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**BEST BUSINESSES  
PARTNERING WITH THE ARTS  
IN AMERICA**

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2015





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

## TUESDAY, OCTOBER 6, 2015



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- The BCA 10
- Ameriprise Financial Minneapolis, MN
- AutoZone Memphis, TN
- BNY Mellon New York, NY
- Corning Incorporated Corning, NY
- GE’s FirstBuild Louisville, KY
- NV Energy and the NV Energy Foundation Reno, NV
- Prospective Inc. Reston, VA
- Spec’s Wines, Spirits & Finer Foods Houston, TX
- The Trust Company of Kansas Wichita, KS
- U.S. Bank Minneapolis, MN

- BCA Hall of Fame Award
- Duke Energy Charlotte, NC
- BCA Leadership Award
- Jorge M. Pérez, Chairman, The Related Group, Miami, FL

“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



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ABOUT AMERICANS FOR THE ARTS



Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. For more than 50 years, Americans for the Arts has been dedicated to building broad public support, strong leadership, and increased resources for the arts and arts education. In 2008, Americans for the Arts merged with the Business Committee for the Arts, which was 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.

Americans for the Arts places an emphasis on building partnerships between the arts and business sectors through The pARTnership Movement initiative and programs such as Business Volunteers for the Arts; the BCA National Survey of Business Support for the Arts; and the BCA 10 Awards. We work with a network of Business Committees 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. The Business Committee for the Arts Executive Board, a group of key business leaders, provides insight and support for these programs.

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

It is our pleasure to welcome you to the 11th annual BCA 10 Awards. Tonight we gather to celebrate the powerful ways that businesses large and small can enrich their workplaces and communities by partnering with the arts. From our BCA Leadership Award honoree, Jorge M. Pérez—whose combined passion for arts and real estate is helping to lay the foundation for vibrant, emerging neighborhoods in South Florida—to BCA Hall of Fame Award recipient Duke Energy—whose outstanding commitment to the arts can be seen throughout the Carolinas, Florida, and Ohio—tonight's honorees set the standard for excellence and serve as role models for others to follow. The businesses that we recognize this year join our illustrious honor roll of companies partnering with the arts to transform America's communities, engage employees, and foster innovation.

For more than 50 years, Americans for the Arts has been a pioneer in advocating for arts policy, conducting research on the economic

and social impact of the arts, and cultivating arts leadership throughout the nation. In 2012 we launched The pARTnership Movement campaign to help business leaders understand how the arts can build competitive advantage. We continue to make great progress as we inform key decision-makers across the country by sharing case studies, research, tool kits, and other resources through our campaign website; placing advertisements and articles in local and national media; and more. This year we also launched a new series of essays that provide replicable examples of the benefits businesses receive when they partner with the arts. We invite you to join us in this important work by helping to spread the message. Visit [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org) to learn more.

We thank all of our honorees for leading by example and for your work in advancing the arts in America. We look forward to celebrating the impact of your arts partnerships for years to come.



EDGAR L. SMITH, JR.  
Chairman and CEO, World Pac Paper, LLC  
Chairman, BCA Executive Board



ROBERT L. LYNCH  
President & CEO  
Americans for the Arts



“At Ameriprise Financial, we celebrate the arts as a medium that brings people together and enables us to see the world through the lens of diverse cultures and experiences. We support programs, exhibitions, and artists that enrich our communities, inspire new ways of thinking, and share the beauty of art with people from all walks of life.”

-BRIAN PIETSCH, SENIOR VICE PRESIDENT COMMUNITY RELATIONS AND PUBLIC AFFAIRS, AMERIPRISE FINANCIAL

**A**MERIPRISE FINANCIAL, A PIONEER IN FINANCIAL PLANNING and retirement advice, is a champion of arts education and access. In its 10 years as an independent company, Ameriprise has granted more than \$8 million in support of programs that open and encourage engagement in the arts to diverse audiences across the United States.

The impact of these contributions is evident in communities like Washington, DC. With Leadership Support from Ameriprise Financial, Shakespeare Theatre Company’s Free For All has welcomed more than 100,000 patrons of all ages to a Shakespeare show free of charge. Now in its 25th year, Free for All has reached more than 650,000 community members who without this program may have never experienced a live performance. Generous support from Ameriprise has also funded Shakespeare Theatre Company’s educational programs in the classroom and on stage, which are open to students of all ages.

Closer to home for many of its employees, Ameriprise supports numerous arts initiatives in the Minneapolis area, where the company is headquartered. With help from strategic grants, arts organizations including the Guthrie Theater, the Walker Art Center, the Minneapolis Institute of Arts, Stages Theater, and the Pillsbury Community Theater are able to open their doors to local residents and continue a rich tradition and celebration of the arts in Minnesota.

In addition to corporate philanthropic support, Ameriprise encourages its employees and financial advisors to follow their passions and engage with the arts in their local communities. The company promotes volunteer opportunities and provides paid time off for employees to lend time to their favorite nonprofits. It also provides a financial match for employee and advisor charitable donations, through which the company gave more than \$400,000 to arts programs in 2014.

