



**January 14, 2013**

## **In This Issue:**

**Changes at ABC/NY**

**Want an Intern This Summer?**

**Networking Reception Postponed**

**TEDxBroadway**

**Top Ways to Build Your E-mail List**

**Links We Like**

**Get Inspired and Informed**

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.

## **Changes at ABC/NY**

ABC/NY today announced it will deepen its services for the advancement of private sector support by more fully integrating its programs with Americans for the Arts' Private Sector Initiatives division. (ABC/NY has been a division of Americans for the Arts, the nation's leading organization for advancing the arts and arts education, since 2005.) The resources and programming initiatives of both organizations together will form a more powerful, streamlined private sector advocacy effort both locally and nationally. You can view the press release [here](#).

Programming for both entities, including ABC/NY's Multicultural Arts Management Internship Program, the Emerging Leaders of New York Arts network, and Business Volunteers for the Arts will continue. I will take on responsibility for all ABC/NY programming, and program coordinator Stephanie Dockery will remain in her current role. The current members of the Board of Directors of ABC/NY will continue to play an advisory role to Americans for the Arts in implementing the strongest programs to help grow arts and business partnerships in the New York area.

Finally, after more than seven years as the head of the Arts & Business Council of New York, executive director Will Maitland Weiss will be stepping down at the end of this month. His last day at ABC/NY will be Friday, January 25; the following Monday he will

become Vice President of Development for the Big Apple Circus. All of us at ABC/NY and Americans for the Arts thank Will for his years of leadership, working to educate and strengthen arts leaders throughout New York and building their relationships with the business sector. We will miss working with him. Please join us in wishing him the very best in his new position!

Please feel free to contact me with any questions at [kzleiding@artsandbusiness-ny.org](mailto:kzleiding@artsandbusiness-ny.org) or (212) 279-5910 x1126.

—Karen Zornow Leiding, Deputy Director

## Want an Intern This Summer?

ABC/NY is now accepting applications from [host arts organizations](#) and [potential interns](#) for the summer 2013 [Multicultural Arts Management Internship program](#). Our interns are arts-and-business-savvy undergraduate students from across the country. We recruit them, we screen them, you utilize their talents and enthusiasm to strengthen your organization.

*"Simply put, this is the best organized intern program I have ever been involved with in my 22 years as an arts administrator. The interns receive an enormous learning experience in the heart of the nation's art capital, and the institutions receive high quality work produced by young, enthusiastic, and highly creative individuals."* —Arts host



2012 interns on the rooftop at Rosie's Theater Kids

The Multicultural Arts Management Internship program promotes diversity in administrative staffing, introducing undergraduates to career options with a business focus in the arts. Each year, a select group of students—with an emphasis on people of African-American, Asian-American, and Latino/a backgrounds—is matched with New York City arts organizations to complete summer-long, project-based internships in a variety of disciplines. Each intern is also paired with a mentor from the business community who has a passion for and involvement in the arts and who can provide additional career guidance and perspective. Each student works full time at his/her arts organization, and the group comes together at least twice each week for site visits and career development.

The deadline for arts host organization applications is Monday, February 4, 2013; intern applications are due no later than Monday, February 18, 2013. For further information, please visit [www.artsandbusiness-ny.org/sc/internship](http://www.artsandbusiness-ny.org/sc/internship) or contact Stephanie Dockery at [sdockery@artsandbusiness-ny.org](mailto: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, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.*

## Networking Reception Postponed

The networking reception scheduled to take place at the [SVA Theatre](#) this Thursday, January 17, has been postponed until a later date (TBA).

In the meantime, you can read about the [7 Key Habits of Super Networkers](#) so you'll be prepared when we announce a rescheduled date for this event!



## TEDxBroadway

**TED<sup>x</sup> Broadway**  
x = independently organized TED event



TEDx. Broadway. AND [George Takei!](#) Three of our favorite things AND MORE, all together in a day-long, idea-generating, networking nirvana.

Don't miss [TEDxBroadway 2013](#) on January 28, 2013 at New World Stages in NYC. This event will begin where the *sold out* TEDxBroadway 2012 left off, bringing together some of the most passionate and influential people in academics, entertainment, marketing, and media to answer the question: "What's the best that Broadway can be: on stage, as an important neighborhood in New York City, and in terms of its cultural impact on the world?"

TEDxBroadway 2013 will feature provocative presentations by artists, entrepreneurs, producers and business experts (including actor George Takei and the producer of six Pulitzer Prize-winning plays, Daryl Roth), and performances by the cello-driven band Rasputina. For a full list of speakers and more event information, [click here](#).

Last year's event was sold out, and this year's will be, too. Don't wait to [buy your tickets!](#)

*TEDxBroadway is co-organized by Damian Bazadona, founder of Situation Interactive; Broadway producer Ken Davenport; and Jim McCarthy of Goldstar. The event's co-organizing sponsors are Jujamcyn Theaters, Google, and Broadway.com. Thought leader sponsors include Fathom Events, Theatermania, and NewYork.com. Supporting sponsorship is provided by Audience Rewards, Chase Bank, Davis Wright Tremaine, Camp Broadway, and BroadwayWorld.com. Additional sponsorship is provided by Ticketmaster.*

## Top Ways to Build Your E-mail List

You've got a great product, but do you know how to capture the information of your potential customers?

Patron Technology is offering a free whitepaper, "The Top Five Ways to Build Your E-mail List," which will show you:

- Practical design tips for e-mail sign-ups on your website
- Effective techniques for e-mail sign-ups at the box-office and at your venue
- Best practices for e-mail sign-ups during online ticket purchases



These ideas are based Patron Technology's years of research and experience working with over 1,500 arts organizations. Get the free download [here](#).

And if you want to integrate your e-mail list with your other customer information (such as donations, ticket purchases, and event attendance), click [here](#) to find out more about how you can implement a Customer Relationship Management system at little or no cost!

## Links We Like

### [11 Tough Truths That Every Great Leader Knows](#)

Leadership lessons that aren't usually discussed by those on top.

### [The #1 Career Mistake Capable People Make](#)

Feeling overworked and underutilized? Eye-opening information about how smart achievers sabotage themselves at work.



## Get Inspired and Informed



When it comes to arts integration, are you a chef who makes creative choices, or just a cook who follows a recipe? Get inspired and informed by following us on [Facebook](#), where we share news and amusements you won't see in our newsletters—you don't need to have an account to [view our page](#)!

*"As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others."*

—Audrey Hepburn

Please help us by supporting our work in volunteer, leadership, and professional development for arts organizations of every size and discipline throughout NYC. [Make a tax-deductible contribution](#) today, and get on the road to getting what *you* want!

**DONATE NOW**