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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.

What Really Fosters Innovation?

WHAT REALLY FOSTERS INNOVATION

[Innovate](#) or die. That's the credo of modern business. So it doesn't come as a surprise that 61 percent of CEOs surveyed by professional services firm PriceWaterhouseCoopers say that innovation is a priority in their businesses, according to a [recent article](#) in Entrepreneur.

However, according to data compiled by management software company [Mindjet](#), the majority of businesses either don't have effective innovation strategies or don't effectively seek opportunities to innovate. How can companies foster innovation, and what are the measurable benefits? You can view an infographic of the data [here](#).

ABC/NY can help connect your business with arts opportunities that will help foster innovation, cultivate creativity, improve collaborations, enhance communications, and more. The arts are good for business-let us show you how! For more information, contact Karen Zornow Leiding at kzleiding@artsandbusiness-ny.org or visit www.partnershipmovement.org.

Diversity in Arts Administration Webinar

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? Organizational changes encourage recalibrating an arts organization's business model. But do arts managers need to represent the community in order to serve it successfully? Join us in a conversation 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: Stephanie Dockery, ABC/NY Program Coordinator, Americans for the Arts; Abe Flores, Field Education and Leadership Programs Manager, Americans for the 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, and by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

Arts-Business Partnership Spotlight

[Playing with Reality](#) (PwR) creates interactive and immersive performance experiences for entertainment and business applications. Founded in 2010 by Executive Director Shea Elmore, the company empowers audience members to discover their untapped potential through a process of dramatic improvisation. Monthly public performances are presented at the Secret Theatre in Long Island City, while corporate offerings are presented on-site.

One of the company's greatest challenges is to get past the preconceptions like "improv has to be funny," and "audience



participation makes people uncomfortable." But some visionary business leaders are beginning to see past these preconceptions. Case in point: shared office space called [Brooklyn Works at 159](#). Located in South Slope, Brooklyn Works caters to a wide range of start-ups and small businesses. One major benefit to tenants is having private working space while maintaining a collaborative environment among different industries.

Architect and owner of Brooklyn Works Vic Puri invited PwR to present a workshop for tenants during their monthly office gathering. On a chilly November afternoon, PwR arrived at Brooklyn Works and gave a two-hour workshop, sharing the philosophy and technique of interactive engagement, and playing live simulations with those in attendance. Participants came from diverse fields, including law, graphic design, app development, and accounting. As the workshop progressed, the participants discovered their ability to deal with challenging and unexpected events in creative and innovative ways, such as:

- Reading communication styles of clients and coworkers and adapting to them quickly
- Recognizing status signals that are deeper than someone's job title
- Using the [Point of View Wheel](#) during negotiations to help each side better understand its counterpart's objectives and motivations

They practiced techniques for handling difficult interpersonal situations such as observing another's actions without negative judgement. Ultimately, those in attendance discovered the creative potential within themselves and their peers, and developed a stronger appreciation for each other's new-found abilities.

The value of the skills and insights acquired by Brooklyn Works tenants participating in this process of "serious play" was so clear to Vic that he is working to bring PwR back for another presentation to more tenants.

At Brooklyn Works, interactive performance created an opportunity for peers to learn and develop new skills in an experience that was challenging, engaging, and fun. Because they had the opportunity to "test drive" their skills in live simulations, they are now better prepared to handle the situations when they arise in real life.

Congratulations to Playing with Reality and Brooklyn Works on their creative partnership!

Check out [8 Reasons to Partner with the Arts](#) to find out more about how partnering with the arts makes good sense for businesses, and what arts organizations can offer potential business partners.

Do you have or know of an arts/business partnership you'd like us feature, locally and/or nationally? [Send us your stories!](#)

Working with Volunteers Tool-Kit

From ushers to fundraising, to pro-bono consulting and board service, volunteers expand the capacity of a nonprofit. **Volunteers also create an entry point for establishing a relationship with businesses.** Americans for the Arts' [pARTnership Movement](#) has created a free tool-kit for recruiting, managing, retaining, and recognizing volunteers, including details on the benefits of arts volunteering to businesses, to individual volunteers, and to the community.



ABC/NY plans to offer another "Building Bridges with Businesses" workshop in the coming months to give you real-world examples of how arts organizations are creating opportunities to connect with local businesses through volunteerism. In the meantime, you can [read the free tool-kit here](#).