*Photos (opposite page, clockwise from top left) Ameriprise was a silver sponsor of the Portland Art Museum’s Italian Style exhibit in spring 2015. • With Leadership Support from Ameriprise Financial, Shakespeare Theatre Company’s Free For All presents free programs for youth. • George Morrison exhibition installation at Minnesota Museum of American Art. Photo by Tiffany Rodgers, courtesy of Arts Midwest. • “Sun and River,” 1949, watercolor and crayon on paper, 15¼ × 21 in. From the permanent collection of the Plains Art Museum, Fargo, North Dakota. Museum Purchase. • Museum of Fine Arts, Boston’s free Community Open House, sponsored by Ameriprise Financial. Photo courtesy of Museum of Fine Arts, Boston. • “Cumulated Landscape,” 1976, wood, 48 × 120 × 3 in. Collection: Minnesota Museum of American Art. Gift of Honeywell, Inc.*





“Even as AutoZone has evolved over the last 36 years, we’ve maintained a steadfast commitment to our hometown of Memphis, TN. Leadership and active participation in our region’s arts and culture are essential to community engagement and growth. In partnership with ArtsMemphis, ArtsZone provides funding for dozens of emerging and established arts initiatives and events; youth outreach and mentoring programs for underserved youth; accessible, community-building endeavors; and minority arts growth.”

-BILL RHODES, CHAIRMAN, PRESIDENT, AND CEO, CUSTOMER SATISFACTION, AUTOZONE

**AUTOZONE, THE LEADING RETAILER AND A LEADING** distributor of automotive replacement parts and accessories in the United States, views a thriving arts community as a key component to creating and sustaining an economically strong, authentic, and dynamic community. The company supports arts and culture initiatives through unique funding programs, civic leadership, and employee engagement.

In AutoZone’s hometown of Memphis, TN, the company provides annual funding to ArtsMemphis, a United Arts Fund, and dozens of local arts and culture organizations through a grant program called ArtsZone. The program, which is administered by ArtsMemphis, helps support emerging arts programs and events, including Indie Memphis Film Festival; outreach and mentoring programs for underserved youth, including the New Ballet Ensemble; accessible, community-building endeavors, including the Levitt Shell Music Series; and minority arts growth, including the Hattiloo Theatre. In 2014, AutoZone distributed more than \$400,000 in funding to local arts groups. Memphis-based AutoZone employees are also encouraged to donate to ArtsMemphis through a payroll deduction program, which matches 100 percent of donations dollar-for-dollar.

In 2004, AutoZone founder J.R. “Pitt” Hyde III and former AutoZone CEO Steve Odland spearheaded ArtsMemphis’s ambitious endowment campaign, Memphis for the Arts (MFTA). AutoZone made the lead gift and encouraged other businesses to get involved. MFTA generated more than \$27.2 million and enhanced the profile of the Memphis arts community.

In addition, in 2001, AutoZone donated 226 works collected by Pitt Hyde to the Memphis Brooks Museum of Art. The AutoZone Collection includes a selection of artists and artisans from the Mid-South.

AutoZone’s creative partnership with the arts is also evidenced by its affiliation with Opera Memphis. The company supports Opera Memphis’ 30 Days of Opera, a public-outreach initiative that aims to integrate opera into everyday life. Since its launch in 2012, 30 Days of Opera has reached more than 50,000 people at more than 80 locations in the Greater Memphis region. In both 2013 and 2014, AutoZone commissioned Opera Memphis to create two iterations of “AutoZone: The Opera” for the company’s national conference. The opera featured a cast of characters lamenting their car problems—and ultimately receiving the outstanding AutoZone customer service for which the company is known. By partnering with the arts, AutoZone reinforced the strong corporate culture and commitment to customer satisfaction in a creative and memorable way.



Photos (opposite page, clockwise from top left) AutoZone is the presenting sponsor of Theatre Memphis’ annual production of Charles Dickens’ A Christmas Carol. • AutoZone sponsored 2015 Stax Music Academy’s Peace, Love and Soulville concert during Black History Month. • ArtZone Scholars from Memphis College of Art confront blight with public art throughout Memphis. • Opera Memphis performs at the 2014 AutoZone National Sales Meeting.



“BNY Mellon has supported and partnered with leading arts and culture institutions globally throughout our 230-year history. We know that a strong arts and culture scene attracts the brightest minds and talents and inspires ingenuity and diversity of ideas. And we all benefit from its capacity to educate, enrich, and sustain a vibrant, creative society.”

—GERALD L. HASSELL, CHAIRMAN AND CEO, BNY MELLON

**STARTED BY ALEXANDER HAMILTON IN 1784, BNY MELLON** is one of the longest-lasting financial institutions in the world. BNY Mellon is a strong supporter of the arts, culture, education, and economic development. In the past five years, BNY Mellon has provided more than \$16 million in corporate grants and sponsorships to support the arts.

The company supports some of the most acclaimed arts institutions in the world, including Lincoln Center for the Performing Arts, the New York Philharmonic, the Royal Academy of Arts, and The Andy Warhol Museum. BNY Mellon offers employees and clients free tickets to musical performances. In Pittsburgh, the company is the title sponsor of BNY Mellon Grand Classics, the Pittsburgh Symphony Orchestra’s classical season.

This year marks the 30th anniversary of BNY Mellon Jazz in Pittsburgh. Through this program, BNY Mellon works with 13 different organizations and underwrites local jazz concerts, educational initiatives, and scholarships. The company is also the title sponsor of the JazzLive concert series, a year-round, free live jazz series taking place in the heart of Pittsburgh’s Cultural District.

In addition, BNY Mellon supports Mid Atlantic Arts Foundation’s BNY Mellon Jazz Living Legacy Award. Established by Mid Atlantic Arts Foundation in 1994, the Living Legacy Jazz Award honors living American jazz masters who have contributed to the development and perpetuation of the jazz legacy in the mid-Atlantic region.

