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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.

Poised and Professional, with a Great Work Ethic

Wouldn't you love to have an intern like that? How about "a self-starter who needs little supervision"? Those are descriptions from last summer's host arts organizations who had interns placed with them through the ABC/NY Multicultural Arts Management Internship program. Applications from prospective interns have been flooding in from undergraduates across the country and around the world. We recruit them, we interview them, and from over a hundred applications we'll choose the top ten interns who can assist *your* organization with projects in marketing, fundraising, audience development, event planning, or whatever else you need help with, for ten weeks over the summer. [Applications from interns](#) must be received by Monday, February 18, and prospective arts host organizations now have until Monday, February 11, to [submit an application](#).



2012 interns at the High Line

For more information, visit www.artsandbusiness-ny.org/sc/internship or contact Stephanie Dockery at sdockery@artsandbusiness-ny.org.

Lead funding for the Multicultural Arts Management Internship program is provided by Con Edison. This program is also supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council I, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature .

Free Professional Development Opportunities

As part of our ongoing commitment to professional development for New York artists and arts organizations, ABC/NY is pleased to present the following webinars, in partnership with Americans for the Arts. These webinars are free to ABC/NY members and all our New York constituents. To register, please follow the instructions at the bottom of this page.



[New Responses to Old Complaints: Addressing Changing Customer Expectations Using New and Old Technologies](#)

Remember the days when all your ticket buyers called you when they wanted tickets? Remember when you had to pick up the phone to call them when you wanted something? Many subscribers and ticket buyers still respond to this traditional model, but many of your website visitors and those aware of your organization's presence on social media have different expectations. Some of them buy and some of them don't. Learn from some real-life customer service challenges and nightmares and how you can use some new (and some old) technologies to holistically respond to these differing expectations.

Presenter: Joseph Yoshitomi, Marketing Director, Geffen Playhouse, Los Angeles, CA

Tuesday, February 12, 2013

3:00 - 4:00 p.m.

[Business Speak—Can We Talk?](#)

Partnering with the business community no longer means just asking for money. Learn how to effectively talk to business leaders, marketing departments, human resource personnel and other decision makers within the business environment about how to develop mutually beneficial partnerships, and how to break down the barriers between arts and business through a unique series of questions that never touch on asking for money!

Moderator: Beth Flowers, executive director of Beet Street and AIR (Arts Incubator of the Rockies).

Thursday, February 21, 2013

3:00 - 4:00 p.m.

[Strategies on How to Build and Fund Successful Volunteer Programs](#)

Businesses often promote volunteerism as one of the key elements of employee engagement and arts organizations are looking for ways to increase involvement with skilled volunteers. Learn practical strategies on how to build and fund a successful volunteer program in your community.

Thursday, April 25, 2013

3:00 - 4:00 p.m.

To register for any of these webinars, click on the webinar's title above and follow these steps:

1. Click on the "Add To Cart" button at the bottom of the page.
2. On the next page, select the button "Americans for the Arts Members." In the box for "Email Address" type in **ABCNY13** (this is case-sensitive). Click "Check Out."
3. Enter your information in the required fields. Click "Submit Registration." You will receive an automatic e-mail with directions on how to log into the webinar on the day of the event. **SAVE THIS E-MAIL.** This e-mail will include the URL and a password that you should use on the day of the webinar.

Questions? Contact Karen Zornow Leiding, kzleiding@artsandbusiness-ny.org or (212) 279-5910 x1126.

These webinars are presented in partnership with Americans for the Arts and are 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.

Nominate Your Favorite Business



Know of a business with exemplary support of the arts? Work for one? [Nominate](#) them now for [The BCA 10: Best Companies Supporting the Arts in America](#)! Past winners include a leading animal health care company that launched a vocal scholarship competition, a bank that sponsored a photo contest and commissioned artwork for their local branches, and an architectural firm that provided pro bono design services within its community, [and more](#).

Winning businesses will be honored at the BCA 10 Gala in New York City on October 3, 2013.

Nominations will be accepted through Friday, February 15. For more information, visit www.AmericansForTheArts.org/go/BCA10 or contact Patrick O'Herron at poherron@artsusa.org.

"Women Aren't Funny"

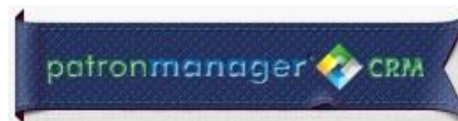


The [Athena Film Festival](#) offers an engaging weekend of feature films, documentaries, and shorts that highlight women's leadership in real life and the fictional world. Conversations with directors and Hollywood stars. Workshops for filmmakers. [This year's Festival lineup](#) includes comedienne Bonnie McFarland's [above-referenced documentary](#) (plus a Q&A with her after the screening), and the current Academy Award-nominated film "[Beasts of the Southern Wild,](#)" whose star, Quvenzhané Wallis, is the youngest Best Actress Oscar nominee ever.

ABC/NY friends get a special discount on any full-priced ticket for an individual screening with the code ABCNYAFF21, reducing the cost from \$12 to \$10. All student tickets are \$5, and all films in the children's program are \$5. The discount code can be entered at [checkout](#).

Four Ways to Build Relationships With Patrons You Don't Know (But Should)

Acquiring customer data is important. Learning how to use it effectively is even more important!



In this free download from Patron Technology, you can learn how organizations can utilize customer data to cultivate lasting ties, for instance:

- How you can entice a 47-year-old non-subscriber to subscribe
- Why you should offer incentives to gain repeat attendees
- What you can do to create "super fans"
- When you should extend rewards to members

