



Young  
Audiences  
Arts for  
Learning

Western New York

**For Immediate Release**

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**Young Audiences of Western New York's Executive Director, Cynn timer Gaasch, attends National Arts Strategies Future Arts Leadership "Applying Finance" Workshop in New York City**

November 2, 2009 – Buffalo, NY -- Young Audience of Western New York's newly named Executive Director, Cynn timer Gaasch, recently returned from a daylong workshop presented by National Arts Strategies (NAS). The workshop was part of the NAS Future Leadership Program, and was designed to give the next wave of arts and culture executives the skills they need to excel in top management positions.

It was made possible through exclusive funding by the American Express Foundation. The workshop was held at the Brooklyn Museum Art, with site-partner funding provided by New York Foundation for the Arts.

All 64 attendees were culled from national and regional applications. Gaasch and the others were selected on the basis of a written essay, current professional roles, and their own personal potential as leaders. Attendees included Gonzalo Casals, Director of Education & Public Programs, El Museo del Barrio; Jamie Endreny, Executive Director, Center for Architecture; Daniel Gallant, Executive Director, Nuyorican Poets Café; Clement So, Artistic Administrator, 92nd Street Y and Barbara Palley, Landau Fellow, Museum of Modern Art.

Gaasch, along with all of the attendees, applied for and received a fellowship covering the full tuition for the leadership session. Acceptance into the program connects her with a national network of Future Leadership Fellows, giving her and her organization access to management expertise and advice from NAS and its network for a year.

Greg Reilly, Ph.D., was the faculty. Reilly is Assistant Professor of Management at the University of Connecticut School of Business. He earned both his MBA, concentrating in Finance and Accounting, and his BA in Mathematics from The University of Michigan. Professor Reilly currently teaches Strategy, Planning and Policy in the University of Connecticut School of Business MBA program, and has served as part of the faculty for the University of Michigan Business School.

Young Audiences is pleased with the recognition of its executive director and the organization itself as a leader in the arts community. Gaasch's experience provided her "with tools, in the context of financial measures, for planning and communicating the significant community value paramount in the programs provided by Young Audiences of Western New York," she said upon her return.

An Image of Cynn timer Gaasch may be found on Flickr, user name Young Audiences WNY or at this link: <http://www.flickr.com/photos/42060677@N07/tags/cynn timer/>

*Founded in 1962, Young Audiences WNY programming is designed around the fact that an arts-rich education provides a child with the ability to look beyond facts and figures; to creatively meet new challenges as they arise. Plus, the arts make learning fun. Introducing curriculum-supportive, arts-based learning provides a varied and compelling environment--engage even the most reluctant learners and give day-dreamers a classroom as rich as their imagination.*

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