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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.

Lead On

Last month, I used this space to plug ABC's [Arts Leadership Institute](#). The 2012 [online application](#) had just gone up on our site. We had just nailed down the dates: October 1, 2, 9, 16, 23, and 30; and the application **deadline: Friday, July 6**; and the renewed leadership-of-leadership support of [American Express](#).

I crowded over the new jobs/new responsibilities taken on by so many of our recent (2010 and 2011) alumni. I basked in the pleasure of the latest meeting (approximately quarterly; smaller or one-on-one, informal meetings are much more frequent) these distinguished alumni just had. And at who is helping whom to achieve what.

Since then, at the [Crain's arts & culture breakfast at Con Edison](#), I met another 2010 alumna I hadn't seen in May—and learned of *her* latest promotion (way to go, Michelle!). A week later, I got contacted by [The Conference Board](#)—you know, the “nonprofit, non-partisan business membership and research group [with] approximately 12,000 executives

in its network, from 1200 corporations in 60 countries [that] holds conferences, convenes executives, conducts economic and business management research”—looking for a customized entertainment tip for a meeting they are holding in the City this summer; the next day, they were connected with another alum and her organization. (Remind them, Lauren: no arts, no reason for being. Thanks!)

Through ABC's and the ALI's relationship with American Express, I was honored to nominate a candidate for the Aspen Institute Leadership program taking place this summer. I had 42 incredible choices but now am even more honored to share that Rainah Berlowitz, Director of Operations at [Education Through Music](#), and a star in the constellation of 2011, will be more than ably representing NYC's nonprofit arts leadership at Aspen in August, among a handful of other talent from across the country and across the nonprofit sectors.

2012 American Express Foundation – Aspen Institute Fellowship for Emerging Nonprofit Leaders

The purpose of the American Express Foundation – Aspen Institute Fellowship for Emerging Nonprofit Leaders is to develop the next generation of nonprofit leaders that combines exploration of core values with best practices from other sectors and opportunities for cross-sector learning, mentorship, and collaboration. Using the time-tested Aspen method of text-based dialogue, the program aims to provide the tools and perspectives necessary for effective, enlightened leadership. The Fellowship provides nonprofit leaders with the opportunity to move beyond daily operational concerns to take time for the "blue sky" thinking and exploration of core values that animate their work and inspire them to become more effective, innovative, and inspiring leaders.

No pressure, Rainah! Just be sure to show them that New York City is the center of the universe and how the arts are the creative solution in addressing so many societal problems.

That national honor should be the frosting on the ALI cake, the cherry-on-top, right?

Nope: it's just the latest example of the ongoing strength and impact of the Arts Leadership Institute. I can't wait to get Rainah back here and, in October, to share the tools, the blue sky, and any other secret handshake enlightenment he picks up in Aspen.

But I also can't wait to get *your* application or *your* nomination for 2012. Executive education is not just for the brightest and best in the for-profit sector. What have *you* got to share? What are *your* aspirations? Join 20 rising leaders and 20 speakers/presenters this fall, and join the best alumni club in the center of the universe forever.

-Will Maitland Weiss, Executive Director, Arts & Business Council of New York

Free* Social Media Webinar Thu. 6/28

Your Facebook page was probably automatically switched to the new Timeline format—but do you have any idea how you can use it to your, and your arts organization's, best advantage? And why/how would anyone use Instagram to share photos? Find out all this and more in ABC/NY's webinar this Thursday from 1:00 - 2:00 p.m.

The webinar is FREE for ABC/NY members and all staff of member organizations. Not a current member? [Join or renew now!](#)

FACEBOOK TIMELINE AND INSTAGRAM

With the recent release of Timeline and its purchase of Instagram, Facebook is making the use of visuals a greater part of the dominant social media experience. Timeline is a completely reworked Facebook page designed to allow increased customization and to accommodate better visuals. Instagram, which Facebook is in the process of purchasing for \$1 billion, is a free photo-sharing app that allows users to take a photo, apply a digital filter, and then share it on a variety of social networking services. This webinar will discuss why Facebook made these radical changes, along with how-to, best practices, and strategies for taking advantage of these developments .

Thursday, June 28, 2012

1:00 – 2:00 p.m. EDT

*FREE for ABC/NY members, \$20 for non-members.

[REGISTER](http://bit.ly/ABCNY_events) at http://bit.ly/ABCNY_events.

Presenter: Michael Pilla, Founder and Creative Director, pilla creative marketing

As a creative director, Internet marketer, graphic designer, illustrator, and entrepreneur, Michael Pilla has built a career on achieving business objectives through the targeted use of art and Internet technology. Michael has held senior creative positions at iVillage.com and ModemMedia, creating interactive advertising and properties for Fortune 100 companies including Ford Motor Company, PNC Bank, GE, and UBS. He started pilla creative marketing in 2003 to serve the internet marketing needs of arts & entertainment companies. Clients include Broadway/Off Broadway productions, music and film festivals, community theaters, and individual artists. Mr. Pilla has taught website development and design courses at Pace University, Mercy College, and Pratt Institute, and he writes and speaks on internet marketing issues.

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.



Instagram

Pinteresting



In last week's social media webinar, we learned how to set up and effectively utilize Pinterest, the online image-sharing pinboard. One of us set up a new account and within 20 minutes had 15 followers! If there's enough interest, we may offer an encore webinar for those of you who missed it. [Let us know if you're interested!](#) In the meantime, enjoy [these images](#) on the Pinterest boards for our [Green: Inspired: Art](#) challenges.

