



April 22, 2013

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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.

## National Volunteer Week—Free Events

Happy National Volunteer Week (April 21-27, 2013)! National Volunteer Week is a time to celebrate people doing extraordinary things through service.

Join ABC/NY for two **free** professional/volunteer development opportunities this week!

### **1. Building Relationships with Corporate Volunteer Programs: An Information Session for Arts Nonprofits**

Corporate volunteer programs are an excellent source of skilled volunteers to assist in some of the more complex aspects of nonprofit arts operations. Join us for a special session in which the managers of corporate volunteer programs will explain how their programs work, the needs that they fill, how they choose the right nonprofit partners, and how interested nonprofits can go about cultivating relationships with these programs. The session will also provide an opportunity for nonprofits in attendance to meet the managers of these volunteer



programs and begin the relationship-building process.

**Moderators:**

Thomas Knowlton; Partner and Director of Corporate Services, New York; TCC Group  
Julie Simpson, Director of Nonprofit Services, TCC Group

**Panelists:**

Hilary Ayala; Director, Grassroots Management and Strategic Programs; Con Edison  
Meredith Hahn; Vice President, Corporate Social Responsibility; American Express Company

**Tuesday, April 23, 2013**

10:00 a.m. - 12:00 p.m. (Check-in begins at 9:30 a.m.; the program will start promptly at 10:00.)

The Foundation Center  
79 Fifth Ave., 2nd Fl. (bet. 15th & 16th Sts.)  
New York, NY 10003

**FREE**

[Register](#)

This workshop is presented in partnership with the Foundation Center.

**2. 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.

Panelists include Susan Myers, Associate Director, Business for Culture and the Arts, and Megan Low, Director of Volunteer Lawyers for the Arts at the Arts & Business Council of Greater Boston. The webinar will be moderated by Eileen Cunniffe, Director of BVA and Business on Board for Arts & Business Council of Philadelphia.

**Thursday, April 25, 2013**

3:00 - 4:00 p.m.

This webinar is **free to ABC/NY members and to all our New York constituents.**

To register, 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.
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Questions? Contact Karen Zornow Leiding, [kzleiding@artsandbusiness-ny.org](mailto:kzleiding@artsandbusiness-ny.org) or (212) 279-5910 x1126.

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.*

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## Happy AND Cultured

### Happy Hour in Cobble Hill

It looks like [spring will be a little late this year](#). Whether we're raising a glass to warmer weather or drowning our sorrows as the cold weather lingers, join Emerging Leaders of New York Arts for a happy hour at one of New York's [best new beer bars](#), which "doubles as an unofficial clubhouse for Brooklyn's DIY artisans."

### Tuesday, April 23, 2013

6:30 - 8:00 p.m.

61 Local

61 Bergen St. (between Smith St. and Boerum Place)

Brooklyn, NY 11201

(subway: F or G to Bergen Street)

FREE, but [RSVP](#) so we can give a head count to the venue.



### Culture Club

Last week, 19 of our Emerging Leaders of New York Arts (ELNYAns) convened for a Culture Club outing. They met for cocktails at Bar Thalia followed by readings at Symphony Space, where they were regaled by the tales of Etgar Keret and Gary Shteyngart, writers who continuously grapple with notions of assimilation, culture clash, and societal misunderstandings. The readings (performed by Parker Posey, Willem Dafoe, Denis O'Hare, and Alex Karpovsky) reminded the audience how the literary arts can unite 200 strangers; throughout the two hours, everyone laughed at the same jokes, inflections, and witty observations made by the featured authors.

During these Culture Club outings, ELNYA participates in the magic of New York City and its unparalleled menu of opportunities to engage with the arts. To become part of this experience, please join us for May 30th's Wynton Marsalis event!

- Do you love jazz performance?
- Are you eager to connect with other arts professionals?
- Would you like to participate in an exclusive evening at Lincoln Center for the Performing Arts?

Join ELNYA for an evening with Wynton Marsalis and conductor Alan Gilbert. We are offering discounted tickets to this highly sought-after event. Buy tickets to meet new people, enjoy music, or give as a gift to the special person in your life!

This event has already SOLD OUT at the box office; ELNYA has just a few tickets available!

Thursday, May 30, 2013

6:45 p.m. (ELNYA group will meet in the lobby at 6:00 p.m.)

Lincoln Center for the Performing Arts

Avery Fisher Hall

\$41.00

[Directions and visitor info](#)

[Purchase tickets.](#)

*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.*

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## Art Museum Blockbusters: Myths, Facts, and Their Future



According to a [recent article](#) in *The Australian*, "Modern blockbuster planning is less about art and more about a so-called tourism offering where the words 'impressionist', 'Monet', 'masterpiece' and 'Picasso' spell instant audience. '[Blockbusters] are so unspeakably expensive we have to start thinking much more creatively,' says Australian National University art history professor Sasha Grishin."

Join us for a discussion about the pros and cons of blockbuster exhibitions and the impact they have on the museums that present them. Topics will include the true costs of such exhibitions and how they are calculated and reported; the connection between "hit shows" and museum membership; the effect of large loan exhibitions on traditional relationships among museums; the educational value of crowd-pleasing shows for the general public; and the blockbuster's ongoing viability, especially in financially troubled times.

