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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.

Money CAN Buy Happiness

Scientific proof, coming up. Psychology & Business. Stay with me...

First, I hope you all had glorious Thanksgiving holidays. Hope you're still supping on stock from your turkey bones, still picking guests out of the couch cushions. I celebrated in utter Norman Rockwell style, in Columbia County (close to his studio and [museum](#), in Stockbridge). Talk about [Freedom From Want!](#)

A guest at our feast, a Swedish law student interning in social responsibility at my wife's firm, wallowed in her first Americana Thanksgiving. "Don't you have a custom," she asked, "of naming things for which you are thankful?" In candor, we have a custom of me making speeches—not unlike this column—while the family surreptitiously loads their plates. But of course we Americans do this, or should. So, belated:

- I'm thankful for the 2012 [Arts Leadership Institute](#), sponsored for the third consecutive year by American Express. To indispensable co-facilitator [Deb Seidman](#) and to other regulars like executive coach Elizabeth Moran, board consultant Alice Korngold, Duke Foundation CEO Ed Henry, and Amex Foundation CEO Tim McClimon. To Kate Levin, Alessandra DiGiusto, Bob Lynch, Karen Brooks Hopkins, Richard Dare, Julia Simpson, Andy Hamingson, Rosemary Sykes, Jeremy Kraus, Arthur Cohen, and the other eight presenters in 2012, to the [Municipal Art Society](#) for providing us midtown space, to [Jazz at Lincoln Center](#) for hosting our "graduation" party, earlier this month. But far and away most of all to the 18 stars of the Class of 2012, who now join the actively connected elite of ALI alumni. Watch out, arts world.

- At the ingress end of the leadership pipeline, I'm thankful for our 2012 [interns](#), underwritten for an amazing thirteenth consecutive year by Con Edison. A special salute to Ida Lomibao, class of 2010, the first alumnus to be hired back at ABC, first as a grad student Fellow and then, this fall, as a full-time temp employee. And yes, Ida, you can come back next summer as a business mentor.
- To our Arts & Business Council [Volunteers](#), on many—and soon to be even more—levels. It was great to speak this week with Stuart (himself a business mentor many times over) about boards on which he might serve and projects on which he might consult with his considerable individual expertise. And it was great to meet earlier this month with core business partners (led by JPMorgan Chase and Deutsche Bank), arts partners eager to expand their relationships with the business community, and potential nonprofit service organization partners: launching our 2013 Employee Engagement Initiative.
- I'm thankful for my family and my ABC colleagues. For the occasional idyll of Columbia County, and all the more so that I live and work in the constant wonder and glory of the center of the arts universe, New York City.

There are not many days to burn off those pumpkin pie calories before the latkes of Chanukah and plum puddings of Christmas—and the warmth and splendor of whatever are your cultural year-end holidays of choice. The great tree at [Rockefeller Center](#) was lit last night. The chestnuts are already roasting on a corner of every Sabrett hotdog cart up and down Fifth Avenue. Here come the Nutcrackers and Carols, the Messiahs and the Big Apple Circus, the Met's Neapolitan baroque tree and the Rockettes, and so, so much more!

Guaranteed, every day between now and December 31 you will receive electronic *and* postal mail with opportunities to give and support arts nonprofits of every kind. And I have two words for you: DO IT.

Most of you who read this newsletter are professionally and perhaps personally under-resourced. DO IT anyway. If you haven't got a penny, a ha'penny will do. In our year-end appeals, we all write "Your gift of *any* size matters." And you know what? It's true! Picture a hard, cold day on the slog to the calendar-year-end finish line, and how an envelope or e-mail bearing just \$10 or \$25 from an unanticipated donor adds a ray of hope.

DO IT. **Send another arts organization a gift, of any size.** Yes, you can poke the [Donate Now](#) button at the end of this e-news—but you can also give to any one of 1,500+ worthy arts nonprofits in New York City. We all need it. We all deserve it.

Back in July, the *Times* ran a great piece called "[Don't Indulge. Be Happy.](#)" It shares a global study by psychologist Elizabeth Dunn and Harvard B-School professor Michael Norton on what makes people happy.

