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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.

10 Reasons to Celebrate



The [BCA 10 Awards Gala](#) will take place on Wednesday, October 2, at the Central Park Boathouse. This is the year's largest celebration of arts and business partnerships, and in addition to the 10 honorees from across the country (including two from NYC: Scholastic, Inc. and Atlantic Salt, Inc.) here are [10 Reasons to Celebrate the BCA 10: Best Businesses Partnering with the Arts in America this October!](#) And [here's what the 2012 honorees had to say](#) about the importance of businesses partnering with the arts

For more about how the arts can help businesses achieve their goals, check out [the pARTnership](#)

[Movement website!](#)

Do you have or know of an arts/business partnership you'd like us feature, locally and/or nationally? [Send us your stories!](#)

Arts-Business Partnership Spotlight

[Theatre of the Oppressed NYC](#) (TONYC), founded by artist and performer Katy Rubin, works to provide interactive theatre created by communities facing oppression. The organization partners with city agencies to help New Yorkers who are facing a violation of civil rights issues, aiming to combine the arts with social action. Their programs engage troupes of performers including refugees, LGBTQ homeless youth, HIV positive New Yorkers, students, and teachers. Their performances help illuminate communication practices, problem-solving, discrimination, illness, and a myriad of societal issues.



[Eileen Fisher](#)'s mission is to "inspire simplicity, creativity and delight through connection and great design. " Their commitment to social consciousness calls for the company to support women through social initiatives that address their well-being and to practice business responsibly with absolute regard for human rights. Eileen Fisher supports female leadership, confidence, and emotional intelligence.

Through Rubin's previous work with the Sadie Nash Leadership Project (SNLP), a young women's leadership initiative in NYC, TONYC became involved with the [Eileen Fisher Leadership Institute](#). SNLP served as the model for the Eileen Fisher Leadership Institute's one-week pilot program; upon hearing about TONYC's work from SNLP, Eileen Fisher invited the organization to their Westchester headquarters to run programs for local young women in the pilot program. As Eileen Fisher's website states, "Eileen strongly believes each of us has the ability to lead—in our personal lives, the workplace and our communities. There are many ways to lead, many styles of leadership and many kinds of effective leaders. Bold or introspective, outgoing or imaginative, we each have the potential to make a difference. "

After witnessing how TONYC helped young women develop these skills, they began funding the organization. Capitalizing on the synergy, TONYC submitted a proposal to Eileen Fisher's Community Partnership Grants, which led to an ongoing relationship in which Rubin continued to facilitate and advise for the Eileen Fisher Leadership Institute, and Eileen Fisher contributed support to TONYC's programs. In 2011, Antoinette Klatzky, Director of the Eileen Fisher Leadership Institute, joined the board of directors for TONYC, allowing the partnership to deepen and grow. Since then, many of the young women who have participated in the Eileen Fisher Leadership Institute have become interns, fellows, and volunteers with TONYC. Additionally, Eileen Fisher has brought individuals from the company, the Leadership Institute, and Green Eileen (the company's environmental branch) to TONYC events, continuing a partnership that helps both TONYC and Eileen Fisher achieve their respective goals.

[*The arts help companies advance corporate objectives and strategies and get their messages across in engaging ways.*](#)

For more about how the arts can help businesses achieve their goals, check out [the pARTnership Movement website!](#)

Do you have or know of an arts/business partnership you'd like us feature, locally and/or nationally? [Send us your stories!](#)

Learn How Arts Partnerships Make Business Sense

You may have seen the pARTnership Movement's ads, such as this one featuring "Mike, the Picasso of Accounting" in [Forbes Magazine's Billionaires issue](#) last March, highlighting the fact that inspired people bring creativity to work. On September 19, the real Shakespeares of Litigation, Coltranes of Chemistry and Picassos of Accounting will discuss how arts education, arts programs at the workplace, and their own participation in an art form have enhanced their work. *Learn from business people in different industries about how partnerships with the arts make business sense.*



Thursday, September 19, 2013

3:00 - 4:00 p.m.

\$35.00 regular price

FREE for ABC/NY and Americans for the Arts members

Register using your member email address to trigger free registration, or [join now](#) and save!

Questions about your membership status? Contact Karen Zornow Leiding at

KZL@artsandbusiness-ny.org or call (212) 279-591 x1126.

For more information and to register, visit [Americans for the Arts Webinars](#).

This webinar is presented in partnership with Americans for the Arts.

ABC/NY's professional development programming is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Pro Bono Arts Consulting

Is your organization seeking high level business consultants to help with marketing matters? Could you use a finance consultant who can advise on increasing revenue? Do you need an IT professional to help with database management?

The Arts & Business Council of New York's Business Volunteers for the Arts® (BVA) program is the solution to your quandary! We have just connected the marketing director of a national media company with a theatrical group. The consultant will help the organization utilize social media to engage a new audience and increase ticket sales for the group's Monday night readings, festivals, and symposia. How can we help *you*?