This panel discussion is part of the American Federation of Arts' series *ArtViews*—lively discussions on critical issues in the museum world. Last fall's event sold out weeks in advance, so [get your tickets now!](#)

Moderator: Maxwell Anderson, Eugene McDermott Director of the Dallas Museum of Art

Panelists:

Aaron Betsky: Director, Cincinnati Art Museum

Nathalie Bondil: Director and Chief Curator, Montreal Museum of Fine Arts

Glenn D. Lowry: Director, The Museum of Modern Art

Olga Viso: Executive Director, Walker Art Center

Wednesday, May 8, 2013

4:00 – 6:00 p.m. panel discussion

6:00 - 7:00 p.m. reception

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Celeste Bartos Auditorium at the Museum of Modern Art  
4 W. 54th St.  
New York, NY 10019

Regular price: \$20

ABC/NY price: \$15

Members of AFA and/or AAMD, and students with valid ID may also purchase tickets for \$15.

[Get tickets.](#)

*"Art Museum Blockbusters: Myths, Facts, and Their Future" is organized by the American Federation of Arts in association with the Arts and Business Council of New York and the Association of Art Museum Directors. The AFA is grateful to Sotheby's for generous sponsorship of this program. 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.*

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## How to Retain Donors

### Donor Retention: Keep Your Supporters for the Long Haul

Cultivating a new donor is only half the battle; how do you keep donors once you have them? Statistics show that 6 of 10 donors do not give past the first year, but with the right techniques, you can learn how to retain donors long after their initial contribution. This workshop will cover 'donor-centric' and 'mission-centric' communication and provide practical advice for clear communication with donors, along with suggestions on understanding the identifying characteristics of each donor demographic, and tips for 'speaking to your donors where they are.'



*Ideas to fund your mission*

Presenter: Marti Fischer, [Marti Fischer Grant Services, LLC](#)

Wednesday, May 15, 2013

10:00 a.m. - 12:00 p.m. (Check-in begins at 9:30 a.m.; the program will start promptly at 10:00.)

The Foundation Center

79 Fifth Ave., 2nd Fl. (bet. 15th & 16th Sts.)

New York, NY 10003

FREE

[Register](#)

*This workshop is presented in partnership with the Foundation Center and 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.*

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## Yo-Yo Calls for STEAM



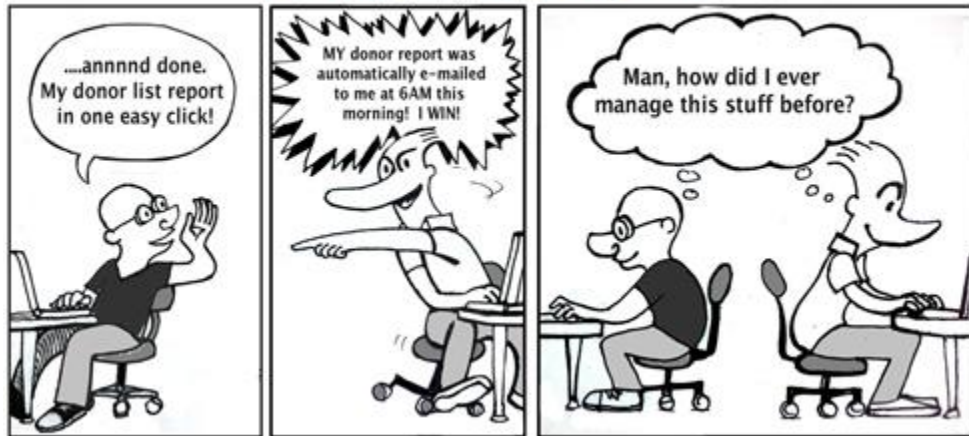
On Monday, April 8, world-renowned cellist Yo-Yo Ma was the guest speaker at Americans for the Arts' annual Nancy Hanks Lecture on Arts and Public Policy at the Kennedy Center in D.C. The Lecture was the kick-off for Arts Advocacy Day 2013, the annual convention of arts advocates from across the country to advance federal support of the arts, humanities, and arts education.

In his speech, Ma made the case that the arts embody many of the characteristics employers are seeking in today's workforce. "The experts say we need four qualities in our students and in our workforce. They need to be..." [[Read more and see performances from the event.](#)]

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## Work Smarter, Not Harder

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In this rapidly evolving Information Age, you and your colleagues are probably collecting more data than ever before. But how are you managing it? How can you turn that raw data into reports that illuminate trends and give you the real-time information you're looking for—automatically? With a CRM (Customer Relationship Management) system, that's how. Make your data work for *you*!

Find out more about the system we use, PatronManager, or sign up for a free demo by clicking [here](#). All you have to lose is hours of frustrating, repetitive work!

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## Links We Like

### [10 Reasons to Support the Arts in 2013](#)

A perennial favorite, updated.

### [Can't Spare the Time to Network? Can You Afford Not To?](#)

The truth of the matter is this: the benefits of networking outweigh scheduling obstacles.



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## Music Hath Charms...

See how students at Boston's Berklee College of Music responded to last week's marathon tragedy (April 18), and how live music has been proven to help premature babies, slowing their heartbeats, calming their breathing, and improving sucking behaviors important for feeding (April 15). All this and more on our [Facebook](#) page , 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!](#)



*"Our collective work in the arts is not just relevant, but essential to strengthening our culture and positively influencing society. Thus: 'Art for Life's Sake.' "*  
—Yo-Yo Ma

ABC/NY facilitates collective work between the arts and business: we're working for *you!* Please support *us* in our work in volunteer, leadership, and professional development. [Make a tax-deductible contribution](#) today!

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