The annual [National Arts Marketing Project conference](#), created by the Arts & Business Council and now run by Americans for the Arts, is November 9, 10, 11, 12 in Charlotte (see you there?). An impressive roster of marketing and development brains.

Another favorite firm of mine is [LaPlaca Cohen](#), with their exceptionally practical bi-annual [Culture Track survey](#) (and an impressive roster of NYC museum and other arts clients). And I'll close with a salute to [Situation Interactive](#) (with their impressive list of NYC performing arts clients). Situation founder/CEO Damian Bazadona gave a great presentation, earlier this year at the first [TEDxBroadway](#) (plan now to attend the next one on January 28, 2013), on "[Winning the Talent War](#)." How to get the best brains engaged in what he calls the "Broadway idea factory." It's about creative, collaborative marketing that will benefit all of the arts community.

What should be our **Got Art?**

[Suggestions welcome](#). On Labor Day, at the Columbia County Fair, I patted a lot of cows, and ate deep-fried Oreos. Creative collaborative genius. And they go so well with a nice cold glass of...

—Will Maitland Weiss, Executive Director

(Images via www.ecc500.deviantart.com, www.studiopashnada.com, and www.kevinharrisonart.blogspot.com.)

Free Webinar: Employee Engagement and the Arts

Even in the current economy, businesses are still searching for innovative ways to recruit and retain employees. In [Building Partnerships with Business: Employee Engagement and the Arts](#), a webinar presented as part of Americans for the Arts' [pARTnership Movement](#) Series, you will hear from businesses that recognize the arts can help solve these issues. Learn from arts organizations and human resource managers who have successfully partnered for mutual success.



Presented by:

- Connie Valentine, President & CEO, Arts & Business Council of Greater Nashville
- Laurie McIntosh, Director, Member Engagement, Society for Human Resource Management
- Jeff Tetrick, CFO Pinnacol Assurance

Wednesday, September 19, 2012
3:00 - 4:00 p.m.

FREE for [ABC/NY members](#) (and all staff and board members—please include the member name with your registration request); FREE for [Americans for the Arts members](#); \$35 for non-

[members.](#)

Click on the appropriate link above to register.

Long Island Arts & Business Forum



Join business owners, artists, local government, arts organizations, community leaders, nonprofit organizations, and more for [Arts Mean Business](#), an arts and business forum, presented by Long Island's East End Arts. The event will feature a panel discussion by notable arts and business leaders demonstrating the value of partnering with the arts to strengthen the economic vitality of Long Island, and a keynote presentation by Emily Peck of Americans for the Arts' [pARTnership Movement](#).

Attendees walk away with ideas for incorporating the arts, an understanding of the potential economic benefits of working with the arts community, and knowledge of proven examples of revitalization through the arts.

Panelists:

- Eric Alexander, Vision Long Island
- Rob Salvatico, Hotel Indigo
- Elaine Thompson, Golf Series Art
- Bob Spiotto, Suffolk Theater
- Michelle Isabelle Stark, Suffolk County Economic Development

Moderated by David Winzelberg, Long Island Business News

Thursday, September 20, 2012

9:00 a.m. - 1:00 p.m.

Suffolk Theater

118 East Main Street, Riverhead, NY

\$25 in advance; \$30 at the door

Continental breakfast and lunch will be served.

Register [online](#) or by calling (631) 727-0900 .

Free Workshop on Fundraising

In [Maximizing Individual Giving](#), [Cause Effective](#) will guide representatives of nonprofits and community organizations through key steps nonprofits can take in a tight economy to sustain and build a base of individual donors throughout the year. This workshop is co-sponsored by Citi Community Development and the [Nonprofit Coordinating Committee of New York](#).

Wednesday, October 3, 2012

9:00 a.m. - 12:00 p.m.

180 Maiden Lane, 2nd Floor Auditorium (Between Front Street and South Street)

New York, NY 10038

FREE, but registration is required.

Register [online](#), or by calling (212) 502-4191, ext. 30.

Links We Like

[The 15 Different Ways That Successful People Think](#)

The world's most successful people have one thing in common: they think differently from everyone else.



[STEAM Is Hotter Than STEM](#)

Science and technology are the primary drivers of our world economy, and the United States is in the lead. But there is a growing group of advocates who believe that STEM is missing a key component, one that is equally deserved of renewed attention, enthusiasm, and funding: Arts! Nobel laureates in the sciences are 17 times likelier than the average scientist to be a painter, 12 times as likely to be a poet, and four times as likely to be a musician.

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

You'll Tell Your Friends, and They'll Tell Their Friends...



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](#)!

We also use our Facebook page to let our friends know about opportunities and special offers, like our now-sold out tables to the [October 9 Crain's Arts & Culture Breakfast](#) (don't worry, you can still purchase single tickets; you'll just have to sit in an unreserved seat). Our Facebook friends found out first, told their friends, and they snapped up our limited number of seats!

Now you can integrate the immediacy and word-of-mouth power of your Facebook page with online ticket sales, thanks to Customer Relationship Management systems like our favorite, [PatronManager CRM](#). If a patron buys a ticket and then tell two friends, then *they* tell two friends, [and so on, and so on...](#) Find out how you can start using PatronManager to integrate and streamline your data management, and save yourself time and aggravation in the process. [Click to sign up for a free online demo!](#)

"When the economy is struggling, the arts help people move forward."

—Todd Simon, Omaha Steaks

What have cows got besides milk? Steaks! What is *your* stake in helping us continue to support arts organizations of every size and discipline throughout NYC? We provide free and low-cost services in volunteer and board development, and in leadership and other professional development. We teach arts organizations how to farm. [Make a tax-deductible contribution](#) today!

DONATE NOW