



June 12, 2012

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Beware of Artists!

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.

Remember the Alamo?

Davy Crockett, right? And the guy who invented the Bowie knife.

In 1836, about 150 guys from then-America (and 23 from the UK, and two Germans, and one black "freed-man" ingloriously just named "John") rode into Mexico and took over the former Mission San Antonio de Valero, being casually used as a base for a Mexican cavalry troop. Nicknamed for the cottonwoods ("*alamo*") in the Mexican troop's hometown, a few counties away. The Mexican army mobilized and took it back, with Crockett *et alia* holding out for 13 sad days. Ten years later, a much bigger American army mobilized... and now we have Texas, New Mexico, Arizona, and California. I am—clearly—no historian, but I find the Alamo event troubling.

Thank goodness, there was another reason to be in San Antonio last weekend: for Americans for the Arts' annual convening of 700+ people from all over the map. (They have a cool pay-to-play feature, where you can check out much of the content online after the fact. Check out [Convention On-Demand](#).)

Remember the Alamo? No.

Remember, instead:

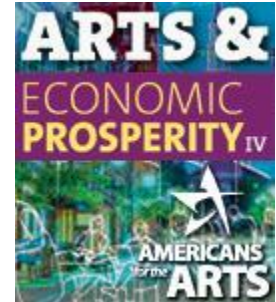
- [Ford Foundation](#) president Luis Ubiñas' keynoting of his adolescent experience going to see a free performance of That Scottish Play. He was in the lobby of the (former Astor Library) Public Theater, in intimidated awe, and Joe Papp came up and said, "You're here way too early. But this is my place. Look around. Make yourself at home. Stay." Customer service. "Right now, some 14-year-old," said Ubiñas in June 2012, "is lost in some cultural institution that *you* help make possible. Reach out. These are the moments that shape lifetime appreciation for the arts."
- San Antonio proudly promotes its "[River Walk](#)," which is a great aquatic touch in an otherwise really-hot-and-dry downtown, but I found it kind of tame; more "Rivulet-Walk." Still, the trees that hug the banks are filled at night with birds. Like one on every leaf. Crazy, unexpected.
- A really impressive panel on the "Art of Healing." Everybody should know that the presence of artwork and of arts therapy reduces hospital stays, reduces reliance on medication, reduces staffing costs. But these people REALLY know: board chair Lewis and neurologist Dr. Bittman of the [Yamaha Music and Wellness Institute](#); Duende Design architect Eduardo Garcia; and Mia Morrow, one of the therapists who cared for Congresswoman [Gabby Giffords](#) at TIRR Memorial in Houston, and for another amazing former client (and stroke victim), Daniel Stover, who made beautiful music—literally and figuratively—on a one-handed saxophone.
- Best Mexican food I came across: a roast potato (in big chunks) and bacon hash.
- Best yin and yang of conversations: we need to focus on effective means of inducing contributions from the 85% of arts customers who don't also give. True. Check out the [Power2Give](#) platform (you know, like-Kickstarter-but-for-the-nonprofit-arts) developed by Charlotte's Arts & Science Council. Also true: we need to focus on the myriad of people, businesses, and foundations who are NOT arts customers, we have to give them reasons to move arts funding from the "nice" column to the "necessary." Check out the work of [ArtsWave](#) (aided and abetted by some great research and analysis by [Fractured Atlas](#), in NYC). Mary McCullough-Hudson and her team are measuring the impact of arts organizations on the challenges Cincinnati has identified as priorities: a more connected community and a more vibrant economy. Not the arts as entitled pastime, the arts as essential to the solutions of societal problems. Hard work. Make it your own.

The 2013 Convention will be in Pittsburgh, home of steel and Andy Varchola (later, "Warhol"). And art. Because despite my oft-expressed view of New York, art is everywhere.

