

# BCA10

BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA

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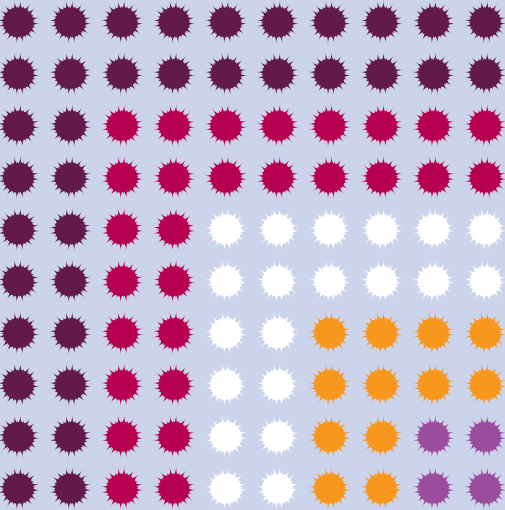
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# BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA

WEDNESDAY, OCTOBER 2, 2013

The BCA 10  
Aspen Skiing Company Aspen, CO

Atlantic Salt, Inc. Staten Island, NY

Bacardi USA Inc. Coral Gables, FL

M&T Bank Buffalo, NY

Microsoft Redmond, WA

PNC Financial Services Group, Inc. Pittsburgh, PA

Premier Bank Dubuque, IA

Scholastic Inc. New York, NY

Turner Broadcasting System, Inc. Atlanta, GA

Yum! Brands, Inc. Louisville, KY

BCA Leadership Award  
Michael B. McCallister, Chairman, Humana Inc.

BCA Hall of Fame  
Northwestern Mutual, Milwaukee, WI

“In our increasingly mechanized and computerized world, the arts afford a measure of consolation and reassurance to our individuality, a measure of beauty and human emotion that can reach and move most men. They are indispensable to the achievement of our great underlying concern for the individual, for the fullest development of the potential hidden in every human being.”

DAVID ROCKEFELLER, Founding Address, Business Committee for the Arts, Inc., September 20, 1966



THE BCA 10 JUDGES

- Margaret Coady  
*Executive Director*  
*CECP*
- Beth Flowers  
*Executive Director*  
*Beet Street*
- Floyd W. Green III  
*Vice President and Head*  
*of Community Relations*  
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- Kelly Seward  
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*Arts Council of Metropolitan Kansas City*
- Edgar L. Smith, Jr.  
*CEO*  
*World Pac Paper*

ABOUT AMERICANS FOR THE ARTS



Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. In 2008, Americans for the Arts merged with the Business Committee for the Arts, founded by David Rockefeller in 1967, to ensure that the arts flourish in America by encouraging, inspiring and stimulating business support to the arts in the workplace, in education and in the community.

As the strongest national private sector arts advocacy organization in the country, Americans for the Arts places an emphasis on building partnerships between the arts and business sectors through the pARTnership Movement initiative and such programs as Business Volunteers for the Arts; the BCA National Survey of Business Support for the Arts; and The BCA 10 Awards. Americans for the Arts works with a network of Business Committee for the Arts, Arts & Business Councils, United Arts Funds and other local arts agencies across the country to advance this work on the local level. Our private sector work is assisted by the support of the Business Committee for the Arts Executive Board, a group of key business leaders that provide insight and support for these programs.

Welcome from the President of Americans for the Arts and the Business Committee for the Arts Executive Board Chairman

It is our pleasure to welcome you to the ninth annual BCA 10 awards. Tonight, we gather to celebrate your commitment to building awareness of the powerful impact that arts and business can have on communities when they combine their strengths. All of our BCA 10 honorees serve as role models, demonstrating the ability to develop stronger places to live and work through their exemplary partnerships with the arts.

We would first like to recognize this year's BCA Leadership Award recipient, Michael B. McCallister, for his dedication to the important role that businesses play in enhancing communities. He demonstrates this through his leadership on cultural boards and his financial contributions, both personally and professionally, to the Louisville arts community. We are pleased to induct Northwestern Mutual, a 2008 BCA 10 honoree, into the BCA Hall of Fame. Northwestern Mutual's exceptional commitment to the arts is demonstrated through arts education grants and programming, museum support, and contributions to the local united arts fund of Milwaukee.

For more than half a century, Americans for the Arts has cultivated arts leadership, advocated arts policy, and conducted research that attests to the vast economic and social impact of the arts. In 2012 we launched the pARTnership Movement campaign designed to send business leaders the message that the arts

can build competitive advantage. It continues to make great progress as we inform key decision-makers across the country by sharing case studies and tool-kits through a website, place advertisements and articles in business journals and newspapers, and make presentations to new audiences. The pARTnership Movement is raising awareness about the many benefits you have seen when you partner with arts organizations. We want to encourage even more businesses and arts organizations to embark on the types of partnerships that you all do so well.

This year marked the release of the *2013 BCA National Survey of Business Support for the Arts*. The largest survey of its kind, the BCA Survey has been conducted triennially since 1968 to examine the motivations and goals of small, mid-sized, and large businesses for engaging with the arts. According to the survey, business support for the arts is up—an 18 percent increase since 2009. There are numerous reasons for this including an increased understanding of how the arts improve the quality of life within a community, help businesses build brand and marketing, and strengthen education systems and academic performance. Kudos to all of the businesses already making great strides in arts and business partnerships.

We thank all of our honorees for leading by example and for your work in advancing the arts in America.



WALTER KERR

**WILLIAM T. KERR**  
Former President & CEO, Arbitron, Inc.  
Chairman, BCA Executive Board



ROBERT L. LYNCH

**ROBERT L. LYNCH**  
President & CEO  
Americans for the Arts

“A core value of the Aspen Skiing Company business model is providing opportunities that define the uniquely Aspen experience—mind, body, and spirit. We support an initiative that brings our guests ‘art in unexpected places,’ and partner within the arts to foster connections between the cultures of skiing and art to engage, inspire, and to challenge expectations.”

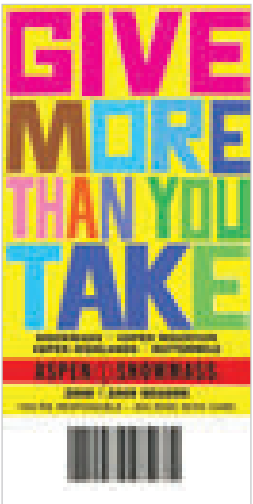
**-MIKE KAPLAN**, PRESIDENT/CEO, ASPEN SKIING COMPANY

**SINCE ITS FOUNDING IN 1947**, The Aspen Skiing Company (ASC) has committed itself to investing in the cultural life of Aspen, CO. Through unique initiatives and a partnership with the Aspen Art Museum (AAM), ASC uses contemporary art to help fulfill its founding vision of making Aspen a place to renew the whole person in mind, body, and spirit. ASC continues its dedication to creating cultural experiences through art and the outdoors, emphasizing that public access to sculpture, paintings, photographs, and performance art is crucial for local constituents and employees, so that connections can be made among people, space, and art.

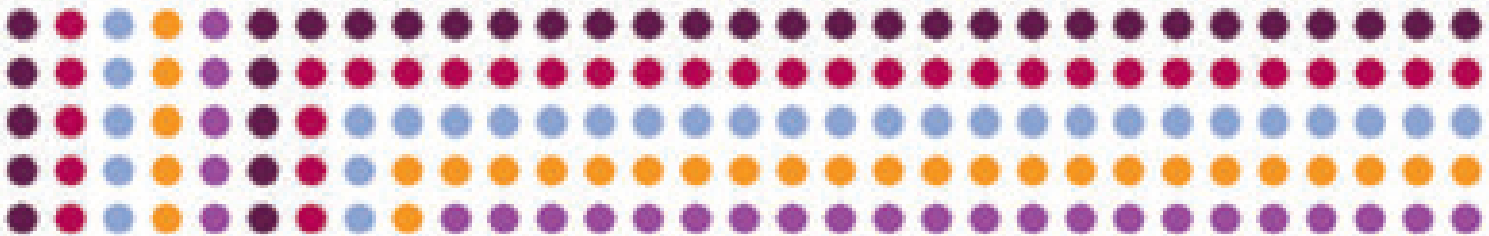
For the last eight years, ASC has forged a forward-thinking partnership with AAM, bringing contemporary artwork outside of the gallery walls and onto the mountain. Each year, the organizations collaborate and commission works from internationally renowned artists, integrating them throughout the four mountains—Aspen Mountain, Aspen Highlands, Buttermilk, and Snowmass. By placing public art in unexpected places, the institutions hope to reach diverse audiences ranging from those who do not typically engage with the arts to others who are avid collectors. They invite the public to connect with the arts in a fundamentally different manner than they are used to—in a way that’s vibrant and immediate. One of the best examples of joint success between ASC and AAM has been placing commissioned artwork on lift tickets, turning the typically white utilitarian cards into unique, contemporary, wearable art.

As a demonstration of its passion for both art and the natural surroundings, ASC partners Paula and Jim Crown commissioned internationally renowned artist Walter Niedermayr to create a multi-site exhibition entitled *The Aspen Series*. Featuring large-scale photographs, banners, and video, the permanent exhibition depicts vast alpine landscapes shot from different vantage points and aerial locations. Guests and locals can visit the exhibition locations by foot, snowshoes, skis, or snowboard.

With art on display in many areas of the resort, ASC makes sure to engage its employees in the creation and ongoing presentation of the works. For the 2012-2013 season, employees were involved in the creation of a site-specific, multi-sensory installation by providing information to the artist that helped shape the final composition of the work. Ticket staff are trained by AAM on the artwork and artists on the lift tickets each year, allowing them to serve as docents, informing the public and learning more themselves. Additionally, ASC employees are encouraged to volunteer at local community organizations through the company volunteer program, which offers up to 16 hours of paid volunteer time. It is estimated that if all 900 full-time, year-round employees took advantage of this benefit, 15,500 hours of volunteer work valued at \$330,000 would be donated to the local community.



