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In This Issue:

Attract, Engage, Retain!

For the Poor, the Arts Are a Path to Opportunity

Diversity in Arts Administration

Crain's Arts & Culture Breakfast

Additional ABC/NY Events

Seeking Outstanding Businesses

President Obama Nominates NEA Chairman

Arts Research RFPs

Now Hiring: ABC/NY Program Coordinator

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. [View our upcoming events!](#)

Attract, Engage, Retain!

[The Guardian](#) reported last week that more and more companies are looking to formal volunteer programs as a way to attract the best candidates, improve employee engagement and retention, and better target their philanthropic efforts to the needs of the organizations they serve. In 2012, 70% of companies offered employees paid time off to pursue volunteer work, up from 53% in 2007, according to a study by [CECP](#), an organization promoting corporate philanthropy.



Photograph: Mark Bowden/Getty Images/Vetta

The uptick may be due, in part, to the impact of the economic downturn. As philanthropic giving decreased from 2008 on, many nonprofits started to lean more heavily on volunteers and rethink how best to use their skills, corporate responsibility officers reported. At the same time, more companies were developing programs to match employees with volunteer opportunities that use their professional skills.

Corporations are more interested in providing volunteer opportunities. Nonprofits are increasingly interested in utilizing volunteers in skilled roles. ABC/NY can connect them! [Contact us](#) to find out how we can help your arts organization or your business.

For the Poor, the Arts Are a Path to Opportunity

On February 11, Robert Lynch, Americans for the Arts President and CEO, co-authored a Letter to the Editor with arts advocate and award-winning actor Robert Redford on arts' potential to open doors for the less fortunate in response to an article published on February 4 by Patricia Cohen: [N.E.A Benefits Both the Rich and the Poor, Study Finds](#).



This study, released by the National Endowment for the Arts (N.E.A) and the [National Center for Arts Research at Southern Methodist University](#), contrasts the assertion made by the House Budget Committee last year, that the N.E.A and other Arts Agencies' activities are only for the rich, finding that every dollar of N.E.A. funding generates \$9 of non-federal money to the arts, and the nonprofit arts industry generates 4.1 million jobs. Led by Representative Paul D. Ryan, Republican of Wisconsin, the House Budget Committee issued [a proposed budget for the 2014 fiscal year](#) that eliminated all funding for the arts endowment as well as the National Endowment for the Humanities and the Corporation for Public Broadcasting.

Read their response on [ARTSBlog](#).

Diversity in Arts Administration

Americans for the Arts' [2013 Local Arts Agency Salaries survey](#) showed that while the leadership of local arts agencies is primarily middle-aged and white, staff members at those organizations are younger and increasingly more diverse.



2013 Multicultural Arts Management program interns

Ongoing demographic shifts have created urgency for diversifying the arts management field, but why should diversity be a concern for arts nonprofits? What are the challenges and opportunities that diversity provides? And how can management, professional networks, and staff development better address diversity? Do arts managers need to represent the community in order to serve it successfully?

Join us for a webinar about takeaways from the [Emerging Leaders](#) and [Multicultural Arts Management Internship](#) programs, which have both enriched arts management by spotlighting new voices and positioning top talent within arts organizations.

Presented by: Abe Flores, Field Education and Leadership Programs Manager, Americans for the Arts

Speakers:

- Alton S. Murray, Strategic Partnerships Manager, Con Edison (Mentor, ABC/NY Multicultural Arts Management Internship program)
- Esther Jeong, Diversity & Inclusion Manager, Moody's Corporation (Former Intern/Mentor, ABC/NY Multicultural Arts Management Internship program)
- Jessica Lantos, Sales, Art Fairs, Atelier 4 (Board Chair, Emerging Leaders of New York Arts)

[Diversity in Arts Administration: 15 years of the Emerging Leaders & Multicultural Arts Management Internship programs](#)

Wednesday, February 19, 2014

3:00 - 4:00 p.m.

FREE for ABC/NY and Americans for the Arts members; \$35.00 for non-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 kzleiding@artsandbusiness-ny.org or call (212) 279-591 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.

Crain's Arts & Culture Breakfast

Join ABC/NY at the next *Crain's New York Business Arts & Culture Breakfast, Inventions and Reinventions*, a conversation about how new and newly renovated institutions are reshaping the cultural landscape.

New York's arts and cultural industry plays a vital role in driving the city's economy, but many institutions are competing in a very crowded landscape, and for some, inventing or reinventing themselves has helped them find their niche in the market. Crain's will explore strategies and tactics for finding space, developing a mission, raising funds and creating compelling programming.

Armchair Discussion with:

Laurie M. Tisch, President, Laurie M. Tisch Illumination Fund

PANELISTS:



- Caroline Baumann, Executive Director, Smithsonian, Cooper-Hewitt, National Design Museum
- Joe Daniels, President and CEO, National September 11 Memorial & Museum
- Jeffrey Horowitz, Founding Artistic Director, Theatre for a New Audience
- Glen Whitney, Founder and Executive Director, National Museum of Mathematics

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.

