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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.

Think Global, Act Local

"Think Global, Act Local." Nice ring to it. Nice gravitas, tempered by the human scale we all need. Not so sure what it means. Wikipedia attributes it to a Scots town planner and social activist in 1915, who, if he was worth his malt and haggis, would have been urging Glaswegians to trumpet their international design prowess and Edinburghers to start their Fringe Festival then and there.

I pride myself on (or am notorious for) my Saul Steinbergian world view (you know: that *New Yorker* cover of the wasteland stretching beyond the Hudson River, with dots for Chicago and California, little bumps for China and Japan). But I have been having some Global Thoughts of late. I was interviewed by German Public Radio last week (and should be on the air on August 28, if you find yourself in Frankfurt or Berlin).

GPR: How are the US arts doing in this (globally) difficult economy?

WMW: Struggling! Cuts are bad, uncertainty is worse. But the arts are *not* going away.

GPR: Your NEA chairman seems to believe in cultural Darwinism; should there be *less* art?

WMW: I don't speak for Rocco Landesman. But I believe—as I think does he, and a number of other funders—that there *is* too much ineffective infrastructure. Too many 501(c)3s. There is *never* too much art, too much creativity, too much culture.

GPR: Here you have private support more than government support for art. Isn't that bad?

WMW: No! Our public support—give the NYC DCA a little shout out here—is essential for the democratization of access to the arts and arts education for all. But there is so much more potential in the private sector! And not just for financial support, but—even more valuable—for human capital: win/win sponsorships and partnerships, co-branding, pro bono consulting, volunteer and nonprofit board leadership... [And to show off, I threw in examples of the current BMW—Guggenheim Lab partnership, and Deutsche Bank Americas' work enhancing the reach of a number of NYC arts partners, great and small.]

I went yesterday over to UN Plaza, and met with a roomful of State Department people (Bureau of Educational and Cultural Affairs, International Visitor Leadership Program; who knew!), who happen to *really* care about the arts (!!). They are eager to expand their relationships with NYC arts organizations and globally-minded businesses. This in connection with an event ABC/NY brokered between them and the Robert Sterling Clark Foundation, for 24 International *Arts* Visitors who are coming here from as many different countries, all over the globe, hungry for information on how we make the arts succeed, here in the USA. Lots to Think about, Global and otherwise.

OK: back to Local Actions. Some great workshops coming up (info below). The 2011 Arts Leadership Institute and ELNYA Fellows starting to effect change (and, I bet, their own social activism). The end of summer to celebrate (I'm off next week). Then Labor Day, and back-to-school, and everyone's amazing, new 2011-2012 seasons.

—Will Maitland Weiss, Executive Director

Want to Build your Audience?

Want to build your audience? Attract a younger, more diverse crowd? It's time for Free Night NYC!



Now in its seventh year, Free Night has grown to become a nationwide program to introduce new audiences to the thrill of live performance. This year, thanks to a partnership with LA Stage Alliance and a generous grant from Sony Pictures Entertainment, a brand new, enter-to-win ticketing system has been created for use across the country.

For more information go to www.freenightnyc.net; to sign your organization up to participate, please email Jennifer Conley Darling at nycfreenight@yahoo.com no later than September 1, 2011; and if you'd like to enter to win free tickets, click [here](#).

Back By Popular Demand



After rave reviews on our sold-out SEO & social media workshop in February, [Evan Bailyn](#), CEO of First Page Sage, is returning to present another marketing workshop exclusively on using social media to drive real world action. Are you trying to sell tickets to a show? Increase your Facebook likes? Encourage your supporters to give more? Then you should attend this session. Using case studies and on-the-spot analysis of audience members' online presences, this workshop will enlighten, entertain, and illuminate the short list of strategies you should be focusing on to have your constituents take action.