*Photos (opposite page, clockwise from top left) Aspen Art Press | The Crown Family Art In Unexpected Places, cover image courtesy of the Aspen Art Museum. • Untitled (Green Over Yellow Mask M18.a) by Mark Grotjahn, sundeck view on Aspen Mountain, image courtesy of the Aspen Art Museum. • 2006-07 lift ticket featuring Peter Doig's Study for Olin Mark IV, 1996, courtesy of Gavin Brown's enterprise, New York. • 2008-09 lift ticket featuring Jim Hodges' Give More Than You Take, 2008, image courtesy of the artist. • 2007-08 lift ticket featuring Karen Kilimnik's Gelsey Stuck on the Matterhorn, 2000, courtesy of the artist and 303 Gallery, New York. • Aspen Skiing Company Music Survey Results and Generated Topography (The Hills Are Alive...) by Dave Muller, installed at Elk Camp restaurant, Snowmass, image courtesy of the Aspen Art Museum. • David Shrigley's 2009 Untitled (PLEASE DO NOT SHOW THIS TO ANYONE), image courtesy of the artist and Stephen Friedman Gallery, London. • One in a series of three untitled works by Michelle Grabner, installed at The Little Nell's fine dining restaurant element 47, image courtesy of the artist and The Little Nell.*





“Atlantic Salt supports the arts because they are an effective and fun way to communicate with our neighbors and community. Artistic interpretations of our marine industrial operations educate people about our business. The use of our terminal for LUMEN and other festivals creates a positive, physical engagement with the neighborhood.”

-SHELAGH MAHONEY, PRESIDENT, ATLANTIC SALT, INC.

**ATLANTIC SALT, INC., IS A FAMILY-OWNED AND OPERATED MARINE TERMINAL** that unloads salt from vessels and distributes it for winter-time de-icing, and offers its unique resources for the arts community of Staten Island and beyond.

In 2005, Atlantic Salt assisted the Noble Maritime Collection in developing an art exhibition on the salt industry of New York City. Over the course of one year, the company worked with the museum and artists to cultivate the exhibition, providing materials, imagery, dock access, interviews, and supported an artist to travel to a salt mine in Northern Ireland. These artworks are now on permanent display in Atlantic Salt’s offices.

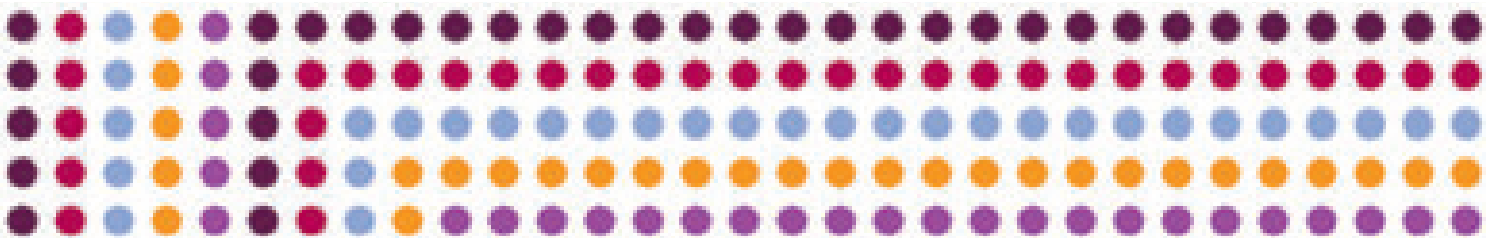
Since the exhibition, Atlantic Salt has continued to increase its involvement with the arts, organizing and supporting many arts events and installations in Staten Island and engaging with several New York City arts organizations through in-kind donations, advertising support, volunteerism, and providing use of their venue, equipment, and materials. The industrial dock has become a frequent arts venue in the summer, hosting festivals and performances through partnerships with artists and organizations large and small, including the Guggenheim Museum and the LUMEN film and performance art festival, which is organized by Staten Island Arts. The unique features

of the venue allow artists to undertake projects that would not be feasible in more conventional arts venues, resulting in projects that challenge, intrigue, and excite guests, artists, and employees.

Committed to the local residents, Atlantic Salt ensures all events are free and accessible to the general public. The company goes the extra mile to organize a network of businesses that provide in-kind contributions, ensuring that the visiting public, which can range from 50 to 5,000 people, is not charged for any aspect of an event. Atlantic Salt’s artistic endeavors have generated a dialogue that has helped the community to better understand the company’s business, and helped the business understand broader community goals and how it can support them.

Employees play an important role in Atlantic Salt’s engagement with the arts through volunteerism. For all arts-related activities, festivals, and projects the company hosts, its employees may volunteer by coordinating event permits, advertising, and acquiring the many elements of the projects, to building the space for events or even building art installations with artists. The company’s involvement in the arts is a source of great pride for employees and they look forward to the summer months of arts related events all year round.

*Photos (opposite page, clockwise from top left) Salt sculpted by salt dock workers into gallery spaces for the installation of artists’ work at the 2012 LUMEN festival. • 2006 opening of the art exhibition *Salt Mountain*, documenting the salt industry of NYC, installed at and curated by the Noble Maritime Collection of Staten Island. • Dock lighting was retrofitted and theatrical lighting was installed to transform dock infrastructure into a stage for the 2012 LUMEN festival. • Atlantic Salt supported artist Michael Falco to travel to a salt mine in Northern Ireland and installed photographs from this trip on the street-front of the salt dock in a 2006 exhibition. • At the 2011 Atlantic Salt Maritime Festival, the salt dock was opened to the public over a three-day weekend featuring performances, crafts, games, and tours of tall ships and tugboats.*



“Supporting the arts is our way of giving back at Bacardi. This sense of corporate responsibility has been at our foundation since the company was created more than 150 years ago. Arts programming enriches the lives of our employees and their families, our neighbors, and our business partners. The realm of the arts crosses borders and languages to bring people together in the name of beauty, knowledge, and community.”

-ROBERT FURNISS-ROE, REGIONAL PRESIDENT, BACARDI NORTH AMERICA

**SINCE ITS FOUNDING IN SANTIAGO DE CUBA IN 1862**, Bacardi has shown a strong commitment to the arts in the communities in which its employees live and work. The company believes exposure to the arts stimulates inquisitiveness and creativity.

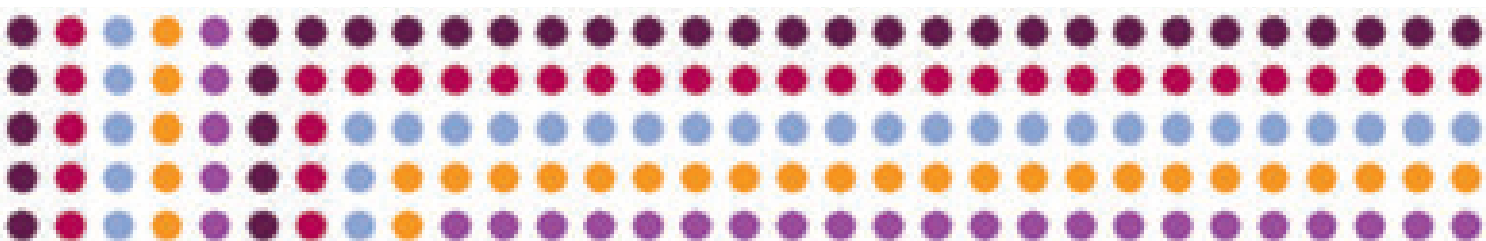
Supporting both visual and performing arts, Bacardi contributes cash and in-kind gifts including beverages, raffle prize items, and marketing and advertising for gallery openings and events. In 2012, the company designated a significant portion of its philanthropic giving to the arts.

The Bacardi commitment to the arts is evident in its corporate offices and corporate culture. In its main office in the United States, Bacardi has a workplace art collection focused on Latin American and Caribbean art, which it displays in public spaces, hallways and collaboration areas for employees to enjoy. Working to expose employees to partnering arts organizations, Bacardi holds company meetings and press events at local arts venues and regularly offers employees tickets to exhibitions, shows, concerts, and award dinners at organizations the company sponsors.

The iconic brands in the Bacardi portfolio have partnered with the arts, as well. The brands often coordinate design competitions that attract well-known designers and students alike. Winning designs are exhibited and often included in national ad campaigns and other promotional materials. The Bacardi brand of BOMBAY SAPPHIRE® gin developed a design and film competition called “Artisan Series,” a nationwide search that aims to spot the next big names in the visual arts. The competition brought in more than 3,000 submissions in its second year, and the 2012 winner was exhibited at Art Basel in Miami.

Bacardi utilizes partnerships with arts organizations as a way to reach its core audience. Through a partnership with the Coral Gables Museum, Bacardi spearheaded an exhibition called *Building Bacardi: Architecture, Art and Identity*. Curated by Allan Shulman, professor at the School of Architecture at the University of Miami, the exhibit tells the story of Bacardi through the lens of the architecture and artworks it has commissioned and championed over a century and a half. Bacardi also identifies opportunities to support arts activities through marketing efforts, including music, documentary, painting, and dance.

Photos (opposite page, clockwise from top left) Coral Gables Museum Architect Jorge Hernandez, Board Chairman Arva Moore Parks, Allan Shulman, Coral Gables Museum Director Christine Rupp, and Bacardi USA Regional President, North America Robert Furniss-Roe. • Russell Simmons at the BOMBAY SAPPHIRE® Russell & Danny Simmons' Rush Philanthropic Arts Foundation and Complex Media Annual Artisan Series Finals. • Jessica Busse Lastra, a Bacardi USA team member, leading an art class at Abriendo Puertas, a food canteen in Little Havana with programs for youth and elderly. • Peter Wijk, Vice President, Bombay Sapphire; Tiffany Finn, Account Supervisor, RYAN Partnership; and Ned Duggan, Brand Managing Director, Bombay Sapphire at the Tribeca Film Festival. • Miami-based Abdul Delgado's *Beer Me* was selected first place grand prize winner and the new marketing image for the brand.



“Healthy, vibrant arts and cultural organizations help create healthy, vibrant communities. We look to the arts for the creative quality and energy of their programs, as well as to teach our children, to build bridges among diverse communities, and to serve as catalysts for community revitalization and economic development. Our support of the arts is just good business.”

—ROBERT G. WILMERS, CHAIRMAN AND CEO, M&T BANK

**HEALTHY COMMUNITIES ARE THE FOUNDATION OF SUCCESSFUL BUSINESSES.** This belief lies at the heart of M&T Bank’s 157-year-old tradition of community banking. Recognizing that vibrant cultural institutions are a particularly vital component of strong communities, M&T has long supported the arts in its headquarters market, Buffalo, NY, and in all the communities it serves.

M&T’s donations to arts organizations over the past 10 years totaled \$34.5 million, and comprised 21% of its total charitable giving. M&T has proudly sponsored countless art exhibits, series and seasons across its seven-state footprint. Additionally, the bank seeks to help arts organizations expand their base of corporate and individual donors by offering matching grants during fundraising initiatives and capital campaigns. Notably, decisions about grants and sponsorships are made locally by the people in the bank who know their communities best.