*-Will Maitland Weiss, Executive Director, Arts & Business Council of New York
Happy Birthday, Victoria.*

Arts & Culture = Economic Engine

At the 2012 Convention, Americans for the Arts released its fourth study of the nonprofit arts and culture industry's impact on the economy, [Arts & Economic Prosperity IV](#), the most comprehensive study of its kind ever conducted. The report features customized findings on 182 study regions representing all 50 states and the District of Columbia, as well as estimates of economic impact nationally.



Despite the economic headwinds that our country faced in 2010, the results are impressive. Nationally, the industry generated **\$135.2 billion of economic activity**, including **\$61.1 billion** by the nation's nonprofit arts and culture organizations. This economic activity supports **4.1 million full-time jobs**. Attendance at arts events generates **\$74.1 billion** in expenditures by audiences for local businesses such as restaurants, parking garages, hotels, and retail stores. Our industry also generates **\$22.3 billion in revenue to local, state, and federal governments every year—a yield well beyond their collective \$4 billion in arts allocations**. Communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism.

Want to know more? Check out:

- [The complete 378-page National Report](#)
- [The Summary Report for each of the 182 study regions](#)—139 individual cities and counties, 31 multi-city regions, 10 states, and two arts districts.
- The [Arts & Economic Prosperity IV Calculator](#), a free tool that makes it possible for you to estimate the economic impact of your nonprofit arts organization or entire arts community.

Free* Social Media Webinars

The use of images to tell a story, create an environment, or draw people together is as old as mankind. Witness the cave paintings at Lascaux, or the refrigerator door in the home of any preschooler.



The ability to share images with people of similar interests anywhere at any time is the next stage in the evolution of social media. Arts organizations are uniquely situated to take advantage of this development since they are inherently visual and they have, by definition, a ready-made community of fans and followers.



How do we get started?

In a two-part webinar series, ABC/NY will explore the social media sites that are fueling this revolution, discuss how they work and the best ways to use them to promote your arts organization. These webinars are **FREE** for ABC/NY members and all staff of member organizations. Not a current member? [Join or renew now!](#)

PINTEREST

The phenomenon at the forefront of this revolution, Pinterest is the [fastest-growing website ever](#), with an [increase in daily visitors of more than 145%](#) since January, 2012,

and [over 11 million unique monthly visitors](#). Over 80% of "pins" are actually "re-pins," meaning that they're spreading by virtual word of mouth, and 80% of users are female (and we know [which gender](#) makes most of the purchasing decisions in a household!). Pinterest is a pinboard-style, image-sharing website that allows users to create, manage, and share theme-based collections such as events, interests, products, and more.

This webinar will give you a basic overview of Pinterest along with guidance on best practices, how brands use it to generate revenue, and how arts organizations can and do use it.

Thursday, June 21, 2012

1:00 – 2:00 p.m. EDT

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

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

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 what all this means for the arts.

Thursday, June 28, 2012

1:00 – 2:00 p.m. EDT

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

[REGISTER](#) 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.

Diversity and Inclusion

Today's business workforce is diverse in every way. Employees come from many backgrounds that cross ethnic, generational, and economic lines. Through exhibitions, performances, and workshops, the arts provide opportunities for employees to grapple with workplace concerns and become more familiar with their coworkers in the next cubicle or around the world. As part of [The pARTnership Movement](#), The Conference Board in partnership with Americans for the Arts is presenting a webcast, *Using the Arts to Promote Diversity and Inclusion*.



Participants will:

- Gain insights from best practice companies
- Hear how the arts can bridge diversity concerns in the workplace
- Learn how the arts can help with diversity and inclusion recruitment.

This webcast will feature speakers from Aetna and Travelers who will provide examples of how using the arts as a new tool brings their diversity and inclusion programs to new levels.

ABC/NY members can register for free by contacting Karen Zornow Leiding, KZL@artsandbusiness-ny.org. If you are not already a member, you can [join ABC/NY here](#).

Please include your name, title, organization, address, and e-mail in your registration request.

This webcast is not open to non-members.

How to Plan a Charity Auction

In a challenging economic climate, it can take some creativity to find new methods for raising money. Would an online or silent auction be the right choice for your organization to bring in a fresh supply of funding?