You provide the art, we'll bring the business.

Please fill out an [application](#) with your project details and ABC/NY will work to make a match for you.

ABC/NY's volunteer development programming is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.



The State of Commissioning

The following article was written by ELNYA Fellow Nicole Merritt, Program & Development Associate, International Society for the Performing Arts:

The process for commissioning new performing arts works varies across disciplines and genres. But are there tried and true best practices for commissioning? Where does the funding come from? How do you balance the artistic process with budgetary constraints and funder objectives? What will the commissioning landscape look like in five years? On July 22, 2013, Emerging Leaders of New York Arts (ELNYA) hosted one of its signature "Creative Conversations" to address those questions and demystify the commissioning processes for emerging leaders in the performing arts.



L to R: Gantner, Caples, Winship, and Kaminsky

The State of Commissioning New Performing Arts Works took place at the Pershing Square Signature Center and was presented in partnership with the 2013 [New York Musical Theatre Festival](#). Approximately 60 emerging leaders from New York's diverse arts scene were in attendance.

The 60-minute panel discussion was moderated by Laura Kaminsky (Artistic Director, [Symphony Space](#)), and featured panelists Richard Caples (Executive Director, [Lar Lubovitch Dance Company](#)), Vallejo Gantner (Artistic Director, [Performance Space 122](#)), and Scott Winship (Director of Grantmaking Programs, [New Music USA](#)).

The discussion commenced with each panelist providing a brief background on their organization's work and explaining their individual roles in commissioning new works. As the conversation continued, it became evident that each panelist and organization had different ways of approaching commissions. As a result the discussion turned toward how organizations and individuals combine various models to balance the artistic process with budgetary constraints. Many of the panelists felt that today's challenging economic climate has actually had some positive effect on the state of commissioning new works today. Gantner said, "There is no fixed model for how we do this, there's no fixed number, there's no fixed nature of the relationship; it's a completely fluid game...I think the recession is going to be a very good thing because it forced all of us at a certain point to start making more difficult choices and start really committing to successful projects."

Following questions from the audience, the panelists and attendees continued the conversation at Reunion Surf bar for an official ELNYA Happy Hour.

Enjoy a short video excerpt of the program on [PS122 TV](#), or view the full panel on [PS122's YouTube Channel](#). This Creative Conversation was organized by ELNYA Fellows Nicole Merritt ([ISPA](#)), Courtenay Schowalter Casey ([VisionIntoArt](#)), and emerging leader Clement So ([92Y](#)).

For more information on ELNYA and upcoming events, please visit www.elnya.org.

Emerging Leaders of New York Arts (ELNYA) is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Van Bramer & Levin Introduce Bill Requiring Cultural Plan

New York City Council Members [Jimmy Van Bramer](#), Chair of the New York City Council's Cultural Affairs Committee, and [Stephen Levin](#) have introduced legislation at the New York City Council that would require the City to have a cultural plan. The bill calls on the City to analyze their current cultural priorities, determine how different communities are being served and how they propose to improve these services, study the condition of artists in this city today, and plan how NYC can remain an artist friendly city in a time of skyrocketing rents and other economic pressures. The plan calls for the City to go out to communities throughout the five boroughs and find out what they want and need in a cultural plan and to incorporate these recommendations in the plan.

[Read more...](#)



NYC Councilmembers
Jimmy Van Bramer and
Stephen Levin

Join Us for Arts Action!

Americans for the Arts' [Arts Action Fund](#) is a 501(c)4 nonprofit membership organization launched in 2004 to engage citizens in education and advocacy in support of the arts and arts education. Its goal is to enlist and mobilize *one million citizen activists* who will help ensure that public and private resources are maximized and that arts-friendly public policies are adopted at the federal, state, and local levels. Membership in the Arts Action Fund is free, and we encourage you to [join today](#) to stay informed about issues that affect the arts community.



In order to attain its goal of one million members, the Arts Action Fund is reaching out to potential partners in all 50 states, recruiting organizers to help with advocacy work through grassroots organizing and promoting membership. Arts Action Fund staff will be traveling around the country over the next several months for meetings with local partners, to collaborate and share ideas. If you'd like to be included in a meeting of NYC arts advocates, or if you'd like to find out more about the Arts Action Fund, please contact Samantha Steelman, Arts Action Fund Program Coordinator, at ssteelman@artsusa.org.