Trends in CSR and Corporate Citizenship for 2014

Tim McClimon, President of the American Express Foundation, states that, "Clearly 2013 was the year of employee engagement. More and more companies added skills-based or pro bono volunteering to their programs." His predictions for this year? [Five CSR Trends to Watch in 2014](#)



In 2013, CECP had conversations with more than 200 decision-makers in corporate citizenship and philanthropy from its community of leading companies. Based on those conversations, CECP is making some interesting predictions for 2014. *Number one is that CSR will be considered a business imperative.* [Read the rest.](#)

DCA Fiscal 2015 Cultural Development Fund Application

The [NYC Department of Cultural Affairs](#) is pleased to announce the release of the Fiscal 2015 Cultural Development Fund Application. This year's deadline is Monday, February 10, 2014. The Fiscal 2014 application will cover activities taking place between July 1, 2014 and June 30, 2015. All organizations seeking support through DCA, including those that wish to be eligible for Fiscal 2015 Member Item funding (including CASA and Capital designated funds), must submit both an online CDF Application form and Supplemental Materials by the February 10th deadline.



Please note that organizations currently receiving multi-year support in either the Fiscal 2013-15 or Fiscal 2014-16 grant cycles should not apply; those organizations will be required to submit a Fiscal 2015 Renewal in Spring 2014.

Preparing a Competitive Application

Be sure to first review the [Guidelines](#) to determine if your organization is eligible to submit an application; the Guidelines are essential to understanding the content required for a complete proposal.

Once you have reviewed the Guidelines and determined that your organization is eligible,

DCA strongly encourages attendance at one of the twelve Application Seminars DCA is hosting throughout the five boroughs. The seminar will allow you the opportunity to speak directly with DCA staff as well as provide information critical to preparing a competitive Application. Seating is limited and reservations are required; please click [here](#) to view a full schedule of these seminars and to RSVP.

Be sure to review the [Instructions](#) to help navigate the Application process, and bring a copy of them with you to the seminar.

All prospective applicants must register to access a Fiscal 2015 Online CDF Application. For more information on Registration, please click [here](#).

In addition to the seminars, Programs staff will be available to help you throughout the application period. Once you have reviewed all Fiscal 2015 Application materials and signed up for a seminar, your Program Specialist or the Programs Help Desk at (212) 513-9381 will be available to respond to your CDF questions.

Moving Audience Development Forward

There's a lot of great thinking on audience development going on all over the world, and there is broad agreement on ways to move your organization forward. The move to a customer relationship management



(CRM) approach to audience development and customer service has become [a central point of agreement internationally](#). We've moved to a time in which the "transaction" (a ticket sale or a donation) is no longer an end in itself. Rather, the transaction now represents the beginning of a customer relationship. Using digital technology, your job is to embark on an ongoing series of two-way communications, to target and personalize your marketing efforts, and to document all your interactions to create a 360-degree view of your relationship with that patron. Here's [one way you get can started!](#)

Links We Like

[The 7 Habits of Highly Effective Cultural Organizations](#)

An adaptation of Stephen R. Covey's bestseller, *The 7 Habits of Highly Effective People*, that looks at how those habits could be applied to the organizations and people who deliver value to the arts and culture industry. We particularly like Step One!



[To Foster Your Creativity, Don't Learn To Code; Learn To Paint](#)

If you want to foster creative, problem-solving skills, the solution isn't learning to code—it's learning to paint. Or play an instrument. Or write poetry. Or sculpt. The field doesn't matter: the key thing is that if you want to foster your own innovative creativity, the best way to do it is to seriously pursue an artistic endeavor.

[The Simple Way To Leave Your Stress At Work](#)

No, it doesn't involve the words happy or hour. What leads to lower stress levels? Writing! Making a ritual of noting your progress nurtures your well-being at work—which, by the way, makes people more engaged, creative, and productive. And work with war veterans has shown that writing—even more than painting or playing music—about your traumas helps you find meaning in them.

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](#)

"The US is very different from the rest of the world in the high expectations of the private sector to partner with government and local citizens groups. We do this very well at Deutsche Bank. Through both our Community Development Finance Group and Deutsche Bank Americas Foundation, we are creative, reliable and innovative partners on a variety of initiatives."

– Jacques Brand, CEO of Deutsche Bank North America, a member of the Group Executive Committee and Chairman of Deutsche Bank Americas Foundation

It's all about the partnerships. At ABC/NY, we are committed to developing creative partnerships between the arts and business communities. Please show your support of our work by [making a tax-deductible contribution](#) today!

DONATE NOW