



May 29, 2012

In This Issue:

OK: NOW

\$5,000 if You're On the Fence

Donations Directory

Know Your (W)rights

Links We Like

Revenge of the Liberal Arts Major

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.

OK: NOW

Ten years ago, addressing the question *How DO I Become the Executive Director of a Nonprofit Arts Organization?!*, the Arts & Business Council started its Arts Leadership Institute. In 2010, with fresh lead underwriting from American Express—which knows a thing or two about [leadership](#)—ABC/NY's Arts Leadership Institute (ALI) evolved into its current Executive Education model.

Every now and then, info@ABC/NY gets a query: *When Will the Application Form for the Next ALI Go Live?* Even more often, I get that question from ALI alumni (you know who you are, Brightest & Best) who want to nominate someone for the next ALI.

Happily, the live application answer is **NOW**.

Here are five things I like even better about ALI than I would have thought possible:

- People get happier (= more successful) with their current jobs. Or people get new jobs. OK, maybe not *every* one of 42 participants from 2010 and 2011. But we have two new Executive Directors and 18 people that I know of who have moved over, out, or up to new and deservedly exciting responsibilities.
- I think we will have had four bundles of joy delivered to ALI alumni in the past year. What does *this* have to do with exec education?? We talk about work/life

integration issues as well as hiring and firing people and accelerating the global warming of a glacial board. Whether it's parenthood or partnership, or whatever other personal goals, this is a *Yes, And* group of over-achievers. Join ALI for having your personal cake and professionally eating it, too.

- It's not just Development Directors. As a recovering fundraising professional, I tend to like and admire others who do this hard and essential work. I also like Marketing Directors and Education Directors and Deputy Directors. A surprise at ALI has been the integration of some professionals from atypical backgrounds: the Dept. of Buildings, the Spanish Consulate, Deutsche Bank, two different for-profit marketing firms. People with other executive experience, people with nonprofit board experience; all people determined to raise the diversity and complexity of input into arts leadership.
- Tim McClimon's "St. Crispin's Day Speech." It's a running gag, dating from 2006. He knows Art, he knows Business, he knows Leadership; I asked him to share some inspirational words with ALI. Each year it's the same *and* different, *and* better. There's Bob Lynch's "1492 Speech" (now expanded to 35,000 BC; why the arts need advocacy). Kate Levin on everything (NYC version). Damian Bazadona on customer service. Ed Henry on budgeting. Bill Baker on what he learned his first day at Channel 13. Elizabeth Moran on giving and getting feedback. Adrian Ellis on zombies. Laurie Cumbo on her kitchen cabinet. Ben Cameron on everything (cosmic version).
- The sessions will run in October 2012: Monday October 1 and then Tuesdays October 2, 9, 16, 23, and 30. **And then it doesn't end.** As with academic graduations, there will be an after party and hugging and some tears on October 30. If we had yearbooks, we would sign the heck out of each others' (I guess we have evaluation forms instead; seriously passionate, erudite, witty comments—which have the added role of impacting the what and with whom of subsequent content). A mix of 2010 and 2011 alumni got together earlier this month, at one of our facilitated "roundtable" brainstorming/problem-solving sessions. I can't wait to add yet another class of brilliant graduates.

[Click here](#). The deadline to apply/nominate is July 6. We will select the Class of 2012 by August 1, so you can clear your calendar as necessary by October. Get ready to make change. *NOW*.

-Will Maitland Weiss, Executive Director

\$5,000 if You're On the Fence



You could earn an honorarium of \$5,000 plus a supply budget if your artwork is selected to be installed on a large corrugated metal fence in Greenpoint, Brooklyn near the Newtown Creek, thanks to the [Brooklyn Arts Council](#) in partnership with [TnT Scrap](#).

The fence's dimensions are approximately 60 feet wide by 20 feet high. Proposed works should integrate ideas about the community, the beauty of the creek, recycling and/or the importance of maritime industrial usage. Brooklyn-based visual artists and collectives working in two-dimensional media are encouraged to apply. Video works will not be considered for this project. Final

artwork selection will be made by a panel of community stakeholders.

To be chosen for this project you MUST be on Brooklyn Arts Council's Artist Registry. Any artist living or working in Brooklyn can sign up for free by clicking the blue "Join Now" link at www.brooklynartscouncil.org/artists. Please join the Registry by June 11.

Applications are due by 5:00 p.m. on June 18, 2012; [details and required forms can be found here](#).

Donations Directory

Materials for the Arts (MFTA), a division of the NYC Department of Cultural Affairs *and* a partner in ABC/NY's Green: Inspired: Art challenges, provides thousands of NYC's arts and cultural organizations, public schools, and community arts programs with the supplies they need to run and expand their programs. MFTA gathers materials from companies and individuals that no longer need them and makes them available, for free, to the artists and educators that do. In the process, hundreds of tons are removed from the waste stream every year and kept out of landfills, which helps sustain our environment, promotes reuse, and reduces waste.



In addition to making items available from their warehouse in Long Island City, MFTA now offers a free, online [Direct Donations Directory](#). Items that are too small (e.g., one printer) or too large (e.g. a piano) to be picked up by MFTA can be listed for free online. MFTA then connects donors who have materials with recipients who need them.

Anyone with [materials to donate](#) can be a donor. [Recipients](#) must be nonprofit arts organizations, social service organizations with significant arts programming, or New York City agencies, including NYC public schools. As a unit of the Department of Cultural Affairs, all programs must be located within the five boroughs of New York City. Individual artists and projects must be fiscally sponsored by a nonprofit organization.

Know Your (W)rights

Why do we write "playwright" instead of "playwrite"? The origin of the suffix "wright" derives from the Old English "wryhta" (worker). And so we get words (and surnames) like wheelwright and wainwright. All right?

"Copyright" means the *right* to make or sell copies, and if you're an artist you know how important it is to protect your rights.

Want to know more about copyrights and trademarks? What they are, when they're needed, how to get them? ABC/NY is considering offering a session on this topic, and we're trying to gauge potential audience interest. Please let us know if you'd consider attending this kind of event by e-mailing Fran Smyth at fsmyth@artsandbusiness-ny.org.



Links We Like

[The Unimportance of Practically Everything](#)

Distinguishing the "trivial many" from the "vital few" can be applied to every kind of human endeavor. Sometimes what you don't do is just as important as what you do.



[9 Essential Steps for a Killer Kickstarter Campaign](#)

How does one cash in (literally) on the Kickstarter craze?

[Reverse Leadership – is it a Thing Good?](#)

In the spirit of reverse innovation, and reverse mentoring, the next trend to watch out for in leadership is, you guessed it — reverse leadership.

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

Revenge of the Liberal Arts Major



If you've been mocked for getting a liberal arts degree, here's a piece of welcome news: You're actually in more demand than those who are getting finance and accounting degrees. You can read the full article, as well as additional content you won't see in this newsletter, on ABC/NY's Facebook page. You don't have to have an account to [view our page!](#)

"Consume less; share better."
—Hervé Kempf

We rely on your support to sustain our work! [Please make a tax-deductible contribution](#) today to help us continue providing free and low-cost services in volunteer and board development, and leadership and other professional development.

DONATE NOW

This e-mail was sent
from Arts & Business
Council of New York
Immediate removal
with **PatronMail**[®]
[SecureUnsubscribe.](#)

Powered by
patronMAIL[®]
[CLICK HERE TO TRY IT FOR FREE](#)