



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 SEEKS BUSINESS PROFESSIONALS TO SERVE ON BOARDS OF ARTS & CULTURAL ORGANIZATIONS IN REGION

Call for Applications Issued for Participation in Business On Board® Training Program

PHILADELPHIA, PA – December 6, 2004 – The **Arts & Business Council of Greater Philadelphia**, the region's premier nonprofit organization dedicated to cultivating mutually beneficial collaborations between business and nonprofit arts and cultural institutions, is pleased to announce a call for applications for the upcoming **Business On Board®** program. This signature program is the only one of its kind in the region that 1) specializes in training business executives in the legal, ethical and financial responsibilities of serving on a nonprofit board or committee of an arts or cultural organization and 2) then matches each participant as a board candidate with a specific arts or cultural organization in the region that will reap the benefits of each individual's expertise and is suited to the participant's unique cultural interests.

"We are very excited about the Business On Board program and are looking forward to working directly with business professionals to prepare them to serve on nonprofit arts boards," said Karen B. Davis, chief executive officer (CEO) and president of the Arts & Business Council. "In 2004, we were able to train and place over 60 professionals through this program, which provided a value of almost \$700,000 in donated services and funds to arts and cultural organizations throughout the region."

The Business On Board participants attend a four-part training series consisting of one full day session each month for four months beginning in February. Held at various arts venues in the Philadelphia region, these in-depth educational training sessions provide each participant with the opportunity to learn directly from successful arts and business leaders, examine case studies, and participate in interactive group discussions. Upon completion of the training program, each professional will have learned new methods of creative thinking, decision-making and problem-solving, tools that will allow each individual to effectively influence the direction of an arts or cultural organization. Overall, the Business On Board program is geared toward providing participants with the skills needed to become even more effective and influential leaders on arts boards or committees, on the job, and in their communities.

"We use Business On Board training as an executive development tool to grow the business and leadership acumen of our high-potential leaders," said Camille Sciortino, Manager, Corporate Public Affairs, Unisys Corporation. "The in-demand skills they learn and use through managing nonprofit organizations translate directly into abilities required for success in the workplace. Business On Board provides unique opportunities and practical experience that candidates might not otherwise encounter."

Space is limited and applicants must interview with the program director to be accepted into the program. A participant fee of \$2,150, which is often subsidized by a participant's company, is due before the start of the first workshop on Friday, February 4, 2005. For more information, contact the Arts & Business Council of Greater Philadelphia at 215.790.3620 or apply online at www.artsandbusiness-phila.org.

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

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.

The Arts & Business Council of Greater Philadelphia, a nonprofit independent affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council Inc.®, is the region's premier organization dedicated to cultivating mutually beneficial collaborations between business and the region's nonprofit arts and cultural institutions. Since its inception in 1981, the Arts & Business Council has partnered with the business sector to generate more than \$18 million in contributed goods and services for the region's 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.

###