



NEWS AND INFORMATION

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Americans for the Arts Leads Programming at Annual American Bankers Association Conference

WASHINGTON, D.C. —Americans for the Arts, the leading nonprofit organization for advancing the arts in America, will play a prominent role at the annual American Bankers Association Conference taking place in New York City from October 3-6. A series of panel discussions will highlight the economic benefits of the arts, demonstrate how to utilize the arts in building better communities and encourage the banking community to continue cultivating the relationship between commerce and the arts.

“Arts mean business and bankers know business,” states Robert L. Lynch, president and CEO of Americans for the Arts. “This is a wonderful opportunity to establish the arts as a viable conduit to not only engaging but strengthening communities.”

“Understanding the overall impact of the arts will benefit our industry,” says Kendric Fergeson, ABA Chairman and Americans for the Arts Board member. “From arts education to performances, our bank and its staff are involved in the arts and we are a better bank for it.”

Following is a schedule of Americans for the Arts programming:

Sunday, October 3

10:30 am – 12:00 pm

Panel Discussion: Arts and Bankers: Building Communities

Presiding: C. Kendric Fergeson, ABA Chairman and Chairman, NBanC

Moderator: Robert L. Lynch, President & CEO, Americans for the Arts

Panelists: Alejandro J. Aguirre, Deputy Editor & Publisher, Diario Las Americas; Marc H. Morial, President and CEO, National Urban League; Ken Fergeson, Chairman, NBandC; and Peter Yarrow, artist

2:00 pm – 3:15 pm

Developing a Public Arts Program

Speakers: Tom Otterness, Tom Otterness Studio, and Jerry Allen, Director Office of Cultural Affairs, City of San Jose, CA

Using case studies, representatives from Americans for the Arts will show how to organize and sustain a public art program in your community. Public art is an ideal vehicle for expressing unique community identity, activating dialogue and engaging diverse groups in shaping civic space.

Tuesday, October 5

2:00 pm – 3:15 pm

Bringing Creativity to All Your Endeavors

Speaker: Liz Lerman, Founding Artistic Director, Liz Lerman Dance Exchange

Creative people are intrinsically motivated. As a result, they tend to behave more positively towards their colleagues, customers, and people they meet. Questions that will be explored in this session include: What are the blocks to creativity and how we can overcome them. What properties of an organizational culture cultivate productivity?

According to a research study of the nation's united arts funds, the banking industry is one of the largest sources of corporate contributions to the arts. Banks demonstrate a commitment to the arts by being the industry most likely to fund the arts not only from their national headquarters—but also from their regional and branch offices. Additionally, the study shows that bank employees are also strong supporters of the arts. Four of the nation's 20 largest workplace giving programs to the arts are conducted by banks (20 percent)—more than any other single sector.

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

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