



March 6, 2012

## In This Issue:

**Hardest Working Men in Show Business?**

**Outcomes, Indicators, and Evaluation - Oh, My!**

**New Models to Support the Cultural Sector**

**Thinking About Joining a Board?**

**Arts for the Ageless**

**Links We Like**

**Facebook**

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.

## Hardest Working Men in Show Business?

The award, ladies and gentlemen, for the fortnight past, will be split, in order to congratulate the executive director and president, respectively, of Dance/NYC and the Municipal Art Society.

At the start of last week, Dance/NYC became a five-ring circus of symposia at the magnificent [Gibney Dance Center](#) at 890 Broadway, with exec director Lane Harwell as ringmaster. Mountains of doughnuts and dance master classes (not necessarily concurrent) were just the sideshows. Several of ABC/NY's friends in the consulting business were available in the SmART Bar. [Skynova](#) ("the only Internet television show featuring culture warriors in their native habitat") was live- and pod-casting (stay classy, Tim). Dramatic statistics and trends from the [State of NYC Dance](#) report based on the valuable Cultural Data Project information were complemented by [Fractured Atlas'](#) analysis of the typically smaller, unincorporated dance (and other) projects they fiscally sponsor and an astounding [dance workforce study](#): 1,231 surveys (!!!) by the Dance/NYC Junior Committee (they aren't *all* single, 28-year-old women who live in Brooklyn—it just seems that way). But, seriously: a huge research effort that cries out for expansion, subsequent repetition against this benchmark, and—wow—congratulations.

[My favorite line of the Symposium came from MAS president Vin Cipolla, shoulder to](#)

shoulder with Rockefeller program giving officer Edwin Torres and New York Live Arts Artistic Director Carla Peterson, each discussing (and embodying) the entrepreneurial spirit so evident in so many dance companies of every size. "Leadership," said Vin, "is generosity." I'm still savoring the implications. And the whole Symposium.

(Here's the question for this newsletter: **what was the direct economic impact return-on-investment—bucks spent in NYC—last year by the 127 dance companies who participated in CDP?** Answer to me at [wmweiss@artsandbusiness-ny.org](mailto:wmweiss@artsandbusiness-ny.org); prize to the winner, who will be announced in two weeks.)

And toward the end of last week, at New-York Historical Society for the [annual meeting of the Municipal Art Society](#), Vin Cipolla (generously) shared center stage with honoree DCA Commissioner Kate Levin (long standing ovation) and ebullient (and newlywed) artist John Morse, who deservedly took home the Brendan Gill Prize for his 216 quirky pedestrian safety signs—his "[Curbside Haiku](#)," such as

*Imagine a world  
Where your every move matters.  
Welcome to that world.*

Thank you, MAS and N-Y Historical Society, for flashing the remarkable destination film [New York Story](#). 400 years in 18 minutes; you may never need to hear me say "New York is the center of the universe!" again. No less stirring are the ambitious goals Cipolla articulated for MAS in 2012: in preservation and sustainability, in planning and design, in arts and culture, and in community engagement. They demand nothing less than "a more moving, striking, livable New York City." Me, too! And also Lane Harwell, applauding from the audience.

MAS formally ends their annual meeting—for those of you who have foolishly missed the last 119 of them—with a tap of Benjamin Franklin's cane. Some week, of important messages shared. Only in the greatest City in the world, made livable by its arts, visual and performed, monumental and ephemeral.

—Will Maitland Weiss, Executive Director

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## **Outcomes, Indicators, and Evaluation - Oh, My!**

Arts practitioners are often overwhelmed by the prospect of assessing impact, particularly against the less tangible social or civic changes they have defined. There are strategies you can employ and choices you can make in focusing on evaluation, starting with defining clear outcomes and determining what evidence of change to look for.

This Americans for the Arts webinar focuses on these fundamental ingredients of evaluation and will highlight a variety of stories of useful and doable evaluation efforts to understand social impact.

Thursday, March 15, 2012 2:00 - 3:00 p.m.  
FREE to Americans for the Arts members; \$35 for non-members.  
[Register](#).

You can [join Americans for the Arts](#) to attend the webinar for free and enjoy many other

membership benefits.

## **New Models to Support the Cultural Sector**

Everyone knows we need new models to support the cultural sector. Cultural Strategies Initiative, 3-Legged Dog & Americans for Community Development present *A Teach In: How The New L3C Business Structure Could Revolutionize Arts Support*.

Come learn the fundamental concepts of the L3C and how it can expand your options for revenue, whether you are an individual artist or an arts organization. Come ask questions specific to your goals and challenges.

Panelists include:

- Robert Lang – L3C creator
- Michael Martin – attorney with extensive L3C and nonprofit knowledge
- Michael DiFonzo- co-author of “L3C and the Arts”

For more info on the L3C go to [www.americansforcommunitydevelopment.org](http://www.americansforcommunitydevelopment.org) .

Friday, March 16, 2012  
6:00 - 8:00 p.m.  
3LD Art & Technology Center  
80 Greenwich St.  
New York, NY 10006  
\$10 admission

RSVP to [pnagle@demos.org](mailto:pnagle@demos.org).

## **Thinking About Joining a Board?**

Are you interested in serving on an arts board, but not sure how it works? Join ABC/NY for a presentation on board governance, with keynote speaker [Holly Gregory](#) of Weil Gotshal and representatives from a diverse group of arts organizations who are looking to refresh their boards.

Wednesday, March 28, 2012  
5:30 – 8:00 p.m. (registration and networking until 6:00)  
375 Park Avenue (thank you, Wells Fargo!)  
New York, NY 10152

FREE—but you do need to [register](#).

*Funding for ABC/NY's volunteer development programming is provided by the New York State Council on the Arts and the New York City Department of Cultural Affairs, in partnership with the City Council.*

## **Arts for the Ageless**

ABC/NY is exploring a new program, *Arts for the Ageless*, to bring exciting opportunities to the fastest growing demographic in New York, the anything but old seniors in our town. Want to help us with your ideas? Come to our town hall meeting, graciously hosted by

Tekserve.

Wednesday, April 11. 2012

5:30 - 7:30 p.m.

Tekserve

119 W. 23rd Street

New York, NY 10011

Please let us know if you are coming by emailing [fsmyth@artsandbusiness-ny.org](mailto:fsmyth@artsandbusiness-ny.org).

## Links We Like

### [There Are Only Three Key Job Interview Questions](#)

Whether you're applying for a job in the arts or in the business sector (or even a hybrid like an LC3), there are only three true interview questions. This article explains what hiring managers really want to know.



### [8 Qualities of Remarkable Employees](#)

Forget good to great. Here's what makes a great employee remarkable.

### [Procrastinating at Work? Maybe You're Overwhelmed.](#)

Since the recession, work teams have shrunk and workloads and pressures have grown. Companies are asking their workers to be more innovative and creative—and at the same time more efficient. It's a recipe for paralysis.

## Facebook



Want to weigh in on the phenomenon of Tweet Seats? See a funny cartoon about the evolution of an idea? Check out our Facebook page, which has content you won't see in this newsletter. You don't have to have an account to [view our page!](#)

In honor of today's "Super Chooseday"—

*"I chose and my world was shaken. So what? The choice may have been mistaken; the choosing was not. You have to [move on.](#)"*

Choose to make a difference to ABC/NY today! [Make a tax-deductible contribution](#) to help us continue providing free and low-cost services in volunteer and board development, and leadership and other professional development.

**DONATE NOW**