

**Americans For The Arts Convention
Las Vegas, NY
June 1-3, 2007**

**Private-Sector Track
The Hidden Secrets of Corporate Volunteerism**

Learn why companies gravitate to skills-based volunteering for their employees and how the arts stand to benefit. The Arts & Business Council of Greater Philadelphia reveals a new study that statistically demonstrates the long-term implications for building new advocates, patrons and audiences for the arts among diverse sectors of business people. Arts organizations are challenged to create new and innovative ways to engage business to support their activities. Effectively utilizing the business workforce as leaders in their organizations can reap long-term rewards both financially and through advocacy. While companies are increasingly encouraging employees to become involved in the community, the trend is often towards short-term, team-based and skills-based involvement. The discussion will focus on how best to utilize the capabilities of business volunteers to create short-term solutions and provide continued engagement in and support for the arts organization. Speakers will discuss how arts organizations can work in partnership with companies to provide measurable objectives for both parties.

Karen B. Davis

Karen B. Davis, President and CEO of the Arts & Business Council of Greater Philadelphia, the region's only nonprofit organization dedicated to cultivating mutually beneficial relationships between business and the arts and cultural institutions located in southeastern Pennsylvania, southern New Jersey, and northern Delaware. Ms. Davis joined the Arts & Business Council during its first full year of operation in 1982 and was instrumental in the early development of the Council, which was honored with the first and only Governor's Award for Leadership to the Arts in 1998. Honored in 2001 as one of the region's "Women of Distinction" by the Philadelphia Business Journal, Ms. Davis is credited with development and implementation of 14 new Council programs and services for arts and cultural organizations during her tenure.

Karen can be reached at: kdavis@artsandbusinessphila.org, (215) 790-3622

Mary McCullough-Hudson

Mary McCullough-Hudson is President & CEO of the Fine Arts Fund, a position she has held since 1994 following ten years as the director of the Fine Arts Fund's annual united arts campaign. During her tenure, the Fine Arts Fund campaign has grown from \$2.5 million to \$11.76 million (2007). In addition to annual fundraising, the Fine Arts Fund manages an endowment for member arts organizations and has established an Office of Planned Giving to serve as a resource for the growth of the endowments of the FAF and its member organizations. The Fine Arts Fund provides operating and project grant support to over 75 greater Cincinnati arts organizations annually and serves the arts community through capacity building programs focused on marketing, board development, fundraising and other administrative issues; including Arts/Business-Connection, Business Volunteers for the Arts®, Business on Board® and the Virtual Arts Incubator. She has been a frequent consultant and presenter on united arts fundraising throughout the country. In 1994 she was appointed to the national Board of Directors of Americans for the Arts, the nation's leading nonprofit organization for advancing the arts in America. Among her honors have been the YWCA Career Women of Achievement award (2000) and the CCM Distinguished Alumna award (2001). A native Cincinnati, McCullough-Hudson received both her bachelor and master degrees in opera performance from the University of Cincinnati's College-Conservatory of Music.

Mary can be reached at: mmh@fineartsfund.org, 513-871-2787.

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Kathleen A. Pavlick

Kathleen Pavlick was formerly curator at JPMorgan Chase, where she was responsible for the firm's art collection—a corporate asset valued at more than \$100 million with 20,000 works of art displayed in more than 350 offices in 20 countries. From 1986 to 2001, she managed all facets of philanthropy, including corporate contributions, the matching gift and volunteer programs, and grants to the arts and colleges and universities, as well as sponsorships. Ms. Pavlick's initial experience in philanthropy was as a street banker working in low-income communities with grassroots organizations throughout New York state. She collaborated with arts organizations and bankers to identify how the firm's resources and expertise could be used to strengthen organizations financially and enhance the role of the arts in community development. She has also served on the boards of the Alliance of New York State Arts Organizations, the Children's Museum of the Arts in Soho, and the Hudson Vagabond Puppets. She served as a panelist for the National Endowment for the Arts from 1992 to 1996. She has also chaired the 12 New York Grantmakers in the Arts as well as the Contributions Advisory Group. Ms. Pavlick holds a bachelor's degree in psychology from Fairfield University. She is married to Bill Aguado, president of the Bronx Council on the Arts, and resides in the Bronx.

Kathi can be reached at: kpavlick@verizon.net.

Fran Smith

Fran Smith has been Executive Director of the Volunteer Center of Southern Nevada since 2000. She came to the Volunteer Center following seven years of previous experience in nonprofit management as Executive Director of the Oahu Alliance for the Mentally Ill and Development Director of The Parent Connection in Tucson and the American Cancer Society here in Las Vegas.

During her leadership of the Volunteer Center, the agency has tripled in size and introduced numerous services to build volunteerism in the Las Vegas community including a web-based volunteer matching system, comprehensive volunteer management training, support for workplace volunteer programs, youth service and affiliation with the Hands On Network to engage volunteers for immediate and tangible impact.

Prior to involvement in nonprofit management, Fran was a Congressional aid to a Senator and a Congressman from Missouri. She holds a B. A. from Mt. Holyoke College and an M.A. in International Relations from The George Washington University.

Fran can be reached at: volunteernevada@cox.net, 702-892-2323.

FineArtsFund

Volunteer Programs One-Sheet



Arts/Business-Connection

Applications: Accepted year-round

Required Addendum(s): None

Projects: Change weekly, information e-mailed to volunteers and found on-line.

Projects Scope: One-day/evening “in-and-out,” 2-3 hour long projects ranging from ushering to working a booth at an event to painting a set to stuffing mailers.

Training: N/A

Fee: None



Business Volunteers for the Arts®

Applications: Accepted year-round

Required Addendum(s): Copy of current resume

Projects: Volunteer matched with arts organization to work on a functional consultancy that fits with both their interests and skill set.

Project Scope: Most projects average 6-8 months in length, with a typical time commitment of approximately 2 hours per week. Projects include assisting with: creating a marketing plan; strategic planning; accounting; planning special events; website development; graphic design; etc.

Training: A mandatory 4-hour training session is required before being matched on a project. Training sessions currently are scheduled in the spring and fall of each year.

Fee: None



Business on Board®

Applications: Accepted once per year. 2007 deadline for applying is July 16th.

Required Addendum(s): Copy of current resume, *Board Candidate Statement of Commitment* (can be found online). Please refer to the “07CincyFactSheet” for additional information.

Projects: Following training, candidates are matched with a mid-sized or stable small arts organization’s board for an observership to give both parties the chance to evaluate the potential for board placement.

Project Scope: Varies, depending on involvement and interest.

Training: A mandatory twenty-hour-long training session occurs in the fall of each year. The sessions meet for 3 hours at a time approximately every other Tuesday from late September through early December at various locations.

Fee: Cost is \$500 (which can be underwritten by a volunteer’s employer) for the training, and an additional \$500 commitment on the volunteer’s part, to go to his/her arts client, should they be asked to join the board. This donation can be cash, in-kind or any other combination of resources that amount to \$500.

For more information on all three programs please visit www.fineartsfund.org.