



August 21, 2013

In This Issue:

The Private Sector's Secret Weapon

Meet the Shakespeare of Litigation

Pro Bono Arts Consulting

Intern Program Finale

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

The Modern Marketer: Part Artist, Part Scientist

Happy Links We Like

Want More?

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.

The Private Sector's Secret Weapon

The arts industry can feel very foreign to the business community. But as companies seek new ways to build their competitive advantage, they are increasingly finding that the arts are the key to driving true innovation, ultimately reaching their business goals.

The Conference Board recently released their [2013 CEO Challenge Report](#), which outlined the top five global challenges for CEOs. Americans for the Arts President and CEO Robert L. Lynch details those challenges and how the arts can help address them in [this op-ed published on The Huffington Post yesterday](#).

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!](#)



Meet the Shakespeare of Litigation

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

ABC/NY has recently placed highly skilled pro-bono consultants with several arts organizations, including:

- A process improvement professional working with a museum to develop a business plan for earned revenue
- An accountant organizing data in Quickbooks for a children's art organization
- A marketing specialist helping a theatrical group to publicize its fall season

Could your organization use pro-bono consultants such as these? Please fill out an [application](#) with your project details and ABC/NY will work to make a match!

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.



Intern Program Finale

The 2013 Multicultural Arts Management Internship program culminated in a festive closing ceremony at Con Edison on Thursday, August 8. After ten weeks, the business mentors, arts hosts, and interns reunited for an emotional closing ceremony, where each intern spoke effusively about their summer experience with ABC/NY. One intern reminisced about an office breakthrough: "The moment I sat in on a meeting in which the executive director used my research as a platform to discuss a potential funder, I gained so much confidence. My heart filled with gratitude that my supervisors entrusted me with so much responsibility." Another intern noted the program's impact in helping her find employment: "I have truly never received so much overwhelming support and encouragement before. Everyone has given me career advice, helped with my resume and cover letter, and brainstormed what questions to anticipate during interviews. It is for this help that I am thankful."



*Top, L to R: Intern Leslie Wong at the JPMorgan Chase corporate art collection, interns at the Judd Foundation
Bottom: 2013 interns, hosts, mentors, alumni, and friends at the closing ceremony*

The involvement of members of the business community is key to the success of this and all of ABC/NY's programs, and the business mentors are spreading the word about the value of partnering with arts programs such as this. As one wrote, "Not only does this program promote diversity in the field of arts management, it emphasizes diversity of thought and creativity. By being part of this program, I feel that I have made a difference...It also helps me understand and think like an arts professional." Another, a first-time mentor, wrote, "I look forward to contributing more and enlisting new professional mentors in the future."

In the final weeks of the program, the interns toured the JPMorgan Chase Corporate Art Collection, a destination otherwise reserved for private clients of the bank, hosted by intern Leslie Wong and her supervisor, program and curatorial associate Kiersten Fellrath. Founded in 1959 by David Rockefeller, the collection features 30,000 works in 450 locations worldwide. Revered for its cultural value, the corporate art collection is on display for employees because the company believes it's important to have things that are stimulating and exciting to look at; the value of art is cultural, not for investment purposes, and specific works are selected to reflect the culture of a local community. Another benefit of the collection is that it adds luxury to the JPMorgan Chase brand, particularly for private clients. Leslie researched Southeast Asian art and objects that presently reside in the collection, and she catalogued new pieces that came from the Valley National Bank-Phoenix acquisition.

Leslie's mentor, Michele Saliola, provided the group with a free, private tour of the [Judd Foundation](#), a coveted destination for architecture buffs and lovers of art history that opened to the public only a few months ago after years of restoration work. The reservation list for public tours is already fully booked until 2014! The plan for the restoration of the building at 101 Spring

Street, the only single-use cast-iron building left in SoHo today, both protects the art and respects the original design and fabric of the building where Minimalist artist Donald Judd lived off and on until his death in 1994. As director of programs, Michele oversees much of the organization's strategy, fundraising, and vision, and she is working to develop corporate partnerships for this historic and unique space.

Another highlight of the final weeks was the professional development workshop led by former interns Esther Jeong and Daniel Martinez. Providing the perfect "for-profit/nonprofit balance," Esther works at Moody's while Daniel works at Repertorio Español (his arts host organization in 2011!). They emphasized the value of informational interviews, maintaining contact with the program's business mentors and arts hosts, networking, and the pros and cons of graduate degrees. The interns were eager to receive advice from two of our many success stories and will apply what they learned in the workshop to their impending interviews.

For the 14th consecutive year, Con Edison provided lead support for the program, strengthening the NYC arts community by bringing these talented and diverse individuals to work for NYC arts nonprofits and providing many of the program's business mentors. The invaluable support Con Edison provides as a funder and a partner is reflected in the program's strength and duration.

Lead funding for the Multicultural Arts Management Internship program is provided by Con Edison. This program is also supported, in part, by the Milton and Sally Avery Arts Foundation, 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.

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](#)

\$75 for individual tickets if registered with ABC/NY by 12:00 noon on Thursday, August 29, 2013; \$95 thereafter.

The logo for Crain's Arts & Culture Breakfast is a dark red square with the text "Crain's Arts & Culture Breakfast" in white, stacked vertically in a bold, sans-serif font.

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](#).

The Modern Marketer: Part Artist, Part Scientist

"The modern marketer needs to be multifaceted, with one foot planted in art and the other in science. The daily responsibilities of a marketer are not conveniently divided into quantitative and creative tasks and marketers that truly excel in today's environment are those that can shift effortlessly between these two mindsets. Marketers need to become part artists and part scientist." Salesforce.com has put together [an infographic](#) to help highlight the tremendous assets marketers can bring to the table if they are able to find a balance between the two.

Arts organizations can harness the art and science of Salesforce.com to manage their customer data and relationships with PatronManager, a CRM system customized by arts people for arts people. It's innovative and powerful, yet still user-friendly and intuitive. You can [find out more and get a free demo here](#), or just [ask us!](#)



Happy Links We Like

[Yes, Money Can Buy Happiness](#)

Here's how to spend your money not only wisely, but happily!

[Don't worry ... be happy ... look at this art](#)

Is it possible to train your mind to be happy—or at least, happier?

[Why Music Makes Us Happy](#)

Listening to just one note by itself will probably not do anything for us, but string a few notes together and the emotion just flows out.



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](#)

"When people give money away, they experience a significant hedonic boost. In one study, the best prediction of people's happiness was not how much they devoted to personal spending, but instead how much they gave to others."

—Elizabeth Dunn and Michael Norton

Make yourself happy, and make ABC/NY very happy: please support our work to help develop creative partnerships between arts and business—[make a tax-deductible contribution](#) today!

DONATE NOW

This e-mail was sent
from Arts & Business
Council of New York
Immediate removal
with PatronMail®
[SecureUnsubscribe.](#)

patronMAIL