Monday, March 3, 2014
8:30 - 9:00 a.m.: Networking Breakfast
9:00 - 10:00 a.m.: Program
Con Edison Conference Center
4 Irving Place at E. 14th Street
New York, NY 10003
[Map and directions](#)

Individual tickets: \$100

[Register.](#)

Additional ABC/NY Events

[ELNYA Culture Club @ Cornelia Street Café](#)

Wednesday, February 19, 6:00 p.m. performance | 7:15 p.m. post-show conversation

Join Make Music New York Founder, Aaron Friedman and tabla player, Samir Chatterjee for a discussion about music in Afghanistan before, during and after the country's nationwide ban on music. With performances by Samir Chatterjee. Hang out afterwards for a post-show conversation with Aaron Friedman in the Café's cozy back room.

[Making a Case to the Business Community with CDP Reports](#)

Monday, February 24, 9:30 - 11:00 a.m.

In this free workshop, learn how the Cultural Data Project (CDP)'s reporting features can help you combine your organization's story and data to highlight accomplishments for funders, especially within the corporate world; effectively communicate with stakeholders; and cultivate partnerships within the business community.

[ELNYA Creative Conversation: Art in Alternative Spaces – hosted by chashama](#)

Wednesday, February 26, 7:00 p.m.

From empty warehouses, storefronts and repurposed housing, to pop-up campers and city sidewalks, artists are getting creative about the spaces in which they live, build and present their work. Learn about their strategies of success for sustainable art making in the city and hear from key organizations that focus on the advocacy, development and implementation of these ideas.

Stay up to date with ABC/NY and ELNYA events at www.bit.ly/ABCNY_events and www.elnya.org.

ABC/NY's professional and leadership development programming is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

Seeking Outstanding Businesses



Know of a business with outstanding arts partnerships? Work for one? Nominate them for Americans for the Arts' [BCA 10: Best Businesses Partnering with the Arts in America](#)! The BCA 10 recognizes businesses of all sizes for their exceptional involvement with the arts that enrich the workplace, education, and the community. These companies set the standard for others to follow. Winning companies will be honored at the 2014 BCA 10 Gala in New York City.

The deadline for nominations has been extended to Friday, February 21, and we are particularly interested in getting nominations for NYC businesses! [Nominate](#) now, and celebrate those outstanding arts-business partnerships.

President Obama Nominates NEA Chairman

Last week, the White House made official their nomination for chairman of the National Endowment for the Arts (NEA): Dr. Jane Chu, the Chief Executive Officer of the Kauffman Center of Kansas City, MO.



Dr. Jane Chu

In a statement, President Obama said, "Jane's lifelong passion for the arts and her background in philanthropy have made her a powerful advocate for artists and arts education in Kansas City. She knows firsthand how art can open minds, transform lives and revitalize communities, and believes deeply in the importance of the arts to our national culture. I'm proud to nominate her as Chairman of the National Endowment for the Arts."

Americans for the Arts President & CEO Robert Lynch praised Dr. Chu's selection in a [statement](#) that was reported by [The New York Times](#), [The Washington Post](#) and the [Los Angeles Times](#). "She understands the value of art at the community level and how the arts are transformative to individuals as well as places. Americans for the Arts is pleased to see the critical leadership position at the NEA being filled. We applaud the President's choice of Dr. Jane Chu."

The NEA has been without a chairman since Rocco Landesman left in November 2012. Last year, the agency was under attack by House appropriators as they sought to cut funding by 49 percent—an effort that was unsuccessful. Dr. Chu's nomination will now be sent to the U.S. Senate Committee on Health, Education, Labor and Pensions for consideration, and then if she is approved by the committee, the full U.S. Senate for a confirmation vote.

Thank you for your support of the arts! Please help us continue this important work by becoming an official member of the Arts Action Fund. If you are not already a member, play your part by [joining the Arts Action Fund today](#)—it's free and easy to join!

Arts Research RFPs



Dance/NYC is inviting proposals from researchers to produce a study on corporate giving to dance companies headquartered in the five boroughs of New York City. The proposed study will build on a [corporate giving snapshot](#) released by Dance/NYC and prepared by Fractured Atlas in 2013, which is based on Cultural Data Project information on legally recognized 501(c)(3) dance groups with budgets of more than \$25,000. For more information on this RFP, please visit [Corporate Giving to NYC Dance](#).

Dance/NYC also is inviting proposals for independent contractors to produce research on lessons learned by New York City dance in the wake of Sandy and recommendations for preparedness and response to future disasters—acting on an opportunity afforded by the storm to catalyze change. For more information on this RFP, please visit [Emergency Response: Hurricane Sandy and NYC Dance](#).

Proposals for both projects are due March 3.

Now Hiring: ABC/NY Program Coordinator

Want to work with us? We are hiring an ABC/NY Program Coordinator to oversee programs and communications that promote creative partnerships between the arts and business communities, such as Business Volunteers for the Arts® and employee engagement through the arts, Emerging Leaders of New York (ELNYA), the Multicultural Arts Management Internship program, and professional development workshops and webinars for the arts and business communities. For more information and to apply, visit [this link](#).

Links We Like

[8 Random But Useful Social Media Tips](#)

Reposted from our colleagues at the [National Arts Marketing Project](#), the advice in this article is applicable for both the arts and business communities!



[7 Tricks To Help You Remember Anything](#)

It's not just actors whose work depends on memorizing things! Being able to remember names, dates and details could give you a huge advantage in business. Try these strategies for increasing your total recall.

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 in doubt as to what you should do, err on the side of giving."
- Tony Cleaver

Please show your support of our work by [making a tax-deductible contribution](#) today!

DONATE NOW