[Bidding on a Good Cause: How to Plan a Charity Auction](#), a free seminar, will explore everything you need to know about managing charitable auctions, from obtaining prizes to attracting bidders. The panelists will offer advice on choosing between live and online auctions and provide insight on how to maximize the money that you raise during these events. Our experts will be happy to guide you through the planning process and answer any questions that you have along the way.



Presenters:

- Perry Allison, Vice President, Sales and Marketing, [BiddingForGood](#)
- Stephen Van Dyk, Head of Art Division, [Smithsonian Institution Libraries](#)

Tuesday, June 26, 2012
2:30 - 4:30 p.m.
The Foundation Center

79 Fifth Ave. between 15th & 16th Sts., 2nd Fl.
New York, NY 10003

[Register online](#) or in person at the Foundation Center. Space is limited. Registrants requiring ASL signers or other disability-related services are asked to contact the Foundation Center at least two weeks in advance. If you need further information, please call (212) 620-4230.

This seminar is presented in partnership with the Foundation Center. 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.

Get Out the Vote Poster Contest

The freedom to vote is the hallmark of our democracy. It is both a privilege and a civic duty. Yet, in the 2008 elections, only 64 percent of voting-age citizens voted. Con Edison is launching its [2012 Get Out the Vote Poster Design Contest](#) to promote voter registration and participation in the U.S. election on November 6, 2012. The competition calls upon the next generation of civic leaders to illustrate the importance and privilege of voting by designing a poster.



The contest is open to students who are at least 13 years old and will be in high school in New York City or Westchester County, NY, for the school year starting in September 2012. The poster design, including visuals and any accompanying text, must be nonpartisan. Submissions must not support a specific party, candidate, or issue. Designs may support only America's system of civic participation.

All entries that meet the contest requirements and comply with the contest rules will be posted in Con Edison's Get Out the Vote online gallery. Entries may also be displayed in the facilities of Con Edison and/or its affiliated companies in NYC and Westchester. The contest will culminate with an artist exhibition and reception during the fall of 2012, at a nonprofit organization involved in the arts. The six finalists' work will appear as a group in a full-page, color ad in the *New York Daily News* on October 31, 2012. The first-prize winner's design will appear in a full-page, color ad in the newspaper on November 6, 2012.

In addition, the top three finalists will receive the following:

- 1st Prize: \$1,000 Apple gift card
- 2nd Prize: \$500 Apple gift card
- 3rd Prize: \$250 Apple gift card

Contest [guidelines](#) and the [entry form](#) can be found at www.coned.com/vote.

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!

Right now, we're looking for professionals interested in joining the nine-member board of a dynamic, NYC-based arts education organization that seeks to reach out to and expose diverse groups, especially young audiences, to all forms of the performing, visual, media, and literary arts. Since its founding in 2001, the organization has served thousands of children across the NY metro region through its customized programs, which span a wide spectrum of arts disciplines and address a variety of developmental areas.

Expertise in accounting, arts management, educational administration, or marketing/PR is preferred, as is the willingness to assist with public or private funding outreach. For more information on this opportunity, or to explore other board needs/opportunities, please contact Fran Smyth at fsmyth@artsandbusiness-ny.org.

Links We Like

[NY Nonprofit Salary Survey 2011](#)

How much is everyone else earning these days? Includes trends, changes planned, issues of greatest impact right now, and hiring plans for the sector.



[Three Key Considerations for Hiring an Interim CFO](#)

Despite the oversupply of talent, finding an exact match takes a long time of interviewing large numbers of candidates to find the needle in the haystack. Consequently, nonprofit CFO and controller positions are remaining vacant for extended periods of time.

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

Beware of Artists!



Beware of artists! Or so said Queen Victoria, later copied by Senator Joseph McCarthy during the Red Scare of the 1950s. You can see the inflammatory poster, 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!](#)

"It's bad enough in life to do without something YOU want; but confound it, what gets my goat is not being able to give somebody something you want THEM to have."

— Truman Capote, A Christmas Memory

You CAN give us something you want us to have! [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