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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.

Celebrate the Best Businesses Partnering with the Arts in 2013



The [BCA 10: Best Businesses Partnering with the Arts in America](#) recognizes businesses of all sizes for their exceptional involvement with the arts that enrich the workplace, education, and the community. Join Americans for the Arts in raising a glass to this year's honoree slate! The gala awards presentation celebrating the 2013 BCA 10 will be held on Wednesday, October 2, at the Central Park Boathouse. For more information, including how you can join us for the event and sponsorship opportunities, please visit the [Americans for the Arts website](#).

- Aspen Skiing Company: Aspen, CO
- Atlantic Salt, Inc.: Staten Island, NY
- Bacardi USA, Inc.: Coral Gables, FL
- M&T Bank: Buffalo, NY
- Microsoft: Redmond, WA
- PNC Financial Services Group, Inc.: Pittsburgh, PA
- Premier Bank: Dubuque, IA
- Scholastic Inc.: New York, NY
- Turner Broadcasting System, Inc.: Atlanta, GA
- Yum! Brands, Inc.: Louisville, KY
- **Leadership Award:** Michael B. McCallister, Chairman, Humana Inc.
- **Hall of Fame:** Northwestern Mutual, Milwaukee, WI

For sponsorship and attendance opportunities, please click [here](#). Do you have or know of an arts/business partnership you'd like us feature, locally and/or nationally? [Send us your stories!](#)

Wednesday, October 2, 2013

The Central Park Boathouse

6:00 - 10:00 p.m.

Arts-Business Partnership Spotlight

Rooftop Films is a nonprofit film organization, founded in 1997, that aims to engage and inspire diverse communities by screening films throughout NYC. The organization also produces movies, teaches filmmaking to youth, and rents low-cost equipment to the arts community. It is best known for their summer series, which offers a full schedule of independent film screenings that have not been presented in theaters. Since 2011, the organization has fulfilled a successful partnership with AT&T.

Rooftop Films' board member, Samara Daily, became aware of the company's mission to accelerate their support of cultural groups in NYC while working at Speaker Christine Quinn's office, before the mayoral run. Rooftop Films realized AT&T was most interested in providing support to homegrown, NYC cultural institutions. AT&T enjoys and benefits from Rooftop Films' connections locally and abroad, as they provide high-level access to the filmmaking industry.



The organization is best known for their Summer Series, presented by AT&T, a season of independent film screenings that have not yet been shown in theaters. 50 international and domestic films are shown throughout the summer, thus programming 3-4 events per week. This past summer, 35,000 people were in attendance, thus creating an attractive volume and reach for AT&T, as they aimed to benefit from Rooftop Film's ability to connect a wide, diverse audience. AT&T's support keeps ticket prices low, supports live music at each show, and creates the reality for more big annual events. The company's contributions have provided multiple free screenings, including showings at Coney Island Beach, Metro Tech Center in Brooklyn, and Tompkins Square Park. Support also contributes to an "after party," which every ticket buyer is invited to, thus creating an open community with more engagement between their participants and funders. AT&T was attracted to Rooftop Film's ability to bring the independent film community together while reaching out to underserved neighborhoods.

Resulting from the success of the Summer Series program is the Rooftop Filmmakers Fund, for which AT&T also acts as lead sponsor. Filmmakers who have shown work through Rooftop Films are eligible for the Rooftop Filmmakers' Fund. One dollar from every Summer Series ticket sold goes to the fund, which bolsters AT&T's main contribution. Notable recipients of the prize include Benh Zeitlin, for his Oscar nominated picture *Beasts of the Southern Wild*, and Sean Durkin, for the critically acclaimed *Martha Marcy May Marlene*. The award is now called the Rooftop Films/AT&T Feature Film grant, and \$10,000 in cash is given annually to one filmmaker, funding their next project. AT&T has exemplified how a company can connect with communities and artistic spaces to help strengthen their brand by bolstering the cultural landscape.

Becoming Ginger Rogers: Learn How Arts Partnerships Make Business Sense

*"Many of the skills I learned dancing, such as how to be a good follower, were powerful metaphors that I applied to my business life after seeing proof of their value on the competition floor. However, there were some skills that were more than metaphors—they translated directly into greater success at the agency." Patrice Tanaka, Chief Counselor & Creative Strategist, PadillaCRT, New York, NY and author of *Becoming Ginger Rogers: How Ballroom Dancing Made Me a Happier Woman, Better Partner, and Smarter CEO*.*



Join Patrice Tanaka and the other real Shakespeares of Litigation, Coltranes of Chemistry and Picassos of Accounting for a webinar on Thursday, September 19 at 3:00pm ET (2pm central time, 1pm mountain time, 12pm pacific time) where they 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 partnering with the arts makes business sense.