Beyond its cash contributions, M&T gives generously through in-kind gifts and pro bono services as well. Hundreds of the bank’s employees provide volunteer leadership to arts organizations on boards of directors, committees, and at special events.

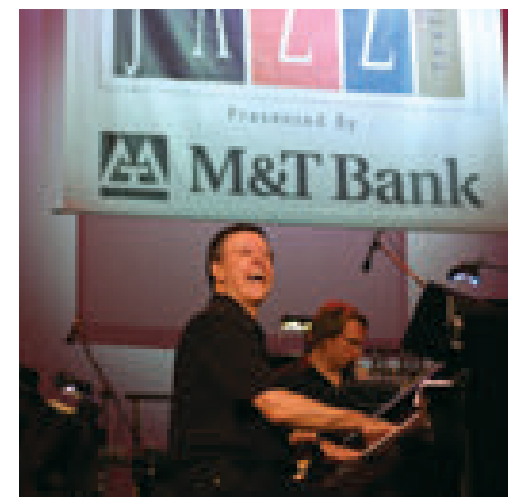
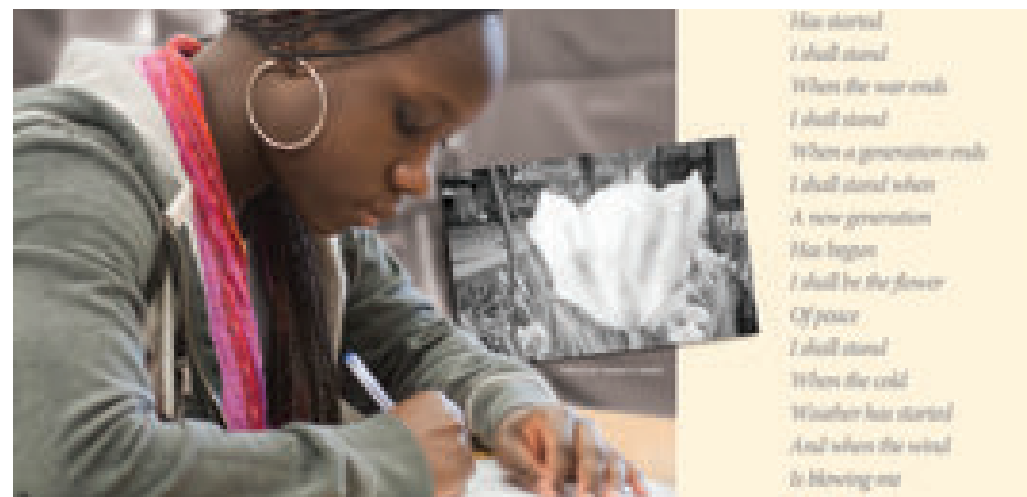
M&T Bank also endeavors to build audiences and promote public access for the arts. For example, M&T recently worked with a group of four museums located in a particular Buffalo neighborhood to provide free admission and special programs on “Free Fridays,” with

each museum hosting on different Fridays every month. Attendance and membership at all four institutions have been energized as a result of the Free Friday program.

In addition to providing lead funding for the Buffalo Philharmonic Orchestra’s spring 2013 performance at Carnegie Hall, M&T Bank engaged a wide range of bank resources and relationships to supplement the orchestra’s efforts to raise funds, activate hometown audience support, increase public visibility, and ensure the inclusion of underserved communities. As a result, the orchestra secured more than three-quarter of a million dollars in sponsorship support, set a Carnegie Hall Spring for Music record with 1,500 in hometown attendance, and partnered with the United Way to bring more than 300 students from schools in low-income neighborhoods to the performance.

Art is even featured prominently in M&T’s own venues. Since 1969, on the plaza in front of its downtown Buffalo headquarters building—which was designed by Minoru Yamasaki and is graced with an original Harry Bertoia sculpture outside its main entrance—M&T has presented its own daily concert series called the M&T Plaza Event Series, believed to be the longest running corporate-sponsored event of its kind in the country. Several of its office buildings are frequently utilized by local galleries for art exhibits, and on the cover of its annual report, M&T features works of art with links to its communities.

*Photos (opposite page, clockwise from top left) M&T Bank provided lead funding for the Buffalo Philharmonic Orchestra’s “Road to Carnegie Hall” fundraising campaign, and created a program with the United Way of New York that brought 340 students to the concert. • The BPO set a “Spring for Music” record, selling more than 1,500 tickets to orchestra fans who traveled to New York for the concert. • More than 195,000 people attended the 2013 Rochester Jazz Festival which is presented by M&T Bank. • A performance of *Pride and Prejudice* at the Capital Repertory Theater in Albany, NY, which M&T sponsors. • Programs like Writing with Light, the joint education program of CEPA Gallery and Just Buffalo Literary Center, supported since its inception by M&T Bank, make arts programs available to children.*





“Microsoft is honored to support arts and culture organizations across the U.S. and around the world, which provide so much richness to all of our communities.”

-LORI HARNICK, GENERAL MANAGER, CITIZENSHIP AND PUBLIC AFFAIRS, MICROSOFT

**MICROSOFT’S LONG-STANDING COMMITMENT TO SUPPORT ARTS AND CULTURE** includes donations totaling \$353 million in cash and software to arts organizations since 1995. Through direct grants, in-kind donations, employee giving, matching programs, and volunteerism, Microsoft contributed \$44 million to the arts in 2012 alone.

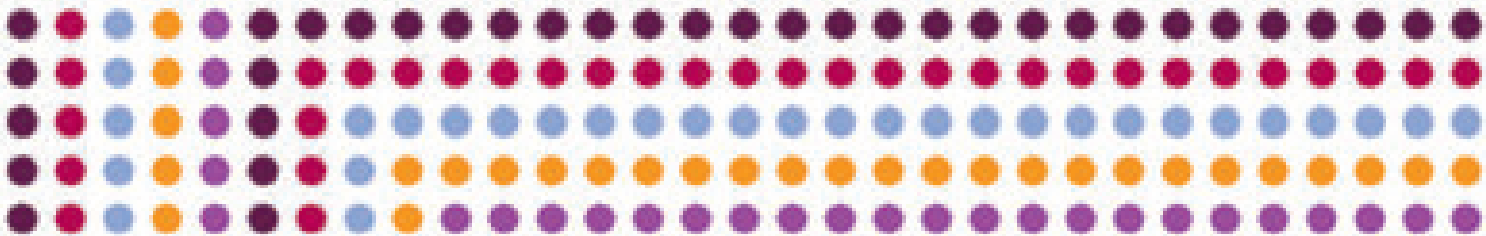
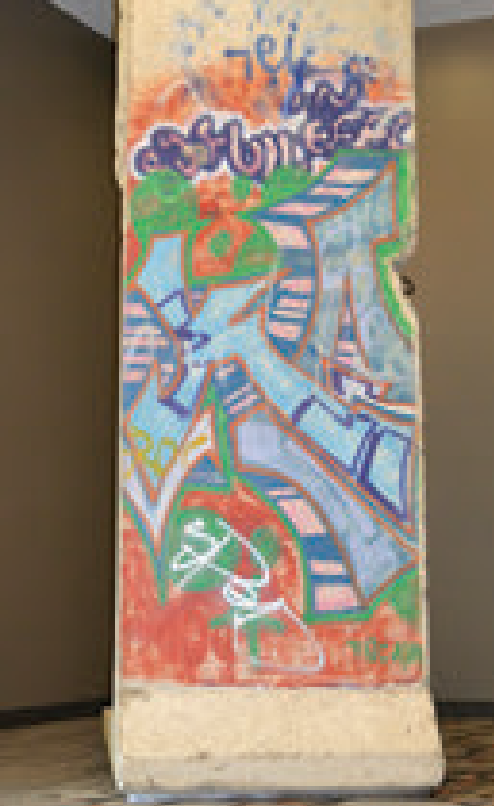
In Washington state, Microsoft works to strengthen communities and improve the quality of life for current and future citizens—including its 40,000 employees there—by making the arts one of the company’s top four priority areas of investment. The company believes that excellent, diverse, and accessible programming in the visual and performing arts, and high-quality public television and radio programming are essential for vibrant communities.

Giving and volunteerism is an integral part of Microsoft’s culture, thanks in part to an employee giving program that provides a dollar for dollar company match for contributions and a \$17 per hour match for volunteer work to eligible organizations. Through this program, U.S. Microsoft employees gave more than \$105 million and volunteered more than 480,000 hours in 2012, \$7.5 million of which were in volunteer matching funds distributed to U.S. nonprofits.

In 1987, Microsoft began a workplace art collection whose mission was to create an inspiring work environment that fosters creativity and innovation. Today, this collection supports the mission through employee programming and collection stewardship practices designed to reflect and advance Microsoft’s culture, values, and corporate citizenship. Housed in 180 buildings around the world, the collection has expanded to include almost 5,000 paintings, sculptures, works on paper, photographs, ceramics, studio glass, and multimedia works.

Microsoft is helping to increase access to arts education around the world through the company-wide initiative Microsoft YouthSpark, which creates opportunities for hundreds of millions of young people around the world to further their education, including arts education, gain employment, or start a business. In addition, arts and culture is one of the key project themes supported and promoted on Microsoft’s micro-giving portal, Give for Youth, focused solely on supporting youth globally via giving for youth causes.

Photos (opposite page, clockwise from top left) The Microsoft Art Collection includes almost 5,000 works of art displayed in more than 180 buildings throughout the world including this piece of the Berlin Wall, gifted to the Collection by Bill Gates, 1996. • Spock, Kirk, and McCoy Beaming-In (In-Between), 2007-2008, by artist Devorah Sperber, acquired in 2009. • ArtsFund board member and Microsoft Corporate Vice President & Deputy General Counsel Mary Snapp chats with author and 2012 luncheon keynote speaker Sherman Alexie. • This glass tile mosaic globe commemorates Microsoft’s 30th Employee Giving Campaign. • Senior Director of Microsoft Citizenship & Public Affairs Akhtar Badshah speaks in support of the arts at the 2012 ArtsFund luncheon.





## PNC Financial Services Group, Inc. PITTSBURGH, PA

*Nominated by African Musical Arts Inc. and the Saint Louis Symphony in St. Louis, the Greater Columbus Arts Council, and the Greater Philadelphia Cultural Alliance*

“The PNC Foundation has always believed that engagement in the arts enriches lives and builds stronger, more vibrant communities. PNC Arts Alive has proven to be a successful initiative to make the visual and performing arts more accessible and a hallmark of innovation, creativity, and community engagement.”