Celebrate the Most Powerful Women

Women command incredible power in this city, and many of those women work in the arts. Join ABC/NY and *Crain's New York Business* to honor the Most Powerful Women of 2013, including:

- Ellen Futter, President and Trustee, American Museum of Natural History
- Patricia Harris, First Deputy Mayor, City of New York; Chairwoman and Chief Executive, Bloomberg Family Foundation
- Karen Brooks Hopkins, President, Brooklyn Academy of Music
- Emily Rafferty, President, Metropolitan Museum of Art
- Judith Rodin, President, The Rockefeller Foundation
- Diane von Furstenberg, Chairman and Founder, Diane von Furstenberg Studio
- Anna Wintour, Editor-in-Chief, Vogue



[View the full list of the 50 Powerful Women honorees.](#)

Tuesday, October 1, 2013
12:00 - 2:00 p.m.
Gotham Hall
1356 Broadway
New York, NY 10018
[Map and directions](#)

ABC/NY will be hosting a table at this event. If you'd like to sit with us, please reserve your ticket through ABC/NY, as we cannot otherwise guarantee your seat locations.

\$275 for individual tickets if registered with ABC/NY by 12:00 noon on Monday, September 23, 2013 (regular price \$300). [To purchase your seat\(s\) at the ABC/NY table, please click here.](#) General seating (seats not at the ABC/NY table) at full price can be purchased at the [Crain's website](#).

Join ABC/NY at the *Crain's* Arts & Culture Breakfast!

Join ABC/NY at the next *Crain's New York Business Arts & Culture Breakfast, Keeping NY's Culture Industry on the Next Mayor's Agenda*. With a new mayor in 2014, many interest groups will seek the attention of the new administration. *Crain's* will explore strategies and tactics for how the arts community will remain high on the mayor's agenda.



Opening keynote: Emily Rafferty, President, Metropolitan Museum of Art

Confirmed panelists:

- Karen Brooks Hopkins, President, Brooklyn Academy of Music
- Yvette Campbell, President & CEO, Harlem School of the Arts
- Claudia Wagner, Co-Chair, NYC Government Practice Group, Manatt, Phelps & Phillips LLP

Monday, October 7, 2013
8:00 - 8:30 a.m.: Networking Breakfast
8:30 - 10:30 a.m.: Program
Con Edison Conference Center
4 Irving Place at E. 14th Street
New York, NY 10003
[Map and directions](#)

EARLY BIRD DEADLINE EXTENDED TO WED. 9/4: \$75 for individual tickets if registered with ABC/NY by 12:00 noon on Wednesday, September 4, 2013; \$95 thereafter.

ABC/NY will be hosting a table at this event. If you'd like to sit with us, please reserve your ticket through ABC/NY, as we cannot otherwise guarantee your seat locations.

[To purchase your seat\(s\) at the ABC/NY table, please click here.](#)

General seating (seats not at the ABC/NY table) at full price can be purchased at the [Crain's website](#).

Links We Like

[Financial Literacy for Artists: A Meet the Author Special Event with Elaine Grogan Luttrull](#)

Elaine Grogan Luttrull has presented sold-out workshops for ABC/NY for many years, using her expertise from both the arts and business worlds to help artists and arts organizations understand, manage, and communicate their finances. Elaine will be presenting a free workshop at the Foundation Center on September 11 that you won't want to miss! As artists, writers, performers, and creative individuals find themselves taking on larger entrepreneurial roles within their fields, the need for basic financial literacy is greater than ever. So what happens when amazing artists launch entrepreneurial careers? The goal is to lay solid groundwork for long-term business and personal financial success.



[Let's Get Weird: Lessons on How to Innovate, Motivate, and Take a Leap of Faith](#)

This e-book celebrates the wonder of weird and reveals the amazing things that can happen when you create opportunities for oddities in the arts. Inside you'll find three case studies (including one from NYC's own The Laundromat Project!) sharing advice from innovators in the arts who make unconventionality a priority.

[2013's Fifty Most Powerful and Influential People in the Nonprofit Arts \(USA\)](#)

Last week Barry Hennessey announced his annual list of the 50 Most Powerful People in the Nonprofit Arts. Leaders from all parts of the sector and the country send in anonymous nominations for the most powerful and influential leaders in the field. This year's list recognized several members of the Americans for the Arts community, including Americans for the Arts staff members Robert L. Lynch, President and CEO; Randy Cohen, Vice President of Research and Policy; Nina Ozlu Tunceli, Chief Counsel of Government and Public Affairs & Executive Director, Americans for the Arts Action Fund; Narric Rome, Vice President of Government Affairs and Arts Education; and Clay Lord, Vice President of Local Arts Advancement; Americans for the Arts Board members Michelle Boone, Commissioner of the City of Chicago's Department of Cultural Affairs and Special Events; and Michael Spring, Director, Miami-Dade County Department of Cultural Affairs; and, State Arts Action Network members Danielle Brazell, Executive Director, Arts for LA & Board Member, Californians for the Arts; and Laura Zabel, Executive Director, Springboard for the Arts. Congratulations to all!

Want More?



Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page!](#)

You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!).

[@ArtsBizNY](#)

"Ill fares the race which fails to salute the arts with the reverence and delight which are their due."

—[Winston Churchill](#)

Salute the arts with reverence and delight! Please support our work to help develop creative partnerships between arts and business—[make a tax-deductible contribution](#) today!