



**BEST BUSINESSES
PARTNERING
WITH THE ARTS
IN AMERICA
2016**

Event Chair
Mark A. Shugoll
Chief Executive Officer
Shugoll Research

Presented by
Americans for the Arts

Sustaining Sponsor
Atlantic Salt, Inc.

Leadership Sponsors
Aetna Inc.
Blick Art Materials
Martha Rivers Ingram Advised Fund
at the Community Foundation
of Middle Tennessee
Raymond James
Starwood Capital Group

Patron Sponsors
Anne and Albert Chao / Westlake
Chemical Corporation
Corning Incorporated
Dealer.com
Delta Dental of Colorado
Edward Jones
Johnson & Johnson
John & Mary Pappajohn
Kohler Co.
Phoebe and Bobby Tudor
U.S. Bank

BCA EXECUTIVE BOARD

Founder
David Rockefeller

Chairman
Edgar L. Smith, Jr.
Chairman and CEO
World Pac Paper, LLC

Members
John F. Barrett
Chairman, President and CEO
Western & Southern Financial Group

Albert Chao
President, CEO and Director
Westlake Chemical Corporation

C. Kendric Fergeson
Chairman Emeritus
Americans for the Arts
Chairman and CEO
NBC Oklahoma

Martha R. Ingram
Chairman Emerita
Ingram Industries Inc.

Parker S. Kennedy
Executive Chairman
The First American Corporation

Robert Lamb, III
President
Grayson Group LLC

Shelagh Mahoney
President and Chief Executive Officer
Eastern Salt Company, Inc.

Craig A. Moon
Publisher, Las Vegas Review-Journal
Owner, Lake Norman Publications
Chairman, SOCIETY Charlotte

John Pappajohn
Chairman, Equity Dynamics Inc.
Owner, Pappajohn Capital Resources

Kathryn A. Paul
President and CEO
Delta Dental of Colorado

Roderick Randall
Executive Partner
S1 Capital Partners

Mark A. Shugoll
Chief Executive Officer
Shugoll Research

Ken Solomon
Chairman, Ovation TV
Chairman and CEO, The Tennis Channel

Jonathan Spector
President and CEO
The Conference Board, Inc.

Steven D. Spiess
Chief Operating Officer
Brownstein Hyatt Farber Schreck
Chairman Emeritus
Americans for the Arts

Barry S. Sternlicht
Chairman and CEO
Starwood Capital Group

Bobby Tudor
Chairman and CEO
Tudor, Pickering, Holt & Co.

Robert L. Lynch
President and CEO
Americans for the Arts

BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA

WEDNESDAY, OCTOBER 5, 2016

THE BCA 10

Austin Energy Austin, TX

Badger Meter Milwaukee, WI

CopperPoint Insurance Companies Phoenix, AZ

Dealer.com Burlington, VT

Dogfish Head Craft Brewery Milton, DE

Dunlap Coddling Oklahoma City, OK

Johnson & Johnson New Brunswick, NJ

M Powered Strategies, Inc. Washington, DC

Northern Trust Chicago, IL

Procter & Gamble Cincinnati, OH

BCA Hall of Fame Award

Aetna Inc., Hartford, CT

BCA Leadership Award

