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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.

Queen City, Part I

I'm just back from sixty-six hours in Charlotte, airport in to airport out. And here's the amazing thing: I had a good time.

The weather was clear blue, with an arc from 40 degrees to 70 degrees each day. The architecture is eerily new and all sparkling glass (and almost all of it says "Bank of America" or "Wells Fargo" on it somewhere). Bearing in mind that I spent only about 66 minutes not in my hotel or the conference, there is a park, a museum, and a restaurant I need to salute:



[The Green](#) is an improbable pocket park, nestled among the glass banks and hotels. It has military haircut grass, benches, and a fountain of fanciful fish, but its sculptures are a sort of Tom Otterness-brass series of giant books and sheets of poetry blown around lamp posts. Plus, signs pointing the way and mileage to distant cities (e.g. Edgar, WI; Allan, Saskatchewan; and Poe, Alberta) that are in aggregate authorial. Sounds odd? I loved it.

I was in SHAW-LIT NO-CARRA-LYNA (as my pin—which triples as a key ring and bottle opener!—says), for the annual [National Arts Marketing Project Conference](#), started by the Arts & Business Council back in 2001 and since 2005 expertly run by Americans for the Arts. The local host was the Arts & Science Council (more on their crowd-funding platform, [Power2Give](#), later), which

arranged a sensational Opening Reception. You should check out the Giacometti at the [Bechtler](#) and walk the footprints in the sobering presentation of The African American Imprint in the [Gantt Center](#), but you should move into the [Mint Museum](#) and stay for a few days. "Some of our art has frames. None of it has limitations." The "[Against the Grain](#)" show. The indoor/outdoor penthouse/trustees' terrace—gasp.

For the one meal I snuck outside the conference, I stopped amid the 21st-century glass at a neon sign that directed "EAT." Could have been unscrewed from the late, lamented [Munson Diner](#) (remember? on West 49th?). Inside turned out to be [Mert's Heart and Soul](#). I got the Carolina chopped BBQ ("smothered in our secret sauce") and a Carolina Blonde, and I barely broke a ten dollar bill. And you get a hot loaf of cornbread with anything you order.

So: plan a brief out-of-New-York-City vacation, y'all.

—Will Maitland Weiss, Executive Director

Queen City, Part II

For those of you who want to read on, I'll share my **highlights from the conference itself**. Or—don't take my word on it—you can connect to much of the content, including the terrific keynotes, at www.artsmarketing.org/conference.

Best in show? Take your pick: performing arts or visual:

- [CDZA](#). That's all the time these three geniuses have to indicate "cadenza" (as in "an improvised, ornamental passage"). Their 13 videos have 57 million hits; do yourself 13 favors, watch them all. They are taking the "unemployable" out of a Juilliard conservatory degree, embracing YouTube, and grabbing corporate attention—and gigs—to infuse their creativity into the Real World. If I had to pick just one? "[The Human Jukebox](#)" (which ultimately aided ABC's friends at [Wingspan Arts!](#)). "Work with someone you want to have a beer with. Get excited; be passionate; do authentic work."
- Nina Simon and [The Participatory Museum](#). She actually runs the [Santa Cruz Museum](#), and increased attendance and revenue there so much in the past year I had to check my racing pulse. "Use your community as a co-creator." "How can we make art more like dogs? When you walk a dog, strangers come up and engage in conversation. Make your arts organization about social contact." "Have an institution that really matters, by being a place where social bridging takes place." And I especially enjoyed "the path to success is through getting kicked under the table by your boss."



Best session? "Win-Win: Arts Organizations and Businesses Partner to Achieve More. 9:00 a.m. Sunday (the-morning-*after* the all you can eat, drink, and gaze upon at the Mint), and it may have been the best arts/business partnership panel I've ever heard. Fellow from Charlotte marketing firm [Wray Ward](#), fellow from [Wells Fargo](#), great moderator named [Barbara Spradling](#), one of those stars who hung up her spurs after a 20+ year business career (Bank of A), and now works and consults in nonprofit arts.

- "Assuming the business cares is not a strategy. Intrinsicly, business cares about business. Figure out how your art can touch what business does care about, which is themselves."
- "To what business end can you in the arts be the means?"
- "How can your arts organization help their employees engage in their social mission and in

- your shared community?”
- “What do you in the arts have that we in business don’t have? The opportunity to inspire. We *want* to be aligned with vision and values.”

Other memorable take-aways:

- Eric Ryan, co-founder of the successful and creative [Method](#) cleaning products company: “We don’t sell products, we sell a philosophy. We create advocates, not customers. The bigger we get, the smaller we act. No social mission? Then no social media.” And having a mission that enables your team to say, “I’m not sure we’ll get there, but I know what to do.”
- Rohit Bhargava, social media strategist at Ogilvy and author of *Likenomics*: “Tell the truth. Connect people. Offer an emotional story. Live your personality.”
- [Off Center at the Jones](#) (off the Denver Center for the performing arts): “We make every show a prototype. Every audience is a focus group.”
- The [Cat Video Festival](#) at the (Minnesota) [Walker Arts Center](#) (*not* mission creep). The re-branding at the University of Minnesota’s [Wiseman Arts Museum](#), kind of an unintentional, mid-western WAM! [And then it hits you!](#) The success of [Power2Give](#) in its first year (or mostly less)—online crowd-funding specific to arts nonprofits in specific geographic markets: 40% of projects fully funded to date, average project cost \$4,755, average gift \$175, median gift \$50. Half of these gifts are consistently coming from people who have never supported the arts organization before, and all of them are structured to promote a lasting and more personal relationship, even with more modest donors.