"Being generous is nice, sure, but would using the money to benefit someone else actually make you happier than buying the belt, DVD, or apps you've been dying to get? Yes, and it's not even close." Norton did a TEDx Talk called "[Money Can Buy Happiness.](#)" You deserve the pleasure of a ten-minute watch. Then go ahead and do it, buy yourself some happiness. Let's spend the whole holiday season thanking each other.

—Will Maitland Weiss, Executive Director

2012 NAMP Conference Highlights

At this year's National Arts Marketing Project Conference, more than 550 arts marketers from across the country gathered together in "Getting Down to Business." The conference in Charlotte may be over, but the conversation has only just begun.



- The participant list and many of the session presentations and handouts have been posted on the Conference website at www.artsmarketing.org/conference/attendees/2012. By December 1, you'll be able to view and share the general sessions at www.artsmarketing.org/conference/live.
- Attendees' blogs, photos, flipcam interviews, and more are featured on the media page at www.artsmarketing.org/conference/2012/social-media.
- A bonus e-book created in collaboration with Rohit Bhargava, the closing keynote speaker, is available at www.artsmarketing.org/resources/ebooks/human.
- Get a sense of how information was being feverishly passed among attendees via Twitter (and the dialogue continues) by following the hashtag #NAMPC. More than 6,600 tweets were shared by over 500 twitterers, and the 50 best have been compiled into a free e-book you can download at www.artsmarketing.org/resources/ebooks/nampc2012.

Nonprofit Board Leadership Academy

The Arts & Business Council salutes Alice Korngold—a presenter on board development at our 2010, 2011, and 2012 Arts Leadership Institutes and recently appointed the director NYU Law School's new Global Board Leadership Academy.

On Friday, January 11, at NYU's Lipton Hall on West 3rd Street, the Academy will offer a full-day session on "[Business People on Nonprofit Boards](#)," including sessions on building high-achieving boards and creating revenue models for success, and culminating in a reception with nonprofit CEOs and board members. Are you or do you have a board member who could profit from this opportunity? Are you or do you know someone considering enhancing their business career by also giving back by joining a nonprofit board?

Shouts out as well to Tamara Belinfanti, board member at the Brooklyn Museum, and Laveen Naidu, executive director of Dance Theatre Harlem, each of whom has presented on effective board/executive staff communications in the Arts Leadership Institute. And each of whom, as speakers in the Board Leadership Academy, will insure that attention is given to nonprofitartsboards!

Discount [registration](#) through December 3.

Innovation Lab for the Performing Arts

The Innovation Lab for the Performing Arts is a 12-month program that helps performing arts organizations incubate and test innovative strategies to address major adaptive challenges, designed and managed by EmcArts, with the generous support of the Doris Duke Charitable Foundation.



The deadline for applications to the Innovation Lab for the Performing Arts Round 8 is Tuesday, December 11.

For answers to frequently asked questions about the Lab, you can view a [video presentation](#), an [audio podcast](#), and/or the [full transcript](#) of a conversation presented earlier by EmcArts.

Hurricane Sandy and the Cloud



Technology infrastructure and disaster recovery have now become two highly critical aspects of running any arts organization. Hurricane Sandy highlighted just how important it is for managers to truly understand technology infrastructure and to make good decisions about it. Simply put, the storm demonstrated that too many organizations are hosting their vital client data, ticket sales, and e-mail on unreliable systems.

At ABC, we're using cloud computing to help us manage our data, whether we're here in the office, working from home, or out on the road. No, we didn't used to understand it, either. But [this article](#) will give you a good overview of what it is and why you should be using it. Upgrading to cloud computing and using a [CRM system](#) for all your data may be much easier and much less expensive than you think!

Yes You, Hey, Yes You, Hey



You may not be a regular on Facebook, but we'll bet you're familiar with the video that has generated more than 3.3 million "likes" on Facebook and is now [the most-watched YouTube video of all time](#).

Join us, ABC-style, on [our Facebook page](#), where we share news and amusements you won't see in our newsletters — you don't need to have an account to [view our page](#)!

"...even making small alterations in how we spend money on a daily basis can make a difference in happiness. That doesn't mean go get a high-paying job so you can spend tons of money on others. The message is, given what you have, how can you make little alterations to do something for others?"

—Elizabeth Dunn, University of British Columbia

Please [make a tax-deductible contribution](#) today to support the work of ABC/NY in volunteer, leadership, and professional development for arts organizations of every size and discipline throughout NYC! Your "little" will mean a lot to us!

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