Monday, September 12
6:00 – 8:30 p.m.
Midtown Manhattan (exact location TBD)
\$35 members; \$55 non-members

Register [here](#).
Questions? Contact vquinones@artsandbusiness-ny.org

Professional Development Opportunities



Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century

Eugene Carr (CEO) and Michelle Paul (Product Manager) from Patron Technology will present results from the company's nationwide survey of online arts patron behavior and talk about how to transform your organization's audience-development efforts using e-mail marketing, website design, social media, and CRM, as well as ponder the future direction of technology and how it will impact arts marketing.

Tuesday, September 13, 2011

9:30 a.m. - 1:00 p.m.

Baruch Performing Arts Center, Engleman Recital Hall, 55 Lexington Ave. (at 25th St.)

\$25 (includes a copy of the book *Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century*, continental breakfast, and lunch)

[Register online](#).

Not-for-Profit 101: A Primer on Finance and Governance of NFP Boards

Learn about recent accounting and legal changes affecting the proper running of Not-for-Profit organizations from recognized experts in the field. This program offers a quick primer for those who want to get involved with NFP Boards as well as an update for those who already are involved.

Wednesday, September 21, 2011

5:45 - 8:00 p.m.

Alliance Bernstein, 1345 Avenue of the Americas (at 54th St.).

FWA members \$35, non-members \$45.

RSVP to Fran Smyth, fsmyth@artsandbusiness-ny.org.

More information [here](#).

Your Organization's Financial Statements and the Stories They Tell

Learn how to use your organization's financial statements as management and communications tools. The discussion will focus on how best to use these statements effectively as management tools. Participants are encouraged to bring a copy of their own statements for the discussion and feedback.

Wednesday, September 28, 2011

10:00 a.m. - 12:00 p.m.

Foundation Center, 79 Fifth Ave. (at 16th St.)

Free

[Register online](#).

Raising Money for Arts Organizations Using Silent and Online Auctions

Learn practical tips and ideas on how to plan and manage an auction. Gain insights on how

to obtain items to auction off and other prizes such as vacations, restaurant packages, and meetings with celebrities. You will come away with useful information to help you decide whether auctions are for you and valuable dos and don'ts.

Tuesday, October 4, 2011

3:00 - 5:00 p.m.

Foundation Center, 79 Fifth Ave. (at 16th St.)

Free

[Register online.](#)

ABC/NY's professional development programming is made possible with public funds from the National Endowment for the Arts; the New York State Council on the Arts, celebrating 50 years of building strong, creative communities in New York State's 62 counties; and the NYC Department of Cultural Affairs, in partnership with the City Council.

Daring to Lead

Daring to Lead 2011 is the third in a series of national studies of nonprofit executive leadership and examines the paradoxical nature of board and executive director relationships. Key findings include that while executive directors tended to give boards relatively high marks when asked about *overall* performance, their responses to more *specific* questions often contradicted that assessment—and suggest that boards are neglecting critical governance responsibilities. Despite these board performance challenges, most executive directors are not spending a significant percentage of their time working with and supporting their boards. You can [download the brief here](#) or [read it online here](#).



You Can Never Have Too Many...



...friends! Join ABC/NY and all our friends on Facebook, where we post tidbits of interesting info that don't make it into this newsletter and which is one of the few places where backtalk is not only tolerated but encouraged! You don't have to have an account to [view our page](#).

iGive, ABC/NY Gets

[Join iGive.com for free](#) and help ABC/NY automatically every time you shop—they'll donate \$5 for your joining iGive and another \$5 for your first purchase. The donations keep growing as you keep shopping. Even if you don't plan to do your online shopping through iGive.com, this is an easy way for you to make a contribution to support ABC/NY, without spending a cent. This special invitation is valid through 8/31/11. Use iGive through 10/31/11 for the first \$5. Make your first purchase by 10/31/11 for another \$5.



Being good is commendable, but only when it is combined with doing good is it useful.
—Author Unknown

Do good: [support ABC/NY](#) by making a tax-deductible contribution to help us continue our work for arts organizations of every size and discipline throughout New York City (and beyond).

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