Great to see non-NYC friends there like Laura Bruney from [ABC/Miami](#); Chad Bauman, back at [Arena Stage](#); and of course our [ASC](#) host Scott Provancher and P2G guru Laura Belcher. Great to see utterly-NYC friends like Gene, Michelle, Greg—was it the entire staff of [Patron Technology](#)? Sarah Benvenuti/[The Civilians](#) doing a session with Robert Gore/[TDF](#) on “Next Generation Marketing.” Geri Iannaconi/[Arts Horizons](#). And Selena Juneau-Vogel-former-ABC, with [Fractured Atlas](#).

I nearly wept that I didn’t have room for all the sides at Mert’s: yams, red beans, okra & tomatoes, collard greens, seasoned rice, mac-and-cheese, and green beans, heaven help me, cooked in lard. The gauntlet is down for [Portland, Oregon](#), which is hosting NAMP on November 8-11, 2013. Their pitch, that “the dream of the 90’s is alive in Portland” and “Portland is the place *young* people go to retire” makes me feel older than Mert’s. But I look forward to seeing you there.

The Arts: Red or Blue?

HUFFPOST ARTS & CULTURE

Does a new president, or a new term for a president, make any difference for the nonprofit art industry? Read Americans for the Arts' president and CEO [Robert L. Lynch's analysis](#) in his latest blog post on *The Huffington Post*.

Nonprofit Excellence Awards & Best Practices Workshop

Join The New York Community Trust, New York Magazine, the Nonprofit Coordinating Committee of New York, Philanthropy New York, and WNYC on as they showcase winners of the 2012 New York Community Trust - New York Magazine Nonprofit Excellence Awards.



The Best Practices Workshop will feature the Executive Director and a board member from each of this year's three winning nonprofits discussing their organizations' management strengths, and detailing the strategies and practices that led to their selection. The workshop is open to all nonprofit organizations. It will be followed by the Awards Ceremony and a reception.

For a list of the 2012 Finalists, please visit: <http://npexcellence.fcny.org/npea/2012Finalists>.

To learn more about the 2012 New York Community Trust-New York Magazine Nonprofit Excellence Awards program, please visit: www.npcny.org/info/awards.htm or <http://npexcellence.fcny.org>.

Thursday, November 15, 2012

2:00 - 5:30 p.m.

Citi

399 Park Avenue (at 54th St.), 12th Floor Auditorium

New York, NY 10022

FREE

[Click here to register.](#)

Award Winning Arts and Business Partnerships



Each year the BCA 10 honors ten businesses that have been exceptional partners with the arts organizations in their communities. These companies set the standard of excellence and serve as role models for other businesses to follow. Hear directly from the 2012 honorees about how they support the arts and learn how to create successful partnerships with the businesses in your community. Featuring panelists from Alltech, *Tampa Bay Times*, and Chesapeake Energy, and moderated by Laura Bruney, BCA 10 judge and executive director of Arts & Business Council of Miami.

Wednesday, November 14

3:00 - 4:00 p.m. EST

\$35.00 for Non-members, FREE for Americans for the Arts Members

[Register](#)

ABC/NY members may participate in this webinar for free if space is available. Please e-mail members@artsandbusiness-ny.org to sign up. You can join ABC/NY or renew your membership at www.artsandbusiness-ny.org/join.

Great Arts Websites

Wondering if your website is up to par? Patron Technology has compiled data from two national surveys to figure out what arts patrons want, and how you can deliver it. Their recently released whitepaper "Great Arts Websites: Getting the Fundamentals Right" details what you can do to make your site both aesthetic and functional, including:

- Putting the what, where, and when up front
- Capturing the experience
- Staking a unique claim

You can get this free whitepaper instantly by clicking [here](#).



Links We Like

[CrazyBusy](#)

CrazyBusy is a self-induced, culture-induced, technology-induced disorder that leaves us feeling frazzled, forgetful, frenzied, unorganized, and overloaded. Are you plagued by Gemmelsmerch? Learn the the Vocabulary of CrazyBusy.



[5 Nonprofit Lessons from The Walking Dead](#)

The zombies stalking nonprofits are the people and situations they face daily that threaten their success or even their survival.

[The only purpose of 'customer service'](#)

The customer who seeks out your help isn't often looking to deplete your bank account. More everyday marketing wisdom from Seth Godin.

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

I Want My Friends Back!



Spring of 2012 was when Facebook users, both large and small, began to detect—for it was almost imperceptible at first—that the volume was getting turned down on their Facebook reach. Each post was now being seen only by a fraction of their total “fans” who would previously have seen them. [Read more](#) about why this is happening and what you can do about it.

Even if you've "liked" [our Facebook page](#), you may not have seen all of our witty and wise posts, thanks to this new system. Catch up on what you've missed — you don't have to have a Facebook account — [view our page!](#)

“There are people in the public sector with a range of experiences that have no equivalent in business, but are essential to governing, like keeping a kid in school or helping someone get and hold a job. The value of those skills can't easily be measured against a bottom line.”

—Dee Dee Myers

ABC/NY teaches both practical and "soft" leadership skills and helps develop the pipeline of next-generation arts leaders. The value of our work is shown in the work that *you* do. Won't you please help us continue strengthening arts organizations of every size and every discipline in every borough of NYC? [Make a tax-deductible contribution](#) today!

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