BNY Mellon’s inspiring corporate art collection serves to enhance the workplace, stimulate creativity, and reinforce the company’s longstanding support for the arts. Through an active loan program with museums and galleries around the world, the collection creates engaging visibility and strategic opportunities to connect with clients and the public. In recent years, the company has participated in more than 100 free loan exhibitions with more than 60 different institutions, including museums and universities.

BNY Mellon’s global corporate philanthropy program enables positive change through philanthropic donations, social investments, and employees’ skills and resources. Through BNY Mellon’s Community Partnership program, the company provides two days of paid volunteer time annually for eligible BNY Mellon employees and donates \$20 per hour of volunteer time. BNY Mellon also matches 50 percent of employee donations. In 2014, BNY Mellon and its employees volunteered more than 127,000 hours and donated more than \$38 million.

*Photos (opposite page, clockwise from top left) “Channel Crossing” by William Roberts (1934–1935) from BNY Mellon’s collection of British Art. • BNY Mellon is the title sponsor of the Pittsburgh Symphony Orchestra’s Grand Classics series. Photo by Rob Davidson. • Award Ceremony for the BNY Mellon Jazz Living Legacy Award in partnership with Mid Atlantic Arts Foundation. Dorothy Pierce McSweeney, Chair, Mid Atlantic Arts Foundation (left); John Stroud, Director for Wealth Management for the Washington, DC region, BNY Mellon (center); Nathan Davis, BNY Mellon Jazz 2013 Living Legacy Awardee (right). Photo by Valerie S.M. Russell. • Sean Jones plays at a JazzLive show sponsored by BNY Mellon in partnership with the Pittsburgh Cultural Trust. Photo by Pittsburgh Cultural Trust. • Chairman and CEO of BNY Mellon Gerald L. Hassell accepts the Apollo Theater’s 2014 Corporate Award. BNY Mellon is a longtime supporter of the Apollo Theater Foundation. Photo by Shahar Azran. • Percussion class at AileyCamp New York, an innovative summer program for children, supported by BNY Mellon. Photo by Cherylynn Tsushima.*





“We support art and culture institutions as part of our effort to make our communities better places to live and work. We believe it enhances the quality of life for our employees and neighbors, increases the vitality of the communities, and often strengthens economic health. As a company dedicated to life-changing innovation, we also know that creativity is a synergistic process. We all benefit from organizations that stimulate our senses, inspire our minds, and encourage our curiosity.”

-WENDELL P. WEEKS, CHIEF EXECUTIVE OFFICER, CORNING INCORPORATED

**C**ORNING INCORPORATED, ONE OF THE WORLD’S FOREMOST specialty glass companies, has supported the arts throughout its corporate history. The company was established (as Corning Glass Works) in 1851. Today, its headquarters in Corning, NY, features 11 courtyards showcasing specially commissioned glass sculptures.

In 1951, the company celebrated its centennial by founding The Corning Museum of Glass. Corning Incorporated’s continuous investment in The Corning Museum of Glass has allowed the museum to grow to become the world’s largest collection of glass, attracting more than 420,000 visitors annually. A recent \$64 million contribution from Corning Incorporated led to a new Contemporary Art + Design Wing for the museum, which opened in March 2015. The new wing includes a 26,000-square-foot contemporary art gallery building, the largest space anywhere dedicated to the presentation of contemporary art in glass. Supporting the museum provides Corning Incorporated with exceptional opportunities to promote past, present, and future achievements with glass and reward its employees with complimentary museum memberships.

In September 2014, Corning Incorporated and The Corning Museum of Glass launched a new artist residency program, which supports artists interested in adapting specialty glass materials. Corning

Incorporated provides artists with access to specialty glass, as well as access to staff with technical expertise in glass formulation, melting, and forming. The museum provides access to its extensive resources, including its glassmaking facilities and collection. The resident artists work closely with the museum’s glassmakers, curators, and other staff to better understand glass and its historic and artistic contexts.

Corning Incorporated has helped transform the greater Corning area into a world-class arts destination. Through a robust grant program and dollar-for-dollar employee matches, Corning Incorporated Foundation, which was chartered in 1952, provides targeted support for innovative initiatives that advance and sustain arts programs. Since the Foundation’s establishment, \$154 million in grants have been distributed. In 2013, the corporation gave \$33.9 million to arts programs, 70 percent of the company’s total giving for the year. Corning Incorporated’s regional contributions also include multi-million dollar support for The Rockwell Museum of Art, new public green spaces, the conversion of an old movie theater into a new performing arts center, and more. The company was also instrumental in helping to create a Regional Cultural Development Plan aimed at enhancing the quality of artistic and cultural life in the area in which its employees live and work.

*Photos (opposite page, clockwise from top left) The Rockwell Museum of Art. • In the interactive science and technology exhibit called the Innovation Center, Corning Museum of Glass visitors learn how glass changes the world. • Hot Glass Show at the Corning Museum of Glass. • The new Contemporary Art + Design Wing at the Corning Museum of Glass. • The Rockwell Museum collection portrays the spirit, character, and values of America through the eyes of American artists focusing on the complex story of the great migration west. • “Nijima Floats” installation by Dale Chihuly at Corning’s Headquarters. • Dancers at 171 Cedar Arts Center—a community-based, nonprofit, multi-arts center—supported by Corning Incorporated Foundation. Photos courtesy of Corning Incorporated.*





“With a team that is rooted in engineering and manufacturing, FirstBuild is all about bringing new perspectives into product design. Our artist in residence, Jakub Szczesny, helped us create a new product, the Louisville Table that would not have been possible without his radically different perspective when it came to appliance design and manufacturing.”