Communicating the Museum

COMMUNICATINGTHEMUSEUM

Fran Smyth, ABC's Manager of Arts and Business Services, will be presenting this week at [Communicating the Museum](#), an annual international conference connecting the art world that will take place this year at NYC's Metropolitan Museum of Art. Her presentation will take place on Thursday, June 28, from 2:00 - 5:45 p.m. and will be on the topic of Volunteers as Ambassadors:

Museums are not using volunteers effectively if they only use them as docents and "go for's." Tomorrow's museum must know how to find talented volunteers, engage them in a number of meaningful ways, and keep them involved and productive. This session will focus upon online recruitment, shared-vision involvement, and team building. Come learn what has worked in some museums and share what has worked in yours and together we will make great progress.

For more information on Communicating the Museum, please visit their website at www.agendacom.com/en/communicating_the_museum/ctm/.

Financial Management for Nonprofits

[Professional Development Workshop: Financial Management for Nonprofits](#)

This free event will cover each staff member's role, ranging from the twelve ways every executive director should be involved in the organization's finances, to the three things every receptionist should do. It will also offer helpful tips for trustees, program managers, fundraisers, and administrators. This workshop is presented in partnership with The Foundation Center.

Tuesday, August 14, 2012

10:00 a.m. - 12:00 p.m.

The Foundation Center, 79 Fifth Ave. (between 15th & 16th Streets)

FREE

[REGISTER](#)



Funding for ABC/NY's professional development programming and Emerging Leaders of New York Arts (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.

Emerging Leaders of NY Arts

[Emerging Leaders of New York Arts \(ELNYA\)](#) is the New York branch of a national program for arts managers in the first decade of their careers, and its listserv is now 1,800+ strong. ELNYA provides opportunities to develop the contacts, skills, and knowledge needed to advance to senior leadership positions. All its program activities are planned and implemented by members. Join ELNYA for any or all of these upcoming events!



[ELNYA Happy Hour & Art Show](#)

Network with Emerging Leaders of New York City Arts, enjoy complimentary wine and spirit tastings, and view artwork on display submitted by members of the ELNYA community.

Thursday, June 28, 2012

5:30 - 8:30 p.m.

Court Square Wine and Spirits, 2420 Jackson Ave, LIC, NY 11101

\$10 in advance, \$15 at the door

[REGISTER](#)

[ELNYA Creative Conversation: Connecting Professional Artists with Teen Artists](#)

Smack Mellon and ELNYA present a panel discussion with representatives from Smack Mellon's "Art Ready: Selected Work from the Artist Mentorship Program" as well as other leading artists and organizations in the community-based arts education field. Panelists will discuss successful program models that address the problem of cuts in public school art programs, and that allow youth to develop their creativity.

Tuesday, July 10, 2012

6:30 - 8:30 p.m.

Smack Mellon, 92 Plymouth St., Brooklyn, NY 11201

FREE

[REGISTER](#)

Funding for Emerging Leaders of New York Arts (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.

Featured Board Opportunity

ABC/NY recruits, trains, and places board members for nonprofit arts organizations. We place 20-25 board (and junior board and advisory committee) members every year, at arts organizations all over the city. And you don't have to be a CEO with deep pockets to make a difference!

In our most recent newsletter, we highlighted a board opportunity at an arts education nonprofit. Thank you to all who responded! Now let's broaden the scope a bit: besides arts education groups we have dance, fine arts, historic houses, music, theatre—what's your preference? Please e-mail Fran Smyth at fsmyth@artsandbusiness-ny.org to explore the available opportunities.



Venture Philanthropy Fund RFP

The [NYC Venture Philanthropy Fund](#) (VPF) is a giving circle of individuals who combine their professional skills and financial contributions to support local social entrepreneurs in New York City. Each year VPF makes a grant in one critical area, such as education, the arts, hunger, poverty, etc. In 2012 VPF members voted to support unique, innovative ideas that address *the arts* in New York City.



VPF invites nonprofit organizations with annual operating budgets of \$500,000 or less and working in New York City on issues related to the arts to submit proposals for funding consideration in 2012. Proposals are due August 31, 2012.

The one-year (calendar 2013) grant includes:

- a \$6,000 operational cash grant,
- in-kind technical assistance from VPF members and partners, and
- access to professional networks including, but not limited to, consulting services, donors and funding, and expanded constituencies.

Instructions and the application may be downloaded [here](#). For more information, please contact the Grants Committee at vpfgrants@nycvpf.org.

Links We Like

[But Arts People ARE Special](#)

David McCullough, Jr.'s now infamous commencement speech at Wellesley High School a few weeks ago has gone viral because of its bold theme, "You Are Not Special." But if you read the transcript, you'll see that he also says, "[D]o whatever you do for no reason other than you love it and believe in its importance." That sounds pretty special to us! You can [read the speech](#) or [watch it on video](#).



[MTC Celebrates Lynne Meadow's First 40 Years](#)

"She's a force of nature...tenacious...she has guts, courage...she can be a blunderbuss!" This video features Nathan Lane, Christine Baranski, and a host of other celebrities who have worked with "the Kevin Bacon of theater companies." Congratulations to Lynne and everyone at Manhattan Theatre Club!

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

The More You Know



Did you know Facebook has just changed its settings again without telling anyone? (We are shocked. Shocked!) You would have known if you followed [our Facebook page](#). You can read about that, and see additional content that isn't repeated in this newsletter, on ABC/NY's Facebook page. You don't have to have an account to [view our page](#)!

"You must give to get, You must sow the seed, before you can reap the harvest."
— Scott Reed (a former comic book artist whose "notable inking credits" include Godzilla, G.I.Joe, and Spiderman/Ultraverse)

Please give so you can continue to get this newsletter as well as ABC/NY's free and low-cost services in volunteer and board development, and leadership and other professional development. [Please make a tax-deductible contribution](#) today!

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