



**August 27, 2014**

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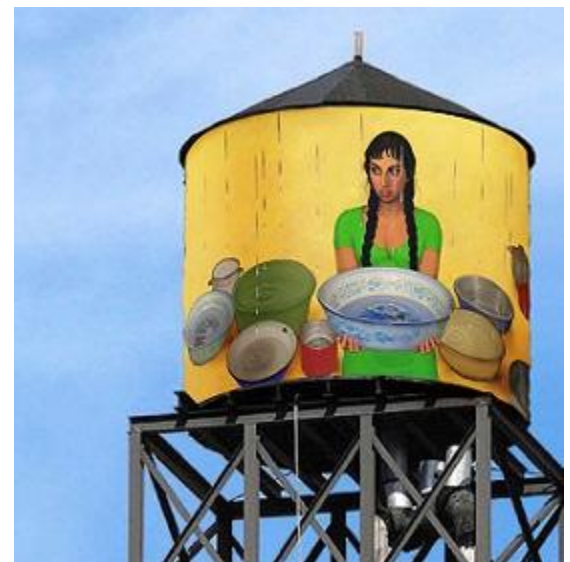
**Want More?**

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!](#)

## **Swatch Makes Time for NYC's Water Tank Project**

New York City's iconic skyline will soon be receiving an artistic makeover as many of its water tanks become the canvases of prestigious visual artists like Jeff Koons and John Baldessari. The Water Tank Project, launched in summer 2014, is not only raising awareness around the world's water crisis, a pressing social issue— but also uses art as its tool to inspire and educate.

Sparked by founder Mary Jordan's drive to promote water conservation and sustainability practices, the Water Tank Project is attracting the attention of influential artists and businesses across the country. By commissioning artists to depict their interpretations of the water crisis on the tanks, and by collaborating with strategic corporate partners with an interest in communicating the same message, The Water Tank Project is sure to make a splash throughout the city.



Continue reading on the [pARTnership Movement...](#)

Photo courtesy of <http://www.thewatertankproject.org>

## Best of Luck to our 2014 Class of Multicultural Arts Management Interns

The 2014 [Multicultural Arts Management Internship Program](#) concluded two weeks ago with its closing reception at Con Edison's headquarters in Union Square. This summer's program boasted 11 interns from across the country and we are so proud of all their hard work and accomplishments. Each of the 11 were placed in different host arts organizations throughout the city – mostly working in development, programming, or marketing departments. They were also paired with business mentors who played a major role in their professional and personal development and their general acclimation to a summer in New York City. This year, mentors came from Con Edison, Time Warner, and the Judd Foundation.



At the closing reception, many of their closing speeches summed the summer up perfectly. Amongst the many thank-you's to mentors, hosts, and fellow interns – the group took time to articulate the many things they learned through their summer internship and even challenged each other to continue their development in the many professional fields they represented. All but 2 of the interns are returning to school in the fall to continue their education while the rest enter the search fulfilling careers in arts management. Each intern expressed a substantial growth in confidence as they moved on from the program – many with more clearly defined goals and paths ahead of them!

Stay tuned for a post on [ARTSblog](#) that will include some excerpts from their closing remarks and some more specifics on the impact of the program this summer!

*The Multicultural Arts Management Internship Program is sponsored by Con Edison. Additional support is provided by the Milton & Sally Avery Arts Foundation and by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.*

## The BCA 10 Gala - Wednesday, October 1

Join us at the Central Park Boathouse for the gala award presentation and dinner on Wednesday, October 1, 2014 celebrating the [BCA 10: Best Businesses Partnering with the Arts in America](#), which recognizes businesses of all sizes for their exceptional involvement with the arts. The evening will highlight the way today's businesses are using the arts to inspire employees, stimulate innovation, and foster creative collaboration across the country. These companies enrich the workplace and communities in which they operate every day through partnerships with local arts organizations. To reserve a seat among the current and past winners of this distinguished honor (including New York's own [Arts Brookfield](#)), recognize this year's honorees by [placing an ad](#) in the event program, or to [sponsor](#) the year's largest celebration of business arts support, visit [AmericansForTheArts.org/BCA](#).



