



ARTS AND BUSINESS COUNCIL OF NEW YORK 2009 ENCORE AWARD WINNERS

Arts & Business Partnership Awards

Alvin Ailey American Dance Theater (AAADT) and Diageo

To help promote AAADT's 50th Anniversary, Diageo provided AAADT approximately \$2 million of in-kind advertising in 2008, including pro bono production of an extensive media campaign. Diageo also serves as AAADT's Official Wine & Spirits sponsor, providing complimentary beverages at ten AAADT special events and in the Patrons Lounge throughout the year. Diageo's support was integral to the success of AAADT's New York season, U.S. Tour, 50th Anniversary Gala, and Alumni Reunion events. This partnership leveraged key resources and increased brand awareness for both AAADT and Diageo. Catherine Davis, Diageo's Senior Vice President of Marketing Services, joined the AAADT Board in January, 2009.

CITYarts and The Walt Disney Company

CITYarts and The Walt Disney Company have collaborated on the creation of permanent public works of art to inspire, empower, and engage children from all backgrounds and cultures. Disney employees joined city youth and neighborhood volunteers to create murals and mosaics that promoted both team-building and community-building.

Learning through an Expanded Arts Program (LeAP) and Fidelity Investments and the Viertel/Frankel/Baruch/Routh Group

Learning Through Expanded Arts program (LeAP), Fidelity, and the Viertel/Frankel/Baruch/Routh Group have collaborated for the past three years to provide a comprehensive and unique theater program to middle and senior high school students in New York City. The program includes playwriting and play production, mentorships, dramaturgy, visits to Broadway theater, and a performance by students of their plays at a Broadway theater. The students' plays are then published and registered with the Library of Congress by publisher Samuel French. The expertise from each partner has resulted in a program that aligns with each of their goals and fulfills their commitments to youth, the arts, and the local community.

Museum of Arts & Design and Steelcase, Inc.

The Museum of Arts & Design (MAD) and Steelcase (an interior architecture, office furniture, and technology firm) have worked together to create administrative offices and an Education Center that reflect the Museum's focus on materials and processes in art and design, providing MAD with furnished spaces that are functional, sleek, and connected to MAD's culture. These spaces serve as a showcase for Steelcase, which utilizes the Museum for diverse corporate events (bringing new audiences to MAD) and which will launch its new product line at MAD this summer.

Creative Business Volunteer Award

Elaine Grogan Luttrull, for her work with The Puppetry Arts Theatre

Ms. Luttrull, a former tax consulting and transaction advisory specialist with Ernst & Young, first volunteered at Puppetry Arts in 2007, managing ticket sales for their Haunted Halloween Carnival and offering her professional suggestions to improve its flow and productivity. Utilizing her financial

management skills, she then worked with the theater to establish a format for presenting organizational budgets and funding plans, and to complete required annual tax filings. She provides them with tools to present the organization in a professional manner and maintain the highest standard of financial reporting.

Excellence in Arts Management Award

Carol Enseki, President, Brooklyn Children's Museum

Carol Enseki joined the Brooklyn Children's Museum in 1989, to lead the development of science and cultural exhibitions and educational programs, and was appointed president in 1997. Since then, she has launched multiple strategic initiatives designed to transform the institution from a neighborhood treasure into a regional resource and national model, including creating New York City's first "green" museum, expanding early childhood education programs, increasing cultural and science education resources, establishing local and national cultural partnerships, broadening the Museum's base of support, and countless other lasting legacies.