Panelists:

- Michael Stolberg and Tony Woodard, Lawing Financial
- Patrice Tanaka, Chief Counselor & Creative Strategist, PadillaCRT
- Donald Brinkman, manager of external programs in digital humanities, digital heritage and games for learning at Microsoft Research
- Moderator: Kelly Pollock, Executive Director, COCA

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 Stephanie Dockery at sdockery@artsandbusiness-ny.org or call (212) 279-591 x1124.

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 director of communications of a media company with a youth arts education organization. The consultant will help the organization create a print advertisement for a major American magazine. 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. To learn more about working with volunteers, please visit the [Partnership Movement](#).

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.

Arts & Economics Scholarship Opportunity

[The NABE Foundation](#), the charitable arm of the National Association for Business

Economics (NABE) is awarding its sixth annual Americans for the Arts scholarship to encourage the integration of the arts into the economic education process. We believe that good economic strategy is inherently dependent on our ability to come up with out-of-the box solutions to the challenges that we now face. Our hope is that we enable those with the gift of creative problem solving to further the profession of economics through their unique understanding of the world.

The amount of the award is \$5,000.

The award recipient must come from an economically disadvantaged household, have attended a public school, participated in extracurricular programs including (and/or in addition to) programs supported by the Americans for the Arts (i.e. demonstrate a long term participation in the study of, creation of and/or performance in one or more of the following art forms: dance, music, theatre, literary, visual/media arts), excelled academically, and formally declared the intent to study and apply economics in their pursuit of higher education and a professional career. This includes the direct study of economics for policy purposes, to applications in the private and public sectors. The scholarship is open to both recent high school graduates and current college undergraduates who are majoring in economics and/or the arts. Students who have not graduated high school but matriculated into an undergraduate program, graduate students, and Ph.D. candidates are not eligible.

[APPLY HERE](#)

To be eligible, scholarship applications must be received by October 18, 2013.

Take Part in the National Arts Marketing Project Conference in November!

Looking for new tools and strategies for connecting with your community? Ready to revolutionize your work? Each year, the [National Arts Marketing Project Conference](#) provides more than 600 arts marketers from around the nation together for marketing and technology training and resources for increasing audience engagement. This year's conference, Powered by Community, will be held November 8-11 in Portland, Oregon. Join us in a city infused with a DIY atmosphere and a strong collaborative spirit, where you'll embrace the interactive tools and forward-thinking strategies needed to create a sense of community around your work.



[Register](#) by the October 25th Advanced Deadline to lock in the biggest savings.

Friday November 8, 2013-Monday, November 11, 2013

The Hilton Portland & Executive Tower

921 SW Sixth Avenue

Portland, Oregon 97204

The Affordable Art Fair

The Arts & Business Council of New York is pleased to offer you complimentary [General Admission passes](#) to the sixteenth edition of the Affordable Art Fair NYC. The fair comes to NYC this October 3-6 at The Tunnel in Chelsea. Bringing together 57 galleries from as far away as Beijing, Brussels and Brazil, the fair offers thousands of pieces of original contemporary artwork, at prices within anyone's reach. Please find more information at www.affordableartfair.com/newyork.



Thursday, October 3-Sunday, October 6, 2013

11:00 a.m. - 8:00 p.m. Thursday-Saturday; 11:00 a.m. - 6:00 p.m. Sunday

The Tunnel

269 11th Avenue

New York, NY 10011

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

[Never Mind the Chatter-What do Millennials Really Want?](#)

When it comes to millennials, the research and questions that go along with them are endless. For this hot topic, Realized Worth dove into some research of their own, and instead of surmising all the data into pretty charts (OK, there is a little bit of that), they let their uncensored voices speak for themselves.



[Women in Tech Can Have It All--Even an Arts Degree](#)

This Guardian article encourages the conversation that in 2013, technology is no longer something that happens in computer labs to people who wear glasses. It has permeated society: it affects how students study, and how each one of us acquires knowledge, consumes media and undertakes research. It's a dimension of art, drama, literature and history; it changes language and creates new means of communication. ..A good arts graduate will not only have spent their undergraduate degree exploring the world through history or literature or art, but also have acquired a range of transferable skills: the ability to create and engage an audience; to convince a board to take a risk or a group of backers to part with their money; the empathy to create products that people want and will use; good copywriting skills; creative problem-solving; confidence; the resilience to have as many creative ideas as it takes to finally have a good one

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](#)

"Creativity takes courage."
—[Henri Matisse](#)

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!

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