



An affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council

FOR IMMEDIATE RELEASE

Media Contact:

Kelly Connor

Connor PR

856.853.6300

Kelly@connorpr.com

ARTS & BUSINESS COUNCIL OF GREATER PHILADELPHIA ANNOUNCES NEW DIRECTOR OF *BUSINESS ON BOARD*®

Sharyn L. Negus Joins Council to Oversee Program's Expansion

PHILADELPHIA, PA - September 23, 2004 – The Arts & Business Council of Greater Philadelphia, an affiliate of the Greater Philadelphia Chamber of Commerce dedicated to cultivating mutually beneficial relationships between business and the region's arts and cultural institutions, today announced the expansion of the organization's *Business On Board*® program with the addition of Sharyn L. Negus as Director. This new addition to the Council's staff represents a deliberate decision by the Council to recruit a talented professional from the for-profit arena who will be responsible for strategically expanding the program so as to recruit and cultivate twice as many experienced business professionals to serve on local arts and cultural boards.

"We are very excited to have Sharyn on our team and leading the expansion of the *Business On Board* program," said Karen B. Davis, chief executive officer (CEO) and president of the Arts & Business Council. "Sharyn's talent and experience working within the business community combined with her proven excellence at understanding the career development needs of experienced business professionals adds a new dimension to the program that will allow the Arts and Business Council to meet the growing demand for qualified board expertise within the arts and cultural sector."

Negus brings to her position more than 30 years of experience in recruiting, training, coaching and counseling employees at all levels. Prior to joining the Council, she held senior level positions at several area companies, including Manager of Executive Recruiting at ARAMARK, General Manager at Millard Consulting Services, and as Project Consultant at Right Management Consultants - the largest career consulting firm in the world. Negus, who will report directly to Davis, will be responsible for full-time management of all program operations, including marketing, recruiting and training, as well as a new focus on creating networking opportunities for business volunteers. In addition, Negus will develop training workshops for arts managers, responding to the growing demand from arts organizations for assistance with board governance and related issues, as well as preparing them to work effectively with business professionals who are welcomed to serve on their boards.

"I am thrilled at the opportunity to interact with both business and arts institutions in the region to create a successful synergy between these sectors," said Negus. "This mutually supportive relationship allows business the opportunity to offer its employees a fulfilling way to achieve professional growth and experience a greater sense of community while providing cultural institutions with expertise in areas that are crucial to achieving, maintaining and sustaining their organizations."

On the Avenue of the Arts

200 South Broad Street, Suite 700, Philadelphia, PA 19102-3896

P: 215.790.3620 F: 215.790.3600 E:arts&biz@philachamber.com www.artsandbusiness-phila.org

“We are dedicated to ensuring that both arts and business realize a valuable return on their investment through participation in our *Business On Board* program,” added Davis. “Whether it’s increased employee loyalty, satisfaction and retention, exposure to new paradigms of problem solving, or the addition of valuable professional expertise that might otherwise be cost-prohibitive to arts organizations, the Arts & Business Council is committed to maximizing the impact of an effective partnership between arts and business in the region.”

Business On Board is sponsored by ACE INA, the U.S.-based division of the ACE Group of Companies that offers a broad array of sophisticated property, casualty, accident and health, and financial products, as well as risk management services, to corporate and consumer clients across the country. For more information on *Business On Board* programs, please contact Sharyn L. Negus at snegus@philachamber.com or call 215.790.3769.

About the Arts & Business Council

The Arts & Business Council of Greater Philadelphia, an affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council, Inc. ®, is the premier organization in the region dedicated to cultivating mutually beneficial partnerships between business and the region’s nonprofit arts and cultural institutions. *Business On Board*® is a program created by the Council to help arts and cultural organizations build and manage strong effective governing boards by leveraging the expertise of experienced business professionals from local area companies. Since its inception in 1981, the Council has partnered with the business sector to generate more than \$18 million in contributed goods and services for more than 500 arts and cultural institutions and has trained and placed more than 2,000 business professionals in a variety of leadership roles within arts organizations. For more information, call 215.790.3620 or visit www.artsandbusiness-phila.org.

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