-NATARAJAN VENKATAKRISHNAN, DIRECTOR, GE’S FIRSTBUILD

WITH THE BELIEF THAT CO-CREATION WILL HELP BUILD the next generation of home appliances, in 2014, GE Appliances and Local Motors partnered to create GE’s FirstBuild. Working out of a low-volume manufacturing facility in Louisville, KY, FirstBuild’s team engages with a community of industrial designers, engineers, early adopters, and artists to address some of the toughest engineering challenges.

For example, during FirstBuild’s Great American Art Hack weekend, artists, community members, and employees disassembled GE washers and dryers to create art installations. The project brought together a group of Louisville-based artists, engineers, and makers to work cohesively to create pieces of art that are showcased throughout the micro-factory. As host and co-sponsor of the event, FirstBuild made in-kind contributions of more than \$6,000 in materials, equipment, and staff time.

Soon after FirstBuild’s initiation, the company partnered with IDEAS xLab, a catalytic organization of artists and arts professionals activating a creative workforce, on the XLerateArt initiative, which helps corporations meet business and operational goals by placing artists in corporate work spaces. XLerateArt, the result of a National Endowment for the Arts Our Town grant, is a collaborative effort between IDEAS xLab and Residency Unlimited in Brooklyn, NY.

GE’s FirstBuild was the first Louisville-based company to formally participate in XLerateArt’s innovative approach to business. The company has supported the program by providing work space, equipment, training, and employee assistance to enable artists to create works of art, free-of-charge. The artist-in-residence program resulted in a new social appliance concept, the Louisville Table, which is currently being prototyped. FirstBuild also maintains a student worker program through which they hire artists.

In addition to hiring and promoting artists, GE’s FirstBuild regularly hosts art shows and exhibit opening receptions. IDEAS xLab commissions local artists to exhibit contemporary artwork in the company’s manufacturing facility. FirstBuild also hosts and promotes artist talks, including MIX+PIVOT (a monthly artist-entrepreneur networking event) and XLerateART artist talks, and has partnered on events throughout the city.

For GE’s FirstBuild, engaging with artists has spurred creative thinking while generating a dialogue among employees about open-source development and appliance co-creation and building ties to the community. FirstBuild believes its partnership with the arts will not only expand the opportunities for artists in America, but will also pioneer the future of work by becoming a new model for inventing, building, and bringing the next generation of major appliances to the market with the help of artists’ ingenuity.



Photos (opposite page, clockwise from top left) Jakub Szczesny (left), FirstBuild’s artist in residence, and FirstBuild Director Natarajan Venkatakrishnan (right) review sketches for the Louisville Table. © Josh Miller/IDEAS xLab. • Szczesny unveils the Louisville Table at Zephyr Gallery. Photo courtesy of FirstBuild. • An open house at FirstBuild features food prepared by local chefs on the Louisville Table. Photo courtesy of FirstBuild. • At the unveiling of the Louisville Table, attendees enjoy an interactive kitchen projection display by Louisville artist Sara Pitt. © Kenneth Hayden/Courtesy Zephyr Gallery. • Community artists with IDEAS xLab at FirstBuild’s Art Hack weekend. © Josh Miller/IDEAS xLab.



# NV Energy and the NV Energy Foundation Reno, NV *Nominated by Nevada Arts Council*

“NV Energy believes the arts are essential to the quality of life for all Nevadans wherever they live. The arts build vibrant communities—whether large or small, urban or rural. Not only are the arts good for communities, they are good for business and are critical to economic diversification, tourism, and educational reform strategies.”

-PAUL CAUDILL, PRESIDENT AND CEO, NV ENERGY; CHAIRMAN, NV ENERGY FOUNDATION

**A**S AN ELECTRIC AND GAS UTILITY COMPANY, NV ENERGY’S success is directly linked to communities that thrive and grow. The company believes in the power of the arts to help support communities where people want to live, work, and visit. Its longstanding philosophy of investing in the arts to create successful communities and enhance economic development is evidenced statewide.

Community support has been a part of NV Energy’s company culture for more than 100 years. In 1987, NV Energy established the NV Energy Foundation. In the past 10 years alone, the foundation has committed more than \$3.4 million to arts and culture initiatives and organizations in urban and rural Nevada, including the Metro Arts Council of Southern Nevada; the Smith Center for the Performing Arts; and the month-long Artown festival in Reno, which presents more than 500 free or low-cost arts and culture events in July.

NV Energy supports programs that encourage Nevada’s youth to engage with the arts. When the Nevada Arts Council’s budget was significantly decreased, for example, NV Energy provided critical support for “Powering Up Poetry,” an initiative to ensure that all high-school aged students in Nevada could participate in the Poetry Out Loud Program and provide workshops led by published

poets for students at schools in rural communities. NV Energy also helped support the Sierra Arts Foundation’s efforts to enable young people convicted of unlawful tagging to create murals in public spaces with a high tagging rate.

In Reno, NV Energy promotes the artistic efforts of community youth, local artists, and employees by hosting art shows. Winners of employee art shows have had their artwork displayed at the Nevada Museum of Art.

