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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. [View our upcoming events!](#)

## How to Fix Your Broken Communications and Build Trust

Gallup continues to report 70% of employees are disengaged at work, according to [a recent article](#) in *Fast Company*. The article goes on to list five ways to increase engagement, spark innovation, and improve workplace relationships. One of the key areas of opportunity is what they refer to as "elevated communication," which "sparks trust and enables work cultures to be filled, once again, with passion, engagement, and innovation, so both organizations and the people who work in them can thrive."

The arts can help with that! In [a January arts-business partnership spotlight story](#), ABC/NY shared one example of an arts-based employee engagement project that helped employees better communicate with one another by reading and adapting to diverse communication styles, practicing techniques for handling difficult interpersonal situations, and using a Point of View Wheel during negotiations to help each side better understand its counterpart's objectives and motivations. There are countless other examples of how the arts are being used to achieve business objectives such as improved communication among employees. ABC/NY has developed, in collaboration with the business community, a menu of options for employee engagement through the arts, and we can help connect your business with creative ways to achieve meaningful, practical results. [Contact us](#) to find out how we can help you!

## Arts and Business Partner Around the Globe

Organizations around the world have been promoting partnerships between the arts and business communities. Ireland has been reporting a focus on actively brokering relationships between the corporate and the cultural community through [Business to Arts](#), and Business for the Arts in Canada created [artsVest™](#), which encourages local businesses to provide funding to community arts organizations by training arts organizations on how to create partnerships and providing matching funds. Read more at the [The Irish Times](#) and the [The Nelson Daily](#).



*The Nelson and District Credit Union (NDCU) has been a long-time sponsor of the Oxygen Art Centre in Nelson, B.C. Here Tom Atkins of the NDCU hangs out with kids at the Oxygen Art Camp.*

## Why Every Company Should Pay Employees to Volunteer

[This article](#) in *Fast Company* reports that in 2012, 70% of the companies surveyed by CECP, a coalition of CEOs that believe societal improvement is an essential measure of business performance, offered paid-release-time volunteer programs. Why do they do it? It's good for business!

"While the programs offer feel-good experiences for employees and employers, benefits go deeper than that. 'A highly engaged workforce is more likely to exert extra effort and have lower turnover rates, which can be linked to increased output, sales, and profitability,' says Michael Stroik, manager of research and analytics for CECP. Volunteerism also positively impacts employees' health. According to *Doing Good is Good for You: 2013 Health and Volunteering Study* from UnitedHealth Group, 78% of people who volunteered in the last year reported lower stress levels, and 76% say that volunteering has made them feel healthier." [Read more.](#)

ABC/NY offers a menu of options for connecting the arts and business communities through arts volunteerism and employee engagement through the arts. Check out our free tool-kit [Working with Volunteers](#), or [contact us](#) if you'd like to learn more!

*ABC/NY's volunteer development and employee engagement through the arts programming are supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.*



**WORKING WITH  
VOLUNTEERS**  
TOOL-KIT

## Changes at ABC/NY

ABC/NY welcomes new program coordinator [Caleb Way](#)! Caleb has been with Americans for the Arts for two years as the operations associate, running the Americans for the Arts internship program and working on all of AFTA's events.



ABC/NY Director of Programs Karen Zornow Leiding has decided to move on to pursue other opportunities. Her last day will be Friday, April 4. We are sad to see her go but thankful to her for all of her great work and the amount of time she is putting into helping ensure a smooth transition.

You can also reach out to [Emily Peck](#), Vice President of Private Sector Initiatives at Americans for the Arts with any questions about ABC/NY.

We are in the process of hiring a Director of Arts & Business Council of NY programs. This is a great opportunity for people interested in CSR, employee engagement, volunteerism and the arts in NYC. For more information, [www.americansforthearts.org/careers](http://www.americansforthearts.org/careers).

## ELNYA Culture Club



Join [ELNYA](#), The Civilians, and the Public Theater at a performance of THE GREAT IMMENSITY, written and directed by Civilians' Artistic Director, Steve Cosson, with music by Founding Associate Artist, Michael Friedman. Created through a rare and prestigious grant by the National Science Foundation, THE GREAT IMMENSITY is a continent-hopping thriller following a woman, Phyllis, as she pursues her husband, Karl, who disappeared from a tropical island while on an assignment for a nature show. Through her search, Phyllis uncovers a mysterious plot surrounding the upcoming international climate summit in Paris. As the days count down to the summit, Phyllis must decipher the plan and possibly stop it in time. With arresting projected film and video and a wide-ranging score of songs, THE GREAT IMMENSITY is a highly theatrical look into one of the most vital questions of our time: how can we change ourselves and our society in time to solve the enormous environmental challenges that confront us?

A post-show discussion will take place in the Library with The Civilians' Artistic Director, Steve Cosson.

Saturday, April 19, 2014  
2:00 p.m.  
The Public Theater  
425 Lafayette Street (at Astor Place)  
New York, NY 10003

TICKETS: \$15 with code CIVILIAN.  
Click [here](#) or call the Public at 212-967-7555.

*ELNYA is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.*

## ELNYA Happy Hour

Spring is upon us! Join [ELNYA](#) for an evening of networking and drinks with young professionals from across the arts industry! They'll be celebrating the end of the polar vortex in style at [Antler Beer & Wine Dispensary](#), a low-key, music-inspired bar new to the Lower East Side.



Happy hour specials have been extended until 9:00 p.m. exclusively for ELNYA and include: \$4 draft beer, \$5 wine and \$5 snacks!

Wednesday, April 30, 2014  
6:00 – 9:00 p.m.  
Antler Beer & Wine Dispensary  
[123 Allen St.](#), Back room  
New York, NY 10002

RSVP [here](#) by April 29.  
Bring your friends and colleagues!

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## Links We Like

### [10 Simple Things You Can Do Today That Will Make You Happier, Backed By Science](#)

To make yourself feel happier, you should help others. In fact, 100 hours per year (or two hours per week) is the optimal time we should dedicate to helping others in order to enrich our lives.



### [3 Reasons Why Giving is Good for Business](#)

Giving doesn't just feel good. It's also a good business strategy.

### [4 Ways Email Marketing is Like Theater](#)

Many core tenets of theater training are actually quite applicable to email marketing. After all, theater artists and email marketers ultimately have the same goal. Both communicate with people, persuade them, convince them, and make them perhaps consider something they hadn't previously considered.

## 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](#)

*"...we scientists have found that doing a kindness produces the single most reliable momentary increase in well-being of any exercise we have tested."*

- University of Pennsylvania professor Martin Seligman

Do a kindness to ABC/NY! Please show your support of our work by [making a tax-deductible contribution](#) today.

**DONATE NOW**