—EVA T. BLUM, EXECUTIVE VICE PRESIDENT AND DIRECTOR OF COMMUNITY AFFAIRS, PNC BANK

**PNC BELIEVES THAT THE ARTS ARE AN ECONOMIC DRIVER**—creating jobs, boosting tourism, and connecting with broader audiences to help sustain arts organizations and invigorate the business districts around them. The company also believes that the arts help children develop cognitive skills important to long-term learning and prepare them to become part of a more modern and creative workforce.

At the height of the economic downturn in 2009, PNC introduced a groundbreaking program in Philadelphia and Southern New Jersey to support the arts—PNC Arts Alive! The program’s goal is to broaden arts audiences through new programming, marketing and use of technology. In its initial year, the program helped increase audiences by an average of 70 percent. Following its great success in Philadelphia and Southern New Jersey, PNC Arts Alive! has expanded to two new regions—Columbus and Central Ohio and the St. Louis/Southern Illinois area—with total program funding of \$9.5 million.

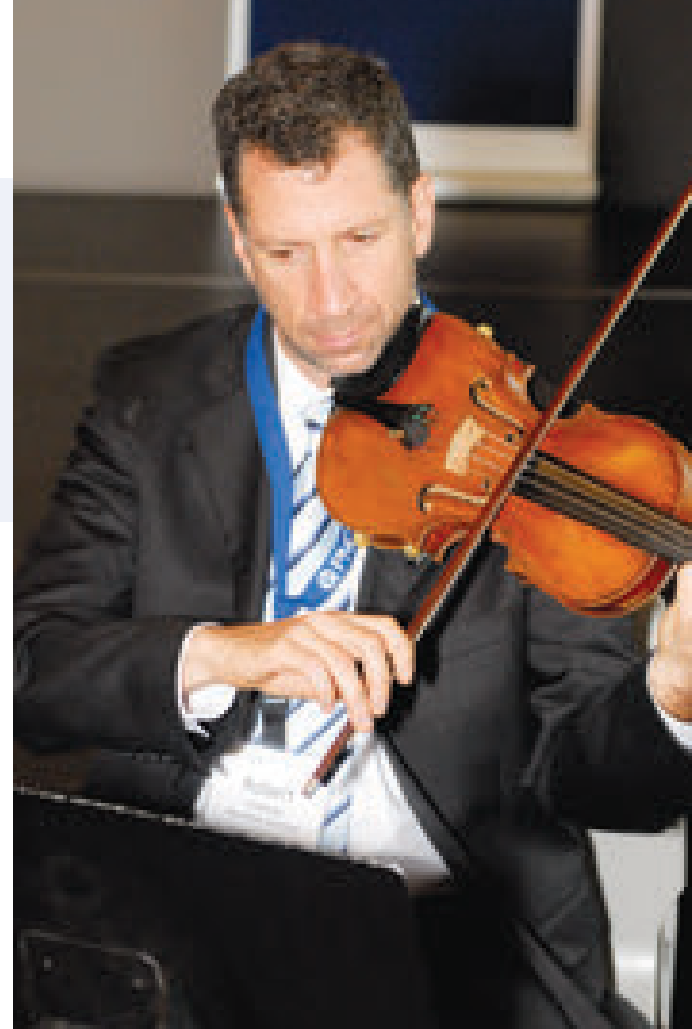
PNC Arts Alive! grantees are awarded funds to make the arts more accessible to diverse audiences by offering free and discounted arts programming, public events that introduce the arts in unexpected ways, ticket subsidy programs to fill houses, mobile and pop-up art-making, and innovative programs that engage and build young

audiences. Grantees are also supported with the full backing of PNC’s Client and Community Relations departments, including ongoing management advice, a marketing tool kit, promotion of Arts Alive! events throughout the bank’s extensive retail network, and in some cases, access to the branches to host programs.

Volunteerism is a large part of PNC’s culture. The company has a progressive policy that permits 40 hours a year of paid time off to volunteer for PNC Grow Up Great initiatives, which help prepare children from birth to age five for success in school and life. PNC employee volunteers often use their time to assist in schools when the cultural partners conduct in-classroom education during the school year. Employees also volunteer at celebrations for Head Start students, where the work the students completed with the cultural partners is on display and the students participate in end-of-year activities such as the St. Louis Symphony’s “Instrument Playground.”

With Arts Alive!, PNC continues its advocacy for the arts and arts education among the business community. One example is the company’s sponsorship of a research study that provides information on the health, breadth, and diversity of the Philadelphia region’s cultural sector. As such, it influences other companies’ support as well as public policy around the arts.

*Photos (opposite page, clockwise from top left) The New Albany Symphony performs at the June 2013 Columbus Arts Alive grantee announcement. • Members of PHILADANCO showcase their blend of ballet, jazz, modern, and African-American-based dance during a special performance as part of PNC Arts Alive! • Preschoolers from Grace Hill Head Start in St. Louis were invited onto the stage at Powell Hall to participate in the musical story telling of *Gerald the Giraffe* by the St. Louis Symphony. • The internationally renowned Kulu Mele African drum and dance ensemble performs during a PNC Arts Alive! event in Philadelphia.*



“We believe arts and culture not only improve our community’s broader economic outlook, but create a welcoming sense of place and desirable quality of life. Premier Bank understands the essential role creativity has in growing businesses and spurring innovation. We promote the growth, education, health and overall well-being of the Dubuque community.”

-JEFFREY MOZENA, PRESIDENT AND CEO, PREMIER BANK

**PREMIER BANK OF DUBUQUE, IA, IS DEDICATED TO THE ARTS** and culture of its local community, believing the arts not only improve a community’s broader economic outlook, but also are essential to the creativity needed for growing businesses and spurring innovation.

Since its inception 15 years ago, Premier Bank has allocated 40 percent of the company’s annual philanthropic budget to support arts and culture. Premier gives to local organizations and initiatives through monetary contributions, in-kind donations, volunteerism, advertising, sponsorship, and marketing.

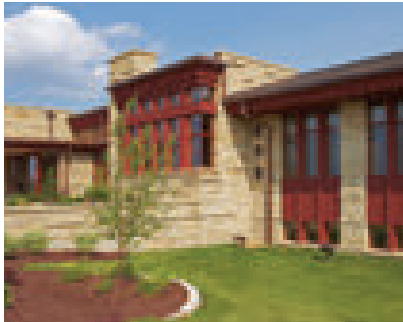
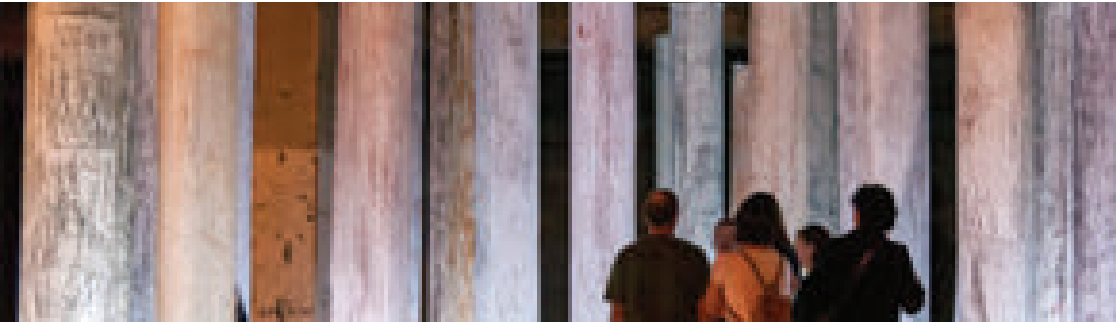
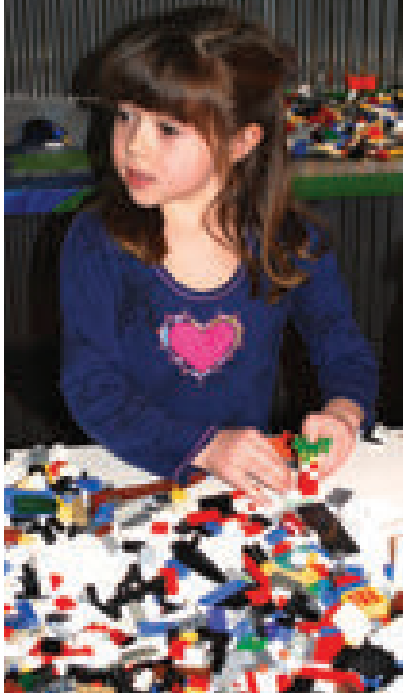
Each year, Premier Bank invests in several organizations and festivals that enhance the community and passes the city’s cultural character on to future generations. By supporting events and initiatives ranging from month-long art exhibitions and talent competitions, to street festivals and the cofounding of a print and online arts calendar, the bank demonstrates its commitment to the belief that “we all thrive in an environment that is built around education and culture. We are enthusiastic about our city’s arts scene and proud to support it.”

Premier believes its employees are what make its involvement in the arts overwhelmingly successful. Devoting hundreds of hours to arts and culture initiatives, each employee has a volunteer hour

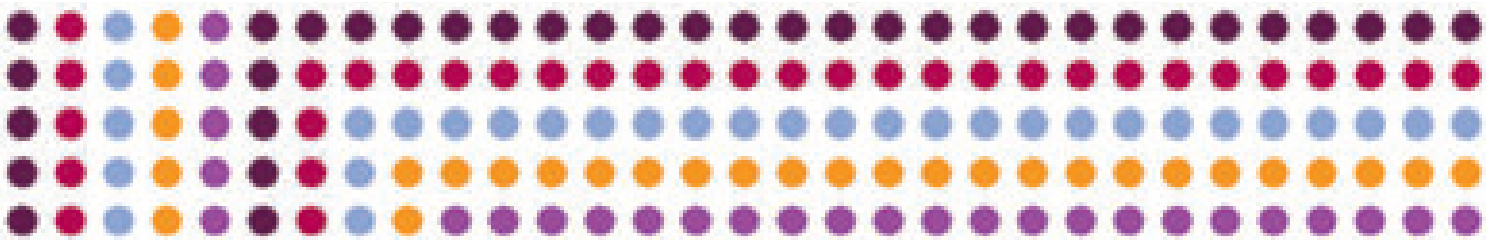
goal, which they all willingly surpass. To applaud their efforts, Premier allows up to half of the volunteer hours to be used during the work day, and provides free passes to the many arts and culture events taking place in the community. The Bank has found that its commitment to participation, education, and cultural enlightenment keeps employees engaged on an academic level and creates high employee retention.

Premier Bank incorporates numerous arts opportunities into the relationships it builds with its customers. Special events and private receptions before large performances or exhibition openings and participatory art workshops are some ways Premier offers its customers exclusive opportunities to experience and enjoy art in their community. Several original artist collections along with local artists’ works are displayed inside Premier Bank branches for customers and employees to enjoy.

Premier is particularly enthusiastic about promoting arts and cultural education for area youth. As an example, Jeffrey Mozena, President and CEO of Premier Bank, welcomed Zambian artist Mwamba Mulangala into his home for one month so students would be able to experience what Mulangala had to offer face-to-face.



*Photos (opposite page, clockwise from top left) The Premier-sponsored Dubuque Irish Hooley, a day-long celebration of all things Irish with music, food, Irish dancing, and cultural exhibits, photo courtesy of Digital Dubuque. • A young artist in Matter’s Building Lab builds to her heart’s content using LEGO® bricks. • The Frank Lloyd Wright inspired architecture of Premier Bank buildings, along with the artist collections inside, showcase a genuine love and interest for the arts • Artist Mwamba Mulangala of Zambia was a guest in the home of President and CEO Jeffrey Mozena, photo courtesy of Dave Kettering and reprinted with permission by the *Telegraph Herald*. • The Premier-sponsored VOICES from the Warehouse District, a month-long art exhibit and cultural event located in a re-purposed 15,000 square foot gallery space within Dubuque’s Historic Millwork District.*



“Creative, innovative thinking, the hallmark of artists and writers, is fundamental to building economic strength, and new and better ways of seeing the world. The Scholastic Art & Writing Awards validates the creativity of students in their teens to encourage them on a path to contribute great ideas that will benefit society.”

-DICK ROBINSON, PRESIDENT AND CEO, SCHOLASTIC INC.

**FOR MORE THAN 90 YEARS**, Scholastic Inc., through financial support, in-kind donations, pro bono services, and employee volunteer hours, has contributed to the literary talents, artistic works, and recognition of children and teens. As the world’s largest publisher and distributor of children’s books, Scholastic has contributed tens of millions of dollars to the arts since the company was founded in 1920. Scholastic further encourages a love of reading, writing, and art in areas of need by donating millions of books and resources through book grants.

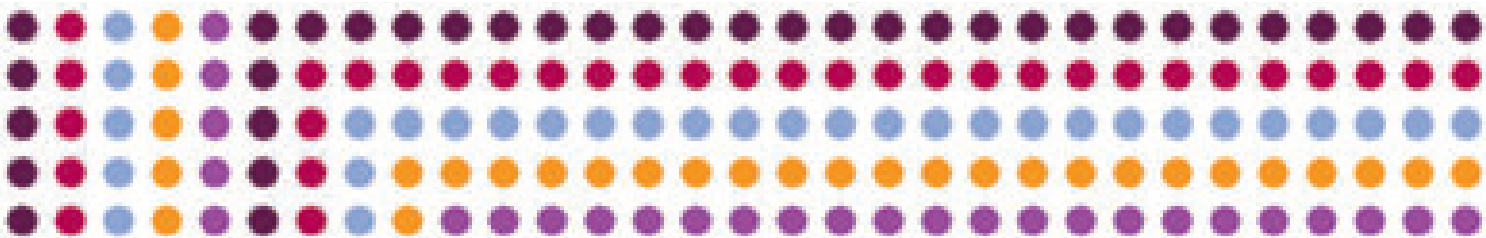
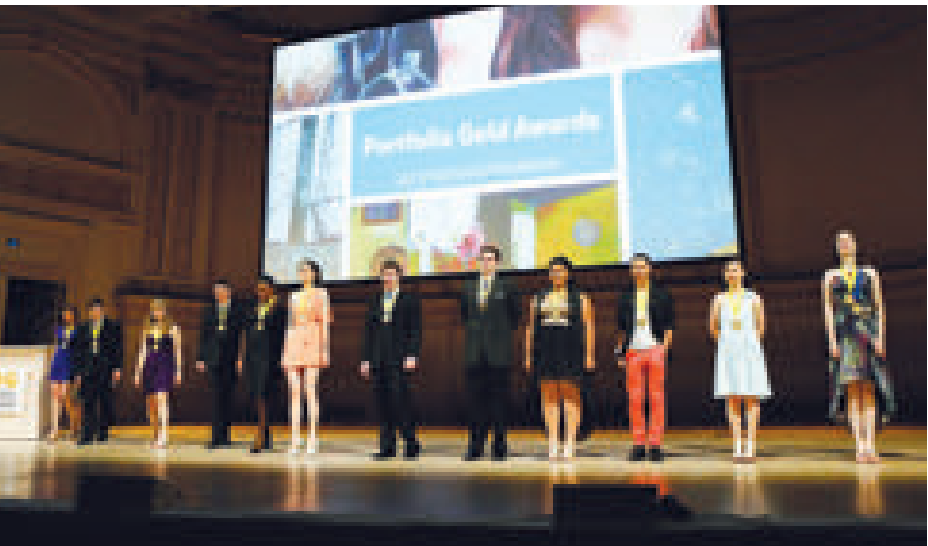
In 1923, just three years after founding Scholastic, Maurice R. Robinson created the Scholastic Art & Writing Awards to recognize the exceptional creative talents of our nation’s youth. Mr. Robinson firmly believed it was important “to give those high school students who demonstrate superior talent and achievement in things of the spirit and of the mind at least a fraction of the honors and rewards accorded to their athletic classmates for demonstrating their bodily skills.” Scholastic ran the Awards in-house until 1994, when a committed board of directors was assembled to start the nonprofit organization Alliance for Young Artists & Writers, which broadened the scope of the program and raised more money for scholarships. In the past five years alone, teens nationwide have submitted more than 900,000 original works, and more than \$45 million in scholarships has been earmarked for top regional and national Awards winners by partnering colleges. Scholastic has published several novels by teen writers discovered

through the Awards and a number of winners have gone on to successful publishing careers, many of them with Scholastic.

Each year in the program’s history, Scholastic employees have donated hundreds of thousands of hours to the Arts & Writing Awards. From the very first year and continuing to today, they give their time and expertise by judging art and writing submissions, as well as providing operational, technical, legal, and public relations support. In 2012 alone, more than 150 employees volunteered their time to regional and national judging. More volunteers assist in the production of the Awards ceremony, held each year at Carnegie Hall in New York City. Scholastic has received tremendously positive feedback from staff involvement with the Alliance, finding that the partnership acts as a great tool to keep employees engaged in the workplace. Scholastic’s headquarters in New York City is lined with a collection of student artwork and the lobby of the building houses a rotating exhibition of current award-winning student work.

Beyond the Scholastic Art & Writing Awards, the company believes in the power of art to inspire children to further their literacy skills and embrace reading. This is embodied in the company’s global literacy campaign to support every child’s right to read, Read Every Day. Lead a Better Life., which includes engaging renowned children’s illustrators to create their artistic interpretation of the campaign message through posters.

*Photos (opposite page, clockwise from top left) Annual National Exhibition at the Sheila C. Johnson Design Center at Parsons the New School for Design. • Dick Robinson addressing students, educators, families, and supporters at the Scholastic Art & Writing Awards National Celebration at Carnegie Hall. • Two art preparators organize Scholastic Art Awards submissions for judging in the 1930s. • National Portfolio Gold Medalists at Carnegie Hall with Alliance for Young Artists & Writers Executive Director Virginia McEnerney and special guests Zac Posen, Terrance Hayes, Usher, and Sarah Jessica Parker. • Scholastic Art & Writing Awards National Medalist celebrating her achievements. • National Portfolio Gold Medalists on stage at Carnegie Hall. • Christian Caraballo, National Portfolio Gold Medalist, with Anne Gaines, Dean, School of Art, Media, and Technology, Parsons the New School for Design at the National Exhibition.*





“Turner Voices, our company’s signature corporate philanthropy program, marries our deep ties to our Atlanta hometown with our commitment to next-generation storytellers and their power to impact our community in profoundly positive ways.”

—PHIL KENT, CEO AND CHAIRMAN, TURNER BROADCASTING SYSTEM, INC.

**TURNER BROADCASTING SYSTEM, INC. BELIEVES THAT** a community filled with the arts fosters creativity in the workplace and drives business. With creativity and innovation at the forefront of the company's focus, Turner Broadcasting makes the arts a top priority. The company is working to make Atlanta, home to Turner Broadcasting headquarters, a creative city by supporting a wide range of nonprofit organizations that involve emerging works, artists, and programming.

Dedicating 50 percent of its philanthropic support to the arts, Turner Broadcasting has made more than \$25 million in financial contributions over the last 15 years and regularly gives back through volunteerism, in-kind gifts, and promotions. Recognizing the skills of its employees as major assets for both the company and the community, Turner Broadcasting strategically utilizes its personnel to work with area arts organizations with the goal of creating change and making a difference. As an example, Turner Studios has partnered with arts organizations to create public service announcements, helping with fundraising and promotions on local television networks. Turner also promotes its nonprofit partner organizations’ upcoming shows and offers discounts to its thousands of employees.

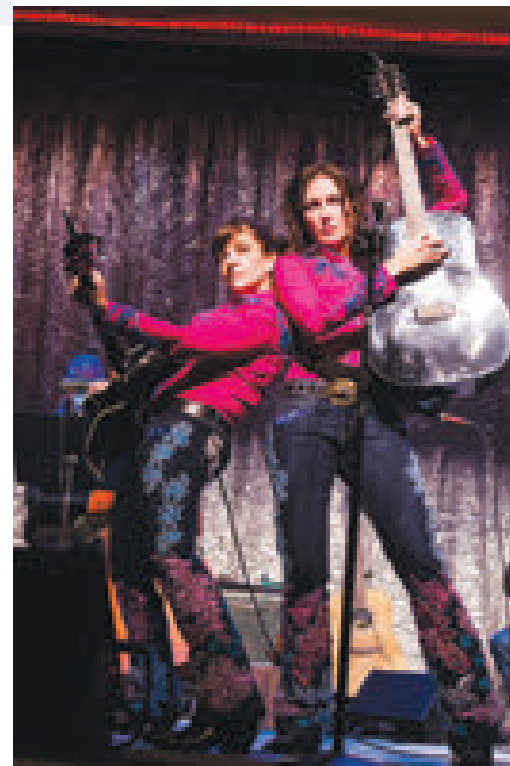
Turner Broadcasting invests significant time, effort, and resources to help employees interact with the arts. The company consistently brings the arts to its main campus for employees’ enjoyment. Turner has hosted performances from the Atlanta Symphony, guest speakers from

the *Atlanta Celebrates Photography* exhibit, and an annual holiday performance by local theater groups. Turner also holds employee events and outings at area arts organizations and uses artwork from VSA Arts of Georgia to line the hallways of its headquarters. For the past four years, Turner has held a holiday art fair for VSA Arts, selling artwork from disabled or economically disadvantaged artists. The company has also contracted with arts organizations for skills-based trainings that improve team building and creativity among employees.

