



August 21, 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.

Happy Anniversary!

A lotta people get married in the summer. My 20-something ABC/NY colleague Stephanie goes to a wedding every weekend. When I got together with the board of ABC/NY's [Emerging Leaders](#) network last week—and congratulations to Michelle, Jackie, and Simone for stepping up; congratulations to Jessica for her leadership role as chair; and even more congratulations to founder Selena for knowing how and when graciously to step down—I quickly lost track of who was going to the Korean wedding and who the Indian wedding.

My grandmother told me all I needed to know about marriage (as I bet *your* grandmother you): "It's *not* 50/50," she said. "It's 100%/100%. That's what you give, that's what your spouse gives."

Forgive the work/life over-integration, the blur of professional and personal, but I think this is what the arts/business partnership is all about, too. What makes an arts/business "marriage" work? *NOT* a meeting of have and have-not, not a meeting of give and take. It works because the business has something to give to the arts, and the arts organization has something to give to the business.

This is why I am so excited about ABC/NY's new effort in **Employee Engagement**. Arts nonprofits have real needs that can be addressed with human capital. Businesses, firms, corporations have real needs to meet their social responsibility (CSR), pro bono, employee engagement, diversity, training, and other goals—needs the cultural community can help them meet. Give/give, receive/receive. We can make this happen: we can re-imagine the relationship of arts and business partnerships around volunteer projects with real, impactful results.

A shout-out to the Businesses who have been helping ABC conceptualize this effort: [Chase](#),

[Deutsche Bank](#), and [Sidley Austin](#), as well as some of our long-time partners with track records of commitment to engage their employees in the arts, like [American Express](#) and [Con Edison](#). A shout-out to Arts players who are already providing amazing arts volunteer opportunities, like [Free Arts NYC](#), the [Historic House Trust](#), and [Make Music New York](#), as well as some of the newly engaged arts nonprofits coming up with creative volunteer project ideas, like the Center for Arts Education and [Flushing Town Hall](#).

Can your Arts or Business organization be a part of this, too? Got questions? Got ideas? Contact me at wmweiss@artsandbusiness-ny.org.

47 years ago, NYC's business community created the Arts & Business Council, to engage creativity and business skills. 39 years ago, ABC incorporated as a nonprofit. 37 years ago, ABC started a program still called Business Volunteers for the Arts—our longest-running hit. Happy, random anniversaries. My wish is that in 2013, we will look back at this year and say, "Wow! 2012 is when we started some new, mutually fulfilling, corporate/nonprofit relationships and transactions. Happy first anniversary!"

[**Heads Up:** The next Crain's NY Business **business-of-the-arts breakfast**, hosted at Con Edison, is on Tuesday, **October 9**. [You can get tickets at one of the very cool Arts & Business Council tables](#), and at the advance price (\$70)... but **you have to let us know by this Friday**. Please join us! Details below.]

—Will Maitland Weiss, Executive Director
Happy Anniversary next week, JMW!

Crain's Arts & Culture Breakfast



Join ABC/NY at the next Arts & Culture Breakfast, *How To Stand Out In The Crowd*—a candid discussion on how small and mid-size arts institutions can compete for audiences and donors.

New York's major arts institutions typically have vast resources to survive a downturn. It's the smaller and mid-sized organizations that get hit the hardest. The panel will look at the challenges institutions face while trying to grab the public's and donors' attention; and hope you could share your own techniques on how you've been successful.

Crain's New York Business will bring experts from both sides—the fundraisers and the funders—to discuss what's working now.

Panelists:

- Patricia Cruz, Executive Director, Harlem Stage
- Tom Finkelppearl, Executive Director, Queens Museum
- Commissioner Kate Levin, New York City Department of Cultural Affairs
- John Tomlinson, Executive Director, Paul Taylor Dance
- Luis Ubiñas, President, Ford Foundation

Moderator: Alair Townsend Crain's columnist and Chair of the David H. Koch Theater at Lincoln

Center

Tuesday, October 9, 2012
8:30 - 9:00 a.m.: Networking Breakfast
9:00 - 10:30 a.m.: Program
Con Edison Conference Center
4 Irving Place at E. 14th Street
New York, NY 10003

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.**

[\\$70 for individual tickets if registered with ABC/NY by 12:00 noon on Friday, August 24, 2012](#); \$80 thereafter.

General seating (seats not at the ABC/NY table) can be purchased at the [Crain's website](#).

Collaborations Among Arts Organizations

What are the makings for a strong collaboration, and how do you know whether it's worth the significant effort your organization will have to make? Furthermore, how might collaboration be different for arts organizations than for other types of nonprofits?

Join ABC/NY and the Foundation Center for [Collaborations Among Arts Organizations: Partnerships That Work](#) to hear from two arts collaboratives that are making great things happen by working together and proving that partnerships can be successful with the right people and practices involved.



The Collaboratives:

- LoMAL (Lower Manhattan Arts Leaders)
Kevin Cunningham of 3-Legged Dog and Catherine Peila of Dance New Amsterdam (DNA) will discuss how a very mixed group of arts organizations working in multiple disciplines and at greatly varied sizes have been able to pool back office functions and fundraising efforts successfully.
- Independent Opera Alliance
Gina Crusco of Underworld Productions and Lynne Hayden Findlay of Chelsea Opera will tell the story of their collaboration, based partly in the style of the LoMAL model, but with some interesting twists.

Tuesday, October 23, 2012
10:00 a.m. - 12:00 noon (check-in begins at 9:30 a.m.)
The Foundation Center
79 Fifth Ave. (bet. 15th & 16th Sts.), 2nd Fl.
New York, NY 10003

FREE, but please [register](#) in advance as seating is limited.

Registrants requiring ASL signers or other disability-related services are asked to contact the Foundation Center at least two weeks in advance. If you need further information, please call (212) 620-4230.

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.

Links We Like

[Hate Small Talk? These 5 Questions Will Help You Work Any Room](#)

Do you love going to events, but find yourself stranded during happy hour, tongue-tied and tucked in a corner? Initiating and maintaining conversations while networking is a necessary skill, and one you can easily improve with these simple tips.



[Kickstarter Tips from Technology in the Arts](#)

Here's a cheat sheet on how best to use Kickstarter.

[8 Tips for a Kick A\\$\\$ Kickstarter Campaign](#)

Ken Davenport, who produced Broadway's first crowd-funded musical, offers his tips on how to build a more successful campaign.

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

A Running Crew Rarely Gets Anywhere



In is down, down is front, off is out, on is in, a drop shouldn't, and a prop doesn't...what on earth are we talking about?* 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](#)!

*They're all terms from a *theater dictionary*.

*"Act as if what you do makes a difference.
It does."*

—William James

What you do really makes a difference to us! **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!

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