As the lead sponsor of the Nevada Museum of Art membership program, NV Energy supplies employee volunteers for art show openings and membership cultivation events. In addition, in 2004, VSA arts of Nevada, an affiliate of the international organization on arts and disability, moved its historic building from an inaccessible location in south Reno to downtown. NV Energy crews lifted power lines to allow safe passage for the movers, and the NV Energy Foundation provided a \$10,000 grant to assist with the move. NV Energy employees who demonstrate an outstanding level of commitment to volunteerism or work related initiatives are often offered complimentary tickets to arts events. Employees also receive discounts to cultural events and institutions as a result of company sponsorships.



*Photos (opposite page, clockwise from top left) Annual Artown festival in Reno. • Sculpture at the Artown festival. • NV Energy provides scholarships for at-risk youth to attend the Performing and Visual Arts Camp at The West Las Vegas Arts Center. • Performing and Visual Arts Campers on stage. • The Smith Center for the Performing Arts in Las Vegas. Photo courtesy of The Smith Center/Geri Kodey. • Poetry Out Loud state champions with Mary Simmons (right) of NV Energy.*



“I believe that a community’s economic vitality and quality of life are directly proportionate to its commitment to and investment in arts and culture. Frequently under-recognized but equally important is the impact of the arts on demand for office, retail, and residential real estate, resulting in higher valuations of commercial and residential properties and increased tax revenues to local, county, and state government. Based upon my experience leasing the office component of Reston Town Center, I know that investment in the arts provides a powerful economic return.”

-JOE RITCHEY, PRINCIPAL, PROSPECTIVE INC.

**F**OR JOE RITCHEY’S PROSPECTIVE INC., A ONE-PERSON commercial real estate brokerage and consulting firm in Reston, VA, having a thriving local arts scene is an essential part of the company’s success and the city’s growth. Not only does Ritchey’s Prospective Inc. lease office space in Reston Town Center, but Prospective Inc. has been instrumental in transforming Reston Town Center into a vibrant public space with outdoor concerts and public art.

In 2007, Ritchey helped form the Initiative for Public Art - Reston (IPAR), a nonprofit group committed to public art in Reston, and he currently serves as President and Board Chair. In October 2008, the group hosted a public art “knowledge exchange” with Americans for the Arts’ Public Art Network, and three months later Reston became the first non-incorporated jurisdiction in the United States to complete a public art master plan, which includes an arts education component. Artists educate and engage local students in the creative process at all stages of public art development—design, fundraising, production, installation, and unveiling.

Since 2000, Ritchey, through Prospective Inc. and through personal giving, has donated more than \$1.1 million to arts-related organizations, as well as in-kind donations. In 2013, 70 percent of the company’s philanthropic support was allocated to the arts. Ritchey and Prospective Inc. have played a leading role in raising more than \$100,000 annually for the Arts Council of Fairfax County, where he has served as Board Chair. The company has also provided crucial funds to Wolf Trap Center for the Performing Arts, the International Children’s Festival, Fairfax County libraries, and others.

Ritchey claims that Prospective Inc.’s support of the arts has resulted in an outstanding return on investment. The office vacancy rate in Reston Town Center is 1 percent in a region where the average vacancy is 16 percent. However, the return on investment in the arts is not just financial. The thousands of people that enjoy Reston Town Center’s vibrant artistic offerings provide a daily testimonial to the positive impact the arts can have on a community’s quality of life.

Photos (opposite page, clockwise from top left) Joe Ritchey (center) kicks off the 2015 Arts Awards in Fairfax County with MC Robert Aubrey Davis (left) and Arts Council of Fairfax County President Linda Sullivan (right). © Sardari Group. • Ritchey and artist Mary Ann Mears introducing “Reston Rondo.” © Initiative for Public Art – Reston. • Ritchey at the official unveiling of “Emerge” by Valerie Theberge located at the Glade Drive underpass in Reston. © Sean Bahrami, Reston Association. • Ritchey shows plans for public art work in Reston Town Center. © Initiative for Public Art – Reston. • Annual ChalkFest in Reston Town Center. © Initiative for Public Art - Reston.





# Spec’s Wines, Spirits & Finer Foods Houston, TX *Nominated by Houston Symphony*

“We support education in many forms, and we believe, while often overlooked, fine arts is an important part of a well-rounded education.”

-JOHN AND LINDY RYDMAN, OWNERS, SPEC’S WINES, SPIRITS & FINER FOODS

**J**OHN AND LINDY RYDMAN, WHO RUN SPEC’S WINES, SPIRITS & Finer Foods with their daughter Lisa, believe their business and industry should be driven by community responsibility. Music is an integral part of the Rydmans’ lives—when they met, they were both music majors at the University of North Texas in Denton—and they have translated that passion into supporting the arts.

In 1996, the Rydmans established the Spec’s Charitable Foundation as a tribute to Lindy’s parents, who founded Spec’s in 1962. The Spec’s Charitable Foundation has consistently supported the arts since then, contributing in excess of \$5 million to the arts.

Spec’s is the single largest corporate donor to the Houston Symphony, with contributions of at least \$250,000 annually and more than \$3 million in total since 1996. In addition to financial support, Spec’s provides in-kind gifts to the Symphony and hosts an annual wine industry fundraiser with a tasting and formal dinner. The fundraiser, Vintage Virtuoso, supports the Symphony’s education and community programs, and has raised more than \$2.25 million since its inception. Spec’s works closely with many of its suppliers and distributors to help stage the event.

The company offers employees free tickets to the Spec’s Charitable Foundation Salute to Educators Concert at the Houston Symphony. This annual event invites teachers and their guests to attend a symphony concert free-of-charge. In addition, the company established a Spec’s Charitable Foundation Award for Excellence in Music Education. Awarded to an active teacher who has brought recognition and distinction to his or her school’s music program, the accolade draws attention to the important work of music educators.