## Apply to be a 2014-2015 ELNYA Fellow!

The [ELNYA Fellows Program](#) is an opportunity for young professionals in the creative industries to play a structured, season-long role in the organization. Through this program, you will build your skill set and expand your networks while directing your talents toward the growth and continued success of ELNYA and your career. ELNYA is looking for Fellows who are in-the-know and of-the-moment, engagers and connectors who have the enthusiasm, talent, and follow-through to create real impact across sectors as arts advocates.



Learn more about the current fellows [here](#).

Read up on the requirements and commitments of an ELNYA Fellowship and apply [here!](#)

## ELNYA Creative Conversation

ELNYA seeks to create networking and professional development opportunities for emerging arts professionals. Many ELNYA members are applying for their first job or are taking the next step in their careers and are looking to create dynamic resumes, effective cover letters and sharpen their interview skills.



Join ELNYA for their first Creative Conversation of the Fall: a two-part back-to-school workshop focused on giving you the tools you need to put together a great application and land that next job.

**Part One:** Improv actors will be on hand to offer comedic interpretations of some unfortunate resumes and cover letters and show you exactly what NOT to do in an interview. Emily Miethner, CEO of [FindSpark](#), will unpack each of these resume blunders and offer tools to avoid making the common mistakes. Stick around after the session to network with peers.

Wednesday, September 3, 2014

6:00 p.m. - 8:00 p.m.

2A Bar

[25 Avenue A](#)

[New York, New York 10009](#)

**Part Two:** A group of dynamic professionals including Brynna Tucker, Associate Director of Career & Professional Development from [Pratt Institute](#), will share secrets to creating powerful, effective resumes, and speak about ways in which you can build your personal brand, maintain an online presence, and better sell yourself as a professional. This session will also feature resume speed dating, at which each of our panelists will review and critique your resume!

Tuesday, September 9, 2014

6:00 p.m. - 8:00 p.m.

WIX Lounge

[235 West 23rd Street](#)

[8th Floor](#)

[New York, New York 10011](#)

[RSVP for Part One here!](#)



## Recap: Unique Arts and Business Partnerships Blog Salon



If you missed the recent ARTSblog Salon on Unique Arts and Business Partnerships, it's not too late! [Visit the archive of the salon](#) to catch up on posts you may have missed and read up on some great from the world of arts pARTnerships.

Arts & Business Council of New York Director, Amy Webb, kicked things off with some words on how the [arts act as a powerful employee engagement strategy](#). Debra Simon, of New York City's own Arts Brookfield, highlighted one the real estate company's [unique initiatives, Art Set Free](#). Megan Stewart, of Only Make Believe, a New York-based organization that places business volunteers in hospitals to provide arts entertainment to sick children, touched on the [positive impact it has on employees](#). Caleb Way, from the Arts & Business Council of New York, showcased a [unique arts and business partnership](#) between clothing retailer Uniqlo and the Museum of Modern Art right across the street! Americans for the Arts' Patrick O'Herron interviewed Marlene Ibsen from Travelers about the company's [diversity initiatives that work hand in hand with the arts](#). And lastly, Jordan Shue, also of Americans for the Arts, wrapped things up with [8 great examples](#) of arts and business partnerships and how they tie into the pARTnership Movement's [8 Reasons to Partner with the Arts!](#)

Read these posts and more on [ARTSblog!](#)

### Links We Like

Your [employee engagement and volunteer programs need more attention!](#) Find out how investing in these efforts will increase the success of your business. Be sure to check out the video and remember the arts when you start to get involved!

The [arts can act as an effective filter](#) as you receive and act on information in the workplace. Pick the right tune and feel empowered as move down your to-do list!

[Use the arts to tell your story!](#) Check out how Bacardi used a graphic novel to highlight their history as a company.

Learn how professors and doctors are [using the arts to teach](#) their dentistry students to analyze and think more critically!



### Want More?



Stay connected to the [Arts & Business Council of New York](#) in between newsletters!

Access more arts and business partnership stories or catch up on ones you may have missed. Visit the [events section](#) to stay up to date on upcoming professional development opportunities, networking events, webinars, and blog salons. Read more about our current programs, our board, and our advisory council!

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](#)

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

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