Volunteerism is a large focus in the Turner Broadcasting culture. Each employee receives 40 hours paid time off annually to volunteer. The company actively seeks volunteer opportunities with its arts partners, promoting them to employees through daily e-mails. Through a board placement program, the company offers training in nonprofit board service and matches each participant with an area organization. Once an employee has given 30 hours of volunteer service to an arts organization, Turner will provide up to \$500 from its Volunteer Grants Program. The company also has a Matching Grants Program, matching each employee’s contribution to arts organizations and other qualified nonprofits.

Turner creates true partnerships with arts organizations, meeting with them regularly to review the most strategic ways in which they can help each other. The company is proactive in supporting and creating arts-related activities and focuses a great deal on innovation, experimental art, and programs that help area youth.

Photos (opposite page, clockwise from top left) Keith Randolph Smith, John Stewart, and Jeremy Aggers in the Alliance Theatre’s 2012–13 production of *The Whipping Man*, photo courtesy of Greg Mooney. • Students await a performance at the Alliance Theatre, a Turner partner. • Brandon Hirsch, Jessica DiGiovanni, Tom White, Je Nie Fleming, and Marilyn Torres in the Alliance Theatre’s 2012–13 world premiere production of *Bike America*, winner of the 2013 Alliance/Kendeda National Graduate Playwriting Competition, photo courtesy of Greg Mooney. • Students from Atlanta Public Schools enjoying the Turner-supported City of Atlanta’s Cultural Experience Project. • Mary Brienza and Leenya Rideout in the Alliance Theatre’s 2012–13 world premiere production *Holidays with The Chalks*, photo courtesy of Greg Mooney.



“At Yum! Brands, Inc. we believe in the power of the arts to educate, inspire, and empower all students, especially those who are classified as ‘at-risk’. Working with our local Fund for the Arts organization, we created the Yum! Family Series to leverage the arts and make a difference in the lives of children in our community.”

—JONATHAN BLUM, CHIEF PUBLIC AFFAIRS OFFICER, YUM! BRANDS, INC.

**BELIEVING A DIVERSE AND ENERGETIC CITY HELPS TO ATTRACT AND RETAIN TOP TALENT**

from all over the world, Yum! Brands, Inc. is a strong supporter of the arts in Louisville, KY. In addition to annually donating more than \$700,000 to local arts organizations, Yum! also provides marketing and advertising support, and pro-bono leadership and expertise to the organizations receiving support from the Yum! Brands Foundation.

The most significant arts-related project supported by the company is the Yum! Family Series, which provides family-friendly programming through a partnership with the Funds for the Arts and seven local arts organizations. Initiated by Yum! Brands to encourage family-friendly arts programming and to promote greater access to the arts, the program allows families outside of the company to experience arts programs at a greatly reduced cost. The sponsorship offers a broad range of families access to the arts, particularly those individuals who would not otherwise have an opportunity because of economic disadvantage.

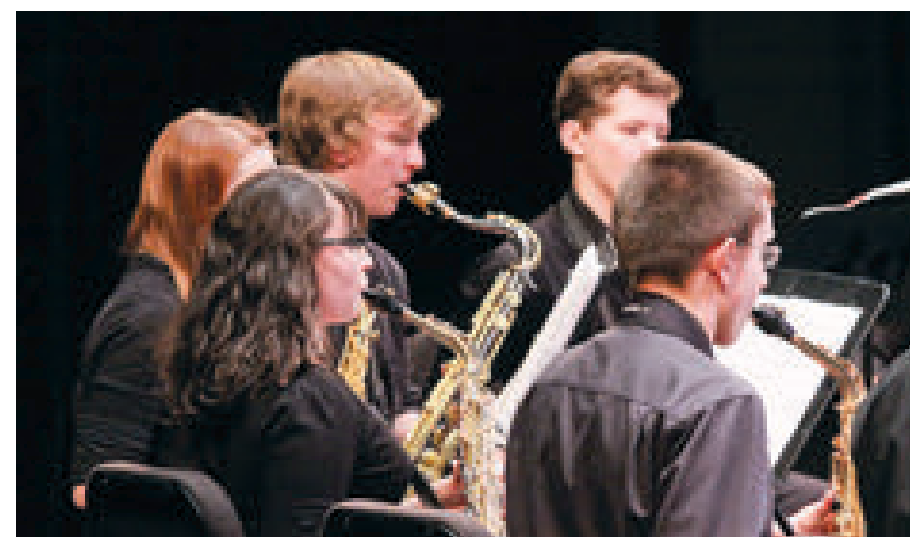
With an emphasis on education, programs of the Yum! Family Series provide field trip opportunities for local students. Some programs also include student performers and provide high-level training in orchestra, theater, choir, and performing arts. The Yum! Family

series also provides quality after-school programs for at-risk youth through after-school tutoring, theater, and choir programs.

Yum! Brands also incorporates the arts into the company's culture by encouraging employees who are passionate about the arts to get involved, allowing them time off to do so. The company also generously matches employee gifts to the arts on a dollar for dollar basis, and provides board support on behalf of employees serving on local arts and culture boards. This year, Yum! Brands launched a global volunteer program to promote volunteerism in local communities. Within this new program, if an employee team partners with an arts organization and wins the company competition, the partner organization receives an unrestricted grant.

Bringing the arts into the office, the company occasionally hosts team-building events that incorporate an artistic component, knowing it allows employees to truly tap into their personal creativity and bring that back to the business. Yum! Brands is also proud to have a corporate band that is part of the culture team and is highlighted at monthly meetings and events. Opportunities to support and engage with the local arts are communicated regularly to employees. All employees of Yum! Brands are encouraged to take advantage of the many arts performances and exhibits available in their local communities.

*Photos (opposite page, clockwise from top left) Louisville Youth Choir, which recently performed at the Grand Ole Opry, provides choral training to more than 200 youth. • The Yum! Family Series provides more than 80,000 arts experiences annually for schoolchildren • Patrick Hughes of *Extreme Makeover: Home Edition* fame performed for the annual Arts Showcase produced by the Fund for the Arts. • Walden Theatre, a Yum! partner, produces top notch performances with student actors. • The Saxophone Ensemble of the Louisville Youth Orchestra, one of the top three youth orchestras in the nation. • Student clowns from Walden Theatre promote the arts and culture micro-funding website power2give.org which has raised nearly \$1 million for the Arts the Kentucky and Southern Indiana.*



“We are honored to be selected for the BCA Hall of Fame. Northwestern Mutual believes in the long-term benefits of sponsoring arts in the community. The arts inspire us to think differently and use new skills in all kinds of work. Our Foundation takes great pride in fostering and supporting an arts scene that not only provides entertainment, but also economic growth.”

-JOHN E. SCHLIFSKE, CHAIRMAN, PRESIDENT AND CEO, NORTHWESTERN MUTUAL

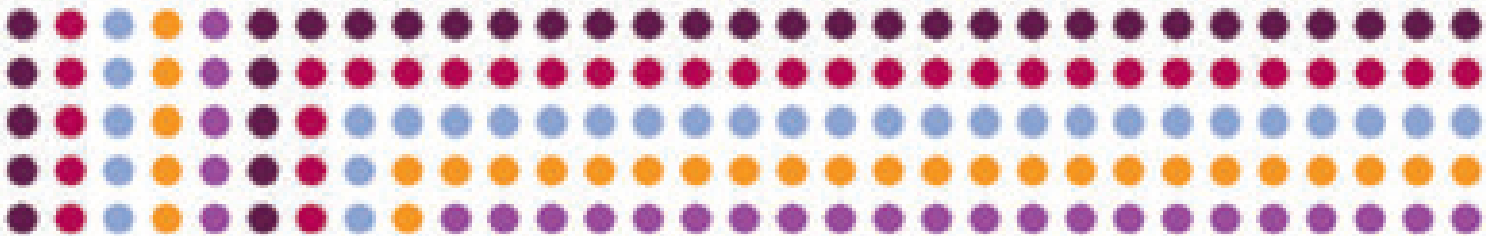
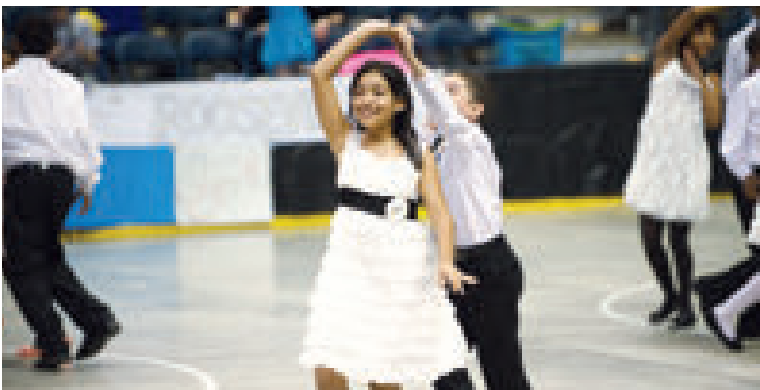
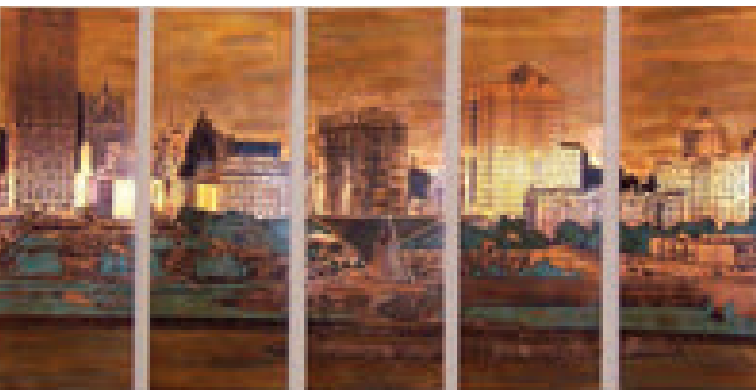
MILWAUKEE-BASED NORTHWESTERN MUTUAL is the nation’s largest direct provider of individual life insurance. As the largest corporate contributor to the arts in the state of Wisconsin, Northwestern Mutual has supported numerous successful partnerships in the arts over the past 25 years. The company believes that the arts are important to attract and retain talented employees, and that they contribute positively to economic development. In 2008, the company was a BCA 10: Best Businesses Partnering with the Arts in America honoree.

Each year, Northwestern Mutual sponsors a workplace giving campaign for the United Performing Arts Fund (UPAF) of Milwaukee, mobilizing its employees through volunteer and fundraising opportunities. This year, former president Skip Poliner, who retired this summer, chaired the campaign, helping to spearhead the largest campaign in UPAF history. The company was responsible for the largest corporate donation ever to the campaign, \$786,000, and employees contributed an additional \$810,000. Combined, the Northwestern Mutual community surpassed the \$1.6 million mark. The company was honored with the newly created Epic Award for its record-setting contributions.

To offer youths the opportunity to find ways to express themselves and motivate students who struggle academically, Northwestern Mutual supports arts education initiatives. The company’s Student Inspiration grants provide opportunities for students to overcome obstacles to achieve academic success through arts education. Additionally, Northwestern Mutual supports specific education programs in the performing arts at Skylight Music Theatre, Danceworks, First Stage and Arts @ Large.

Northwestern Mutual has a history of supporting local museums that celebrate the arts. This summer, the company sponsored *30 Americans* at the Milwaukee Art Museum (MAM). The exhibit is a dynamic exploration of contemporary American art by African-American artists from 1970-present. Also at the museum, the Foundation has been the presenting sponsor of MAM After Dark, a monthly event that gives after-hours access to the museum. At the Betty Brinn Children’s Museum, the company sponsors *The Adventures of MR. POTATO HEAD*—an exhibit designed to help children ages three-to-eight develop school readiness and academic skills that provides the museum with additional revenue when rented to other institutions across the country. Even the company’s home office serves as a museum, thanks to the company’s art-purchasing program, which brings paintings to the many walls of the business.

Photos (opposite page, clockwise from top left) Students at Milwaukee College Prep enjoy a session of First Stage’s literacy residency, sponsored in part by the Northwestern Mutual Foundation. • Students perform the samba during Northwestern Mutual-sponsored Danceworks’ Mad Hot Ballroom and Tap competition at the Bradley Center in Milwaukee. • Students from the Milwaukee Ballet’s Relevé program perform for Northwestern Mutual employee volunteers to kick off the company’s 2013 United Performing Arts Fund (UPAF) campaign. • Piece by Tom Queoff that was commissioned by Northwestern Mutual in 2007, representing the Northwestern Mutual collection, which focuses on original works of art by local artists in multiple media types.





Michael B. McCallister



“At Humana, supporting the arts is a fundamental part of our culture. We recognize that vibrant arts organizations make our communities better places to live, work, and raise a family. This also helps Humana recruit and retain top-notch talent. I’m proud of Humana’s long-standing support of the arts, including the thousands of Humana associates who donate their resources to this cause.”

BCA LEADERSHIP AWARD Michael B. McCallister, Chairman, Humana Inc.

Joining Humana in 1974, Michael B. McCallister served as Humana’s Chief Executive Officer from 2000 until his retirement in December 2012. He has been Chairman of Humana’s board of directors since 2010 and also serves as Chairman of the Humana Foundation. In 2006, during McCallister’s tenure as Humana’s CEO, the company was inducted into the BCA Hall of Fame.

As Humana’s President and CEO from 2000 to 2012, McCallister led the company to a leadership position in the health-benefits industry, and also set a standard for philanthropic giving. Under McCallister’s leadership, Humana has partnered with many arts organizations over the years that have developed innovative programs, enriching the communities where Humana associates work and live. Most notable is the Humana Festival of New American Plays at Actors Theatre of Louisville. The award-winning Festival is the leading event of its kind, bringing new plays into the national spotlight and celebrating the American playwright. Since its founding in 1976, more than 400 plays have been produced, representing the works of more than 200 American playwrights. This relationship between Actors Theatre and the Humana Foundation is the longest-running partnership between a corporation and a theater company in the country.

In 2012, Humana’s Fund for the Arts campaign generated a record donation of more than \$1 million, the largest single monetary gift the Fund has received since it was founded in 1949, and the first time any organization raised \$1 million in a single fund campaign. Impressively, the \$1 million included more than \$679,000 from Humana associates with \$325,000 coming from the Humana Foundation. About a quarter of Louisville’s more than 11,000 Humana associates contributed to the campaign. Under McCallister’s leadership, Humana has consistently been the top workplace campaign contributor to the Fund.

To support employee volunteerism, in 2008 McCallister initiated the Humana Foundation’s Spirit of Philanthropy Award to honor a group or department of associates who display exceptional commitment to the community. Awardees are personally recognized by McCallister in a special ceremony and are given the opportunity to select a nonprofit organization to receive a \$25,000 grant from the Humana Foundation.

McCallister serves on the board of directors for AT&T, Fifth Third Bank, Bellarmine University, and the PGA Foundation Trustee board. He also serves on the College of Administration and Business Advisory Board for Louisiana Tech University, his alma mater.



Photos (opposite page, clockwise from top left) Stone carving is used as a method to teach veterans with emotional trauma and their families as part of The Kentucky Center’s Arts in Healing program, which brings professional artists into healthcare settings to improve the healing process. • Jordan Baker, Larry Bull, Natalie Kuhn, and Reese Madigan appear in *Appropriate* by Branden Jacobs-Jenkins during Actors Theatre of Louisville’s 2013 Humana Festival of New American Plays. • Humana associates kick off the Fund for the Arts campaign which provides support to arts organizations in Louisville, KY. • 2013 Humana Fund for the Arts Campaign Committee celebrates another \$1 million impact campaign for the Arts at Churchill Downs. • Through a partnership with Humana and the Humana Foundation, Blue Apple Players created drama-based workshops that help youth focus on health and wellness, while also building other skills vital to literacy development and learning to work with others.

# We Salute




Atlanta's arts and cultural organizations salute  
Turner Broadcasting System, Inc.  
for its ongoing and continuous support  
of the arts in the Southeast.

Congratulations  
on the honor of becoming one of the  
BCA 10: Best Companies Supporting the Arts in America.



**HORIZON**  
THEATRE COMPANY

**Alliance**  
Theatrical Arts

THE WOODRUFF ARTS CENTER



FOUNDING  
**true colors**  
THEATRE COMPANY

CENTER FOR  
**PUPPETRY**  
Arts



ATLANTA CELEBRATES PHOTOGRAPHY  
1998 - 2013 **15 YEARS**

**ATLANTA BALLET**



The Museum of Contemporary Art of Georgia

Aspen Skiing Company celebrates art on the mountains.  
Thank you to Americans for the Arts and  
congratulations to the other BCA 10 Award recipients!



Aspen/Snowmass presents

## Walter Niedermayr The Aspen Series

A Multi-Site Exhibition on View Throughout the Resort

Aspen Skiing Company would like to thank the Aspen Art  
Museum for years of collaboration and partnership with  
Art in Unexpected Places.

Karin Mamma Andersson • Mark Bradford • Peter Doig  
Teresa Fernández • Mark Grotjahn • Jim Hodges  
Karen Kilimnik • Carla Klein • Dave Miller • Walter Niedermayr  
Susan Philpott • Lars G. Ramberg • David Shrigley  
Yutaka Sano • Mark Wallinger • Jennifer West

**ASPEN SNOWMASS.**  
WWW.ASPENSNOWMASS.COM



Actors Theatre of Louisville  
congratulates  
**Michael McCallister  
of Humana**  
and  
**Yum! Brands**  
for their leadership and  
support of the arts.

**BRAVO!**

**actors** theatre of louisville  
≡ 50<sup>TH</sup> ANNIVERSARY SEASON ≡

## CONGRATULATIONS, MICROSOFT!

The Seattle Art Museum is proud to recognize Microsoft's generous and ongoing contributions to bringing world-class art to the Pacific Northwest.

In the past decade alone, Microsoft has supported SAM in innumerable ways, from technical assistance to sponsorship of over a dozen special exhibitions.

Thank you, Microsoft, and congratulations on being named one of the BCA Top Ten.



Vinson & Elkins

Vinson & Elkins is  
proud to sponsor  
the Business  
Committee for  
the Arts BCA 10  
Awards Ceremony.

We applaud the following BCA 10 companies  
and Americans for the Arts for their roles in  
nurturing an environment for artists to flourish.

Apex Risk Company  
Atlantic Salt Co. Inc.  
Barrett's U.S.A., Inc.  
M&T Bank  
Microsoft

PNC Bank  
Pioneer Bank  
Schlitz Inc.  
Turner Broadcasting System, Inc.  
Yum! Brands Inc.

**BCA Leadership Award**  
Michael B. McCallister, Chairman, Humana, Inc.

**Hall of Fame**  
Northwestern Mutual

Vinson & Elkins LLP, Attorneys at Law, New York, Austin, Beijing, Dallas,  
Dallas, Hong Kong, Houston, London, Moscow, New York, Palo Alto, Seattle,  
San Francisco, Shanghai, Tokyo, Washington. [www.velaw.com](http://www.velaw.com)

As a proud sponsor of  
the 2013 BCA Awards,  
we congratulate Humana's  
chairman, Michael B. McCallister  
and all the 2013 winners

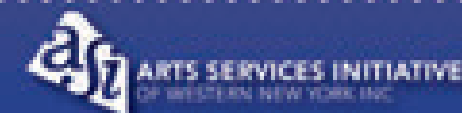
Thank you for your  
outstanding commitment  
to the arts.

**Humana.**

GCHHWYEN









CINCINNATI  
SYMPHONY & POPPS  
ORCHESTRA

CINCINNATI  
*Ballet*

CINCINNATI OPERA



extend our congratulations to



our champion for the arts in Cincinnati for their recognition as one of  
The BCA 10: Best Businesses Partnering with the Arts in America



"Music in the Air," an acrylic on canvas painting by the late Malangatana Lusaka, Zambian artist and is now on display at the Duquesne Museum of Art by Premier Bank location.

**We salute Americans for the Arts.**

Premier Bank is honored to be a BCA 10 recipient.

We applaud the efforts of local, regional, and national arts organizations for their passion in cultivating creativity for generations to come. As businesses, we all have a responsibility to support the future of the arts.



[www.premierbanking.com](http://www.premierbanking.com) | Dubuque, Iowa | Member FDIC

2013 BCA 10 HONOREE



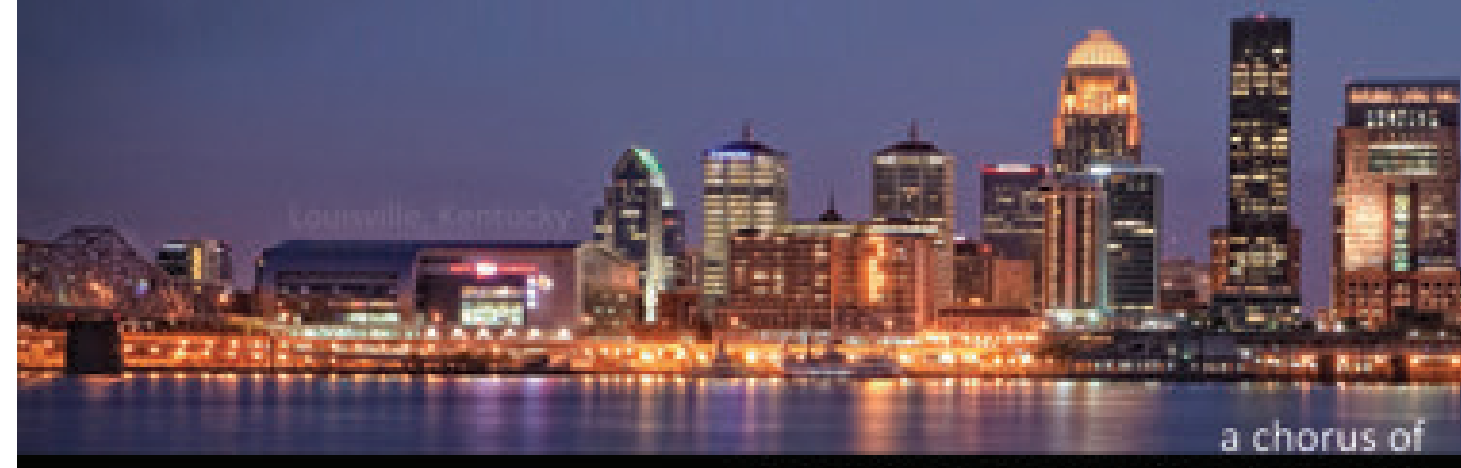
Yum! Brands, Inc.  
Louisville, Kentucky

BCA LEADERSHIP AWARD



Michael B. McCallister  
Chairman, Humana Inc.  
Chairman, Humana Foundation

**TWO awards. ONE Great American City!**



Louisville, Kentucky

a chorus of

**CONGRATULATIONS!**

FUND FOR THE



Louisville  
Visual Art  
Association



StageOne  
Theatre



KENTUCKY MUSEUM  
OF ART AND CRAFT



actors theatre of louisville  
50<sup>TH</sup> ANNIVERSARY SEASON



LOUISVILLE THEATRICAL  
ASSOCIATION

BCA 10 HONOREES 2005-2012

3M *St. Paul, MN* • Adobe Systems *San Jose, CA* • Advanta *Spring House, PA* • Aetna *Hartford, CT* • Alltech, Inc. *Nicholasville, KY* • American Airlines *Dallas/Fort Worth, TX* • American Century Investments *Kansas City, MO* • Anadarko Petroleum Corporation *Houston, TX* • Applied Materials *Santa Clara, CA* • Arketype Inc. *Green Bay, WI* • Baker Botts L.L.P. *Houston, TX* • Bank of America *Charlotte, NC* • Bison Financial Group *Lafayette, IN* • BlueCross BlueShield of South Carolina *Columbia, SC* • The Boeing Company *Chicago, IL* • The Boldt Company *Appleton, WI* • Booz Allen Hamilton *McLean, VA* • Brainforest Inc. *Chicago, IL* • Brown-Forman Corporation *Louisville, KY* • Capital Bank *Raleigh, NC* • Chaves Consulting, Inc. *Baker City, OR* • Chesapeake Energy Corporation *Oklahoma City, OK* • Con Edison *New York, NY* • ConocoPhillips *Houston, TX* • Corporate Office Properties Trust *Columbia, MD* • Deere & Company *Moline, IL* • Deutsche Bank *New York, NY* • Devon Energy Corporation *Oklahoma City, OK* • Dollar Bank *Pittsburgh, PA* • Duke Energy *Charlotte, NC* • Earl Swensson Associates, Inc. *Nashville, TN* • Emprise Bank *Wichita, KS* • The First American Corporation *Santa Ana, CA* • First Community Bank *Corpus Christi, TX* • First Tennessee *Memphis, TN* • Fort Worth Star-Telegram *Fort Worth, TX* • Gibson Guitar Corp. *Nashville, TN* • Golden Artist Colors, Inc. *New Berlin, NY* • Halifax EMC *Enfield, NC* • Hanesbrands Inc. *Winston-Salem, NC* • HCA *Nashville, TN* • H&R Block, Inc. *Kansas City, MO* • I.W. Marks Jewelers LLP *Houston, TX* • Jackson and Company *Houston, TX* • Limited Brands, Inc. *Columbus, OH* • Lincoln Financial Group *Philadelphia, PA* • Macy's, Inc. *Cincinnati, OH and New York, NY* • Masco Corporation *Taylor, MI* • M.C. Ginsberg Jewelers and Objects of Art *Iowa City, IA* • McQuiddy Printing Company *Nashville, TN* • Meredith Corporation *Des Moines, IA* • Norfolk Southern Corporation *Norfolk, VA* • Northeast Utilities *Hartford, CT* • Northwestern Mutual *Milwaukee, WI* • The PNC Financial Services Group, Inc. *Pittsburgh, PA* • Portland General Electric *Portland, OR* • Printing Partners *Indianapolis, IN* • Publicity Works *Bowmansville, PA* • Qualcomm Incorporated *San Diego, CA* • Reliance Standard Life Insurance Company *Philadelphia, PA* • Sabroso Company *Medford, OR* • Shell Exploration & Production Company *Houston, TX* • Shugoll Research *Bethesda, MD* • Strata-G Communications *Cincinnati, OH* • Sweetwater Sound, Inc. *Fort Wayne, IN* • Tampa Bay Times *St. Petersburg, FL* • Time Warner Inc. *New York, NY* • The Travelers Companies, Inc. *St. Paul, MN* • UMB Financial Corporation *Kansas City, MO* • United Technologies Corporation *Hartford, CT* • Vinson & Elkins L.L.P. *Houston, TX* • Walt Disney World Resort *Lake Buena Vista, FL* • Wells Fargo & Company *San Francisco, CA* • Wilde Lexus of Sarasota *Sarasota, FL* • Williams & Fudge Inc. *Rock Hill, SC* • Zions First National Bank *Salt Lake City, UT*



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Recipients of the Eli & Edythe Broad Award for Philanthropy in the Arts

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\*Photo courtesy of Brian Smale



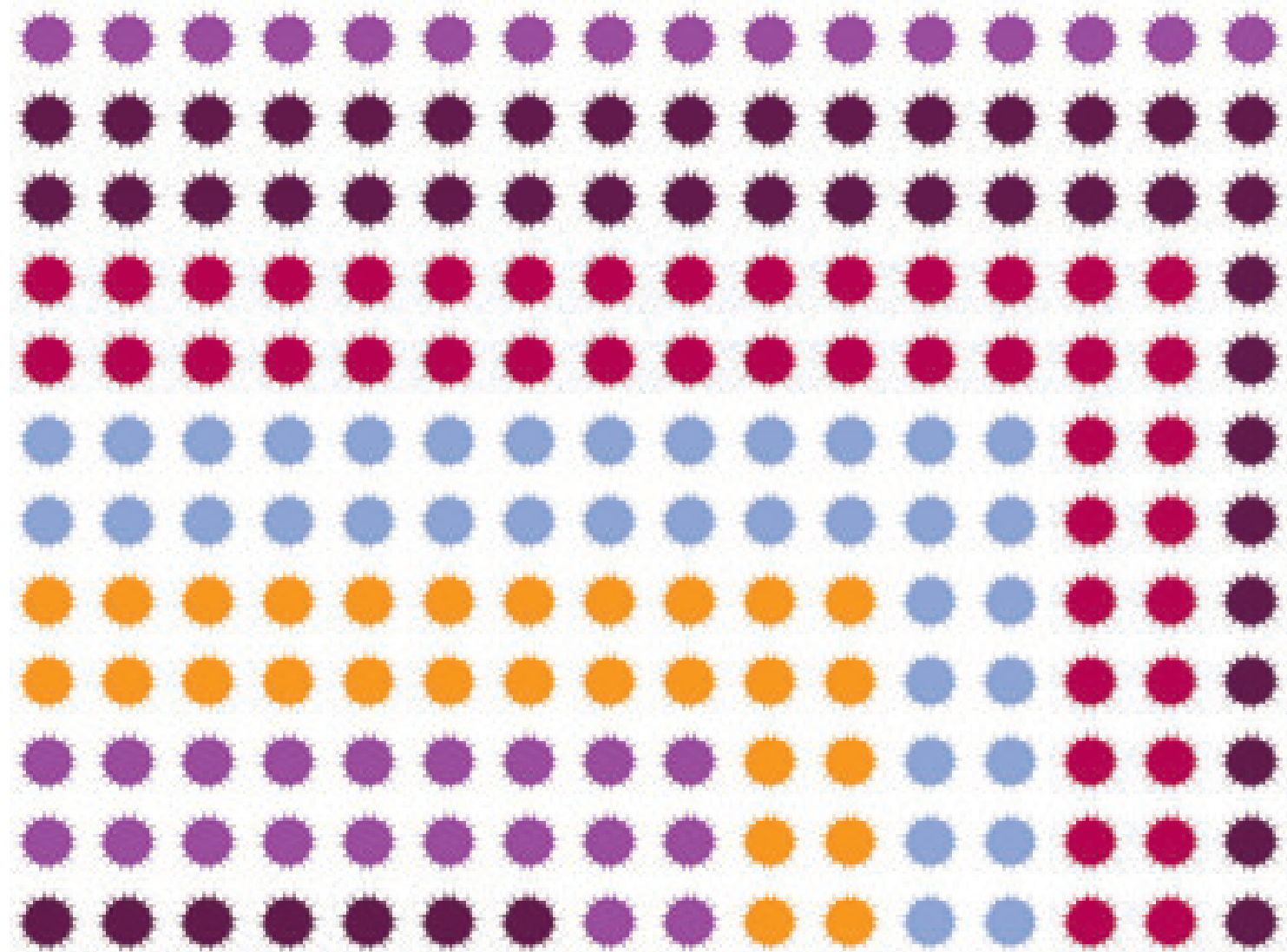
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