



May 5, 2014

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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!](#)

Socrates Sculpture Park Means Business in Midtown

Socrates Sculpture Park's [Fact of the Matter](#) exhibit closed this past Friday after its four-month run in the [1285 Avenue of the Americas Art Gallery](#). The unique Manhattan display featured the work of nine sculptors as they explored the relationship between material and artist.



This relationship, however, was not the only one on display. [Jones Lang LaSalle](#), who manages this space, has solidified a longstanding commitment to the arts through their work in this lobby gallery. They sponsor four exhibitions each year – providing a platform for local arts and cultural organizations to highlight their work and expand their audience.

In the case of [Socrates Sculpture Park](#), located in Long Island City, the partnership with Jones Lang LaSalle increased accessibility while reflecting Socrates' rich history and commitment to presenting large-scale artworks in the public realm. On the other hand, the employees and clients that pass through this space every day are exposed to a creative expression of arts and culture in the workplace. This partnership, and others like it, brought vibrancy to a setting in which many employees spend a majority of their time, played a role in inspiring creativity, and blended two worlds that may have never crossed paths otherwise.

Read more about the *Fact of the Matter* exhibition [here](#).

Professional Development Workshop: Engaging Business Volunteers

Join the [Arts & Business Council of New York](#) for this professional development opportunity!



How can you be more innovative and effective when it comes to engaging business volunteers? Join the Arts & Business Council of New York for this professional development workshop and hear firsthand accounts from those who are already using proven methods here in New York! If your arts organization is looking to build successful volunteer programs or even wondering how to more effectively make your case to business people – this is a great opportunity to learn from and interact with organizations and individuals with similar goals.

Register [here](#) and stay tuned for more details!

Thursday, May 29th, 2014

9:00 - 11:00 a.m.

The Arts & Business Council of New York Ground Floor Auditorium

[1 East 53rd Street, New York, NY 10022](#)

Power of Giving Forum: Today's Changing Arts Audiences

Join Con Edison for its Power of Giving Forum dedicated to understanding how audiences engage with and relate to cultural experiences. **Arthur Cohen, CEO and co-founder of LaPlaca Cohen**, will present findings from the [Culture Track 2014](#) – the largest national study on the attitudes and behaviors of U.S. cultural consumers, including trends in attendance and motivators and barriers. Developed by LaPlaca Cohen and fielded since 2001, Culture Track is the product of over a decade of research and dedication to producing a current, highly-actionable resource for the leading cultural organizations across the nation.



The forum, designed for arts funders and presenters, will explore questions such as:

- How is the definition of a “cultural experience” changing?
- How do audiences define the role of cultural organizations?
- What are the primary influences and information sources that drive audiences to cultural activities?
- What are the greatest barriers preventing people from participating in cultural activities?
- How can cultural institutions stay vital and grow, given audiences’ ever-multiplying and diversifying leisure options?

RSVP to powerofgiving@conEd.com with **Culture Track** in the subject line. Please include your name, title, organization and contact email. This forum is offered at no charge, and open to all members of the arts community.

Thursday, May 22nd, 2014
8:30 - 10:30 a.m.

[4 Irving Place, New York, NY 10003](#)

Con Edison is committed to improving the quality of life in the communities we serve. Hundreds of nonprofit organizations in our service area benefit from our funding, in-kind donations, volunteer efforts, and other strategic resources. Our Power of Giving Forums offer cultural leaders opportunities to network and share best practices. For more information, visit conEd.com/partnerships.

The Employee Engagement Equation

Employee Engagement continues to evolve as the needs and makeup of organizations and their employees change. Sometimes employee engagement initiatives are only considered a success when business people actively contribute to the needs of a non-profit or arts organization through volunteering



their skills or expertise in the name of a specific cause. These efforts truly do embody the idea of employee engagement and produce very measurable outcomes, but Steve Delfin, President and CEO of [America’s Charities](#), argues for a facet of employee engagement that might be getting lost in the mix: workplace giving. Amongst the many needs of arts organizations, non-profits, and charities alike, fundraising takes a central role of support and sustainability. Workplace giving as a form of employee engagement and charity has the ability to generate the income that make the many programs and projects (that also require the skills of volunteers) possible.

Read more about this missing piece of the employee engagement equation [here](#).

Upcoming Webinars: Board Training Week

Wednesday, May 21 - Friday, May 23, 2014 at 3:00 p.m. ET

How can you create a more dynamic and effective board/commission? Join us for Board Training Webinar Week from May 21–23. These 45 minute webinars will feature ways to attract and keep young and diverse board members, how to draw board members from the business community, and new board evaluation measurements. Speakers include Kristen Romans of ABC Chicago, who will lead attendees through the crucial steps that need to be taken to ensure a productive search and placement process for a Board of Directors; and Barbara Sexton Smith, who will discuss Fund for the Arts’ NeXt! Leadership Development Program, which works with businesses in Louisville, Kentucky to engage young professionals with the goal of preparing the next generation of volunteer leaders in the arts and cultural sector.

Learn more and Register [Here!](#)

More From the Arts & Business Council of New York

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!



Join Us in Nashville!

Hear from Debra Simon, Vice President & Artistic Director at Arts Brookfield, about innovative corporate pARTnerships. Her [session](#) is on Saturday, June 14, 2014 at 4:15 p.m.

Check out the top 10 reasons you should come to Annual Convention in Nashville this year, read more about the event, and register [here!](#)



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](#)

Links We Like

[As companies start to shape their in-kind giving programs to mirror their style and brand, the opportunities for the arts to get involved increase!](#)

[The 100 Most Creative People in Business in 2014.](#)

[Securing a corporate partnership may require arts organizations to do some more reasearch, rethink their priorities, and make their deliverables one-of-a-kind.](#)

"...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

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