In addition to the Houston Symphony, recent beneficiaries have included the Alley Theatre (Houston), Art League Houston, the Children’s Chorus of Greater Dallas, the Corpus Christi Symphony Orchestra, Houston Museum of African American Culture, Kinderplatz of Fine Arts, the Symphony League of Fort Worth, and the Women’s Chorus of Dallas.

Spec’s is also the lifetime underwriter of the One O’Clock Lab Band, the renowned jazz ensemble at University of North Texas in Denton (UNT). In 2012, Spec’s hosted “UNT Day” at its Dallas store. This concert featured performances by outstanding ensembles from the UNT music school, including the Tuba Ensemble, Steel Drum Band, and the One O’Clock Lab Band.

*Photos (opposite page, clockwise from top left) (From left to right) John, Lisa, and Lindy Rydman at the 2014 Houston Symphony Orchestra’s Centennial Wine Dinner and Collector’s Auction. • John (left) and Lindy Rydman (center right) with Mark Hanson (right) presenting the 2012 Excellence in Music Education Award to Michael Fahey (center left). • UNT’s One O’Clock Lab Band. Photo by Shaina Sheaff atshainasheaffphoto.com. • Spec’s supports Houston Symphony Orchestra concerts for local elementary and middle school students. In this photo visiting students are greeted by Robert Franz, Associate Conductor at the Houston Symphony. • Youth orchestra members perform alongside Houston Symphony Orchestra members at Spec’s Charitable Foundation Salute to Educators Concert. • Students watch orchestra performance. Orchestra photos courtesy of Houston Symphony Orchestra.*





# The Trust Company of Kansas Wichita, KS *Nominated by Arts Council of Wichita*

“The arts do more than just brighten our daily lives; they also truly support our communities. To thrive, creativity needs support! The Trust Company of Kansas is honored to support the arts and thrilled with the connections our involvement presents us to others who care about our communities’ future.”

-STEPHEN A. ENGLISH, CHAIRMAN & CEO, THE TRUST COMPANY OF KANSAS

**T**HE TRUST COMPANY OF KANSAS (TCK), AN EMPLOYEE-OWNED trust and investment management company, has donated time, money, and resources to support local arts organizations in Kansas, and has played an integral role in building strategic partnerships to help these organizations thrive. Between 2004 and 2013, the company provided \$878,000 to approximately 50 arts organizations and artists throughout the state.

In addition to providing financial support, in 2004 TCK created a communications program called Wichita: Supporting The Arts, which encourages citizens, businesses, and tourists to support local, nonprofit arts organizations in Wichita, where the company is based, as well as surrounding areas. Visitors to the program’s website, SupportingtheArts.com, can view upcoming performances, exhibits, and community events, and find information on organizations’ in-kind, financial, and volunteer needs.

TCK’s philanthropic support of the arts totaled approximately \$140,000 in 2014, representing 80–85 percent of the company’s overall charitable giving. In addition, the company estimates that roughly 95 percent of the company’s marketing efforts are affiliated with the arts, including hosting client socials and dinners at art venues; advertising in playbills; and sponsoring art shows, performances, and exhibits in the communities where TCK employees live and work.

Years of careful acquisitions have created a substantial corporate art collection. Many diverse mediums and techniques add sprinklings of color and a flavor of Midwestern artistic talent throughout each TCK office. This makes for a productive and beautiful work environment that inspires clients and other visitors to join TCK in supporting the arts.

Many of the company’s staff members serve on boards for arts organizations, including TCK President Martha L. Linsner. As Development Chair for the Arts Council of Wichita, Linsner helped the Council increase its contributed revenue more than six fold since 2011. The Arts Council has used this additional revenue to provide support for artists, scholarships for youth to attend art classes, and a new art festival in Wichita. The funds have also enabled the Arts Council to help support a local study that will guide future decisions about improvements to performing arts facilities in Wichita.

Linsner was also an integral player in the creation of the first annual Wichita Art Day of Giving (ArtDOG) in February 2014, and TCK supported the day with more than \$5,000 of matching support to various arts organizations. The event raised nearly \$550,000 for Wichita’s nonprofit arts community.

*Photos (opposite page, clockwise from top left) TCK sponsors an annual Sculpture WalkAbout in Wichita. This sculpture, created from auto collision debris, was created by Greg Johnson, a former auto collision repairman. Photo by Angela Cato. • TCK’s CEO Steve English serves on the Wichita State University (WSU) Fine Arts Advisory Board. Here, WSU dancers perform at the Ulrich Museum of Art during the See Miró Go festivities. Photo by The Wichita Eagle. • Opera star Samuel Ramey in front of the Dale Chihuly installation at the Wichita Art Museum. Ramey’s performance with the Wichita Symphony Orchestra was sponsored by TCK. Photo by Fernando Salazar – The Wichita Eagle. • TCK staff members serve on the board of directors at Music Theatre of Wichita and are supportive of productions such as Mary Poppins. Photo by Christopher Clark. • “Mr. Biggles,” a large clay squirrel planter that greets visitors to The Downing Children’s Garden, was created by artist Conrad Snider and sponsored by TCK.*





“Support for the arts has many benefits for artists and audiences, such as providing exposure to cultural diversity, promoting self-expression, initiating creative problem solving, building economic prosperity, and enhancing quality of life. The numerous partnerships between businesses and arts organizations serve to foster civic pride and create sustainable cultural institutions, making our communities better places for everyone to live, work, and play.”

—RICHARD K. DAVIS, CHAIRMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER, U.S. BANK

**U.S. BANK, THE FIFTH LARGEST COMMERCIAL BANK IN** the United States, believes that a vibrant arts community attracts talented people and companies. For more than 150 years, the bank has provided funds to help organizations throughout the United States build audiences for the arts, particularly among underserved communities.

Since 2010, U.S. Bank has awarded more than \$15 million to the arts in the form of U.S. Bank Foundation grants and, in 2014 alone, nearly \$4 million of the Foundation’s annual financial contributions were directed toward the arts. The Foundation’s arts and culture grants are primarily awarded to organizations that use the arts to help address community concerns. The company also provides meeting space and contributes cash sponsorships to help support organizations’ fundraising efforts.

In 2013, Business for Culture & the Arts named U.S. Bank and the U.S. Bank Foundation the largest corporate supporter of arts and culture in Oregon. In 2014, U.S. Bank made a \$1 million gift to Portland Center Stage, allowing one of the city’s premier theater organizations to pay off debt related to the restoration and renovation of its historic building. The gift was described by Portland Center Stage’s Board Chair as “the single most transformative event possible for the organization.”

In Denver, the company has long supported ArtReach, which ensures people of all ages who struggle with physical, mental, behavioral, or severe economic challenges have an opportunity to experience arts and culture. Additionally, U.S. Bank partners with nonprofit organizations to drive development by helping to finance affordable housing for artists and create new art workspaces.

For more than a decade, U.S. Bank has funded the Colorado Business Committee for the Arts’ (CBCA) Economic Activity Study. The bank also supports CBCA’s Leadership Arts program which educates, inspires, and equips professionals from all sectors to be civically engaged leaders through board service.

U.S. Bank encourages its employees to serve on nonprofit boards by maintaining an employee match program that incentivizes board participation and provides a monetary donation for hours volunteered. The company also considers employee involvement opportunities when evaluating contribution requests, and provides discounts or free tickets to sponsored arts events as a reward for employees and as a relationship building tool for clients.

*Photos (opposite page, clockwise from top left) U.S. Bank grantee Minneapolis Institute of Arts’ Sunday Family Days. • Denver Art Museum’s Nick Cave Sojourn exhibit, presented by U.S. Bank. • Denver Art Museum Hamilton building, designed by architect Daniel Libeskind. • U.S. Bank supports The Right Brain Initiative, an arts education program of the Regional Arts and Culture Council of Portland, OR. Photo by Fiction. • Exhibit at the Clyfford Still Museum, supported by U.S. Bank. Photo by Raul Garcia.*





“Duke Energy is committed to supporting the vitality of the communities we serve. That includes introducing our young people to the arts at an early age—study after study shows that children benefit immensely from exposure to the arts. Investing in the arts makes good sense, for our business and for our communities.”

-LYNN GOOD, VICE CHAIR AND CEO, DUKE ENERGY

FOR MORE THAN 100 YEARS, DUKE ENERGY, THE LARGEST electric power holding company in the United States, has acted with the belief that providing access to and building an appreciation for the arts can have a powerful impact on the communities it serves.

As a true testament to Duke Energy’s appreciation of the arts, in 2010 the company moved its headquarters to the Levine Center for the Arts complex, one of Charlotte’s key cultural destinations. Duke Energy also contributed \$10 million to the \$83 million endowment to fund the operations of Levine Center resident groups and Discovery Place. The Levine Center is home to the Bechtler Museum of Modern Art, the Harvey B. Gantt Center for African-American Arts + Culture, the John S. and James L. Knight Theater, and Mint Museum Uptown. In addition, Duke Energy’s support of The Mint Museum of Craft + Design resulted in the creation of the Duke Energy gallery at the museum.

In 2009, Duke Energy was recognized by Americans for the Arts as a BCA 10 honoree. That year, the company forged a partnership with the Charlotte Symphony (CSO) and Opera Carolina to create The Duke Energy Power of Music Opera/Symphony Partnership with a gift of \$150,000. The grant enabled Opera Carolina and the CSO to continue a partnership that has provided live music for opera productions in Charlotte for more than 60 years.

In 2013, when arts organizations in Charlotte were experiencing a significant decline in funding support, the Duke Energy Foundation committed \$10 million to the Foundation for the Carolinas’ THRIVE Fund, which was established to provide financial stability for Charlotte’s arts and culture sector.

In Raleigh, Duke Energy has naming rights for the Duke Energy Performing Arts Center, and in recent years, has annually provided more than \$500,000 in grants to the North Carolina Symphony, Carolina Ballet, North Carolina Opera, North Carolina Theatre, and Pinecone. In Florida, the company has supported arts-infused educational programs for more than 20 years at the Ruth Eckerd Hall in Clearwater. This year marks more than \$2 million in cumulative giving to the performing arts center. In Cincinnati, Duke Energy is the title sponsor of the Duke Energy Children’s Museum, which has consistently ranked in the top 10 children’s museums in the world.

Working under the banner “Duke Energy In Action,” Duke Energy employees and retirees regularly volunteer for charitable projects and participate in the company’s contribution matching program. The company also involves its employees in its workplace giving campaigns. For more than 20 years, Duke Energy has ranked among the top 10 ArtsWave campaign contributors in the Greater Cincinnati area.



Photos (opposite page, clockwise from top left) Artists at The Mint Museum’s Con A de Arte event. Part of the Latino Initiative, this Duke Energy funded program aimed to develop a meaningful connection to Charlotte’s Latin-American community. Photo by Franklin Photography. • Duke Energy Foundation President Stick Williams (right) provides a grant to Harvey B. Gantt Center President & CEO David Taylor (left). Gantt met Duke’s funding challenge to triple its membership for its 40th anniversary. • Jesus Christ Superstar production at the North Carolina Theater in Raleigh, which is funded by Duke Energy. • With employee and retiree donations and a foundation match, Duke Energy raised over \$167,000 to support more than 100 arts and community organizations across Greater Cincinnati through the annual ArtsWave Community Campaign. • Duke Energy sponsors a ticket program at the Charlotte’s Blumenthal Performing Arts Center enabling families with limited resources to attend performances. • Stick Williams provides a grant to Bechtler Museum of Modern Art president and CEO John Boyer (left) during a jazz concert celebrating the museum’s fifth anniversary.





“For me, art is a form of expression and an exchange of cultures and ideas. It enriches my life, and my vision is to provide that experience for the community. The Related Group’s philosophy is to support artists and integrate their works into our projects as well as to partner with leading arts organizations in the hopes of creating inspirational spaces and promoting Miami as a thriving cultural epicenter.”

**B**ORN IN ARGENTINA TO CUBAN PARENTS, JORGE M. PÉREZ, Chairman of The Related Group, immigrated to Miami in 1968. In 1979, after graduating from Long Island University’s C.W. Post Campus and earning a master’s degree in urban planning from the University of Michigan, Pérez co-founded a real estate firm, The Related Group, with developer Stephen Ross.

For more than 30 years, The Related Group has been changing South Florida’s skyline, creating vibrant new ways to live in dynamic, emerging neighborhoods. The Related Group partners with world-renowned architects, designers, and artists to create residential developments that are recognized as urban landmarks. For example, the company’s art wall project on the Riverwalk features works of art that are not only extensions of The Related Group’s buildings, but also the community’s landscapes. The talents of Rem Koolhaas, Carlos Ott, Yabu Pushelberg, Karim Rashid, David Rockwell, Philippe Starck, and many others have served as collaborators and inspirations behind The Related Group properties. The company even has an Art Director on staff with art museum and art foundation experience.

Pérez’s passion for vibrant urban communities is reflected not only in his real estate projects, but also in his involvements in South Florida’s arts and culture affairs. In 2011, the Miami Art Museum agreed to rename itself the Pérez Art Museum Miami (PAMM) after Pérez pledged \$40 million in cash and donated a substantial collection of Latin American artwork to the museum. A knowledgeable art collector, Jorge M. Pérez is a former board member of the National Endowment for the Arts and serves on the board of PAMM. He is past chair and currently a member of the Miami-Dade Cultural Affairs Council.

*TIME* magazine has named Pérez one of the top 25 most influential Hispanics in the United States, and he has made the cover of *Forbes* magazine twice. Pérez and his wife Darlene are active philanthropists, supporting a broad range of artistic, museum-related, and medical causes across the South Florida area. The Jorge M. Pérez Architecture Center at the University of Miami was named after him. He has also committed to The Giving Pledge, a campaign founded by Bill Gates, agreeing to donate 50 percent of his wealth to philanthropy.



*Photos (opposite page, clockwise from top left) Jorge M. Pérez with artist Ed Clark. • Pérez Art Museum Miami. • Jorge M. Pérez with artist Edouard Duval-Carrié. • “Male Torso” by Fernando Botero. From left to right: Carlos Rosso, Jorge M. Pérez, and Juan Carlos Botero (Fernando Botero’s son). • Jorge M. Pérez with artist Pablo Atchugarry. • Jorge M. Pérez with artist Julio Le Parc.*





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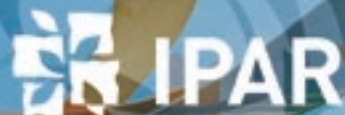


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UNT





## Duke Energy Illuminates the Power of Art

The Mint Museum is extremely proud to recognize Duke Energy as the 2015 Business Committee for the Arts Hall of Fame Award recipient. Duke Energy has made a profound impact on the arts in Charlotte and beyond. We are grateful for their partnership and loyal support.

Ayala Serfaty (Israeli, 1962–). *Joy of Transition*, 2012, glass filaments, polymer membrane with light bulbs. Project Ten Ten Ten commission. Museum Purchase: Founders' Circle 2011 Annual Cause. Collection of The Mint Museum. © Ayala Serfaty, 2012. Image © Mint Museum of Art, Inc.



Detail from Apogee Beach Mural, 2013

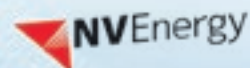
*Congratulations to Jorge Perez!*  
*Michelle Oka Joner*



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**Congratulations to Jorge M. Pérez**  
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of the arts in Wichita

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Corning Incorporated is honored to be recognized by the Americans for the Arts and we congratulate all of the 2015 BCA 10 Award recipients.

To learn more, visit [corning.com](http://corning.com)



The Houston Symphony is proud to have nominated Spec's, a 2015 winner of the BCA 10: Best Businesses Partnering with the Arts in America!

For over 18 years, the Spec's Charitable Foundation has helped support the Houston Symphony in promoting the arts and education in the community and these years of beautiful harmony have led to many more outreach programs across Texas.

Thank you Spec's for all you have done, and a big congratulations from us all!





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The BCA Hall of Fame Award recognizes companies for their exceptional leadership, vision, and long-term commitment to supporting the arts. These companies have been inducted into the Hall of Fame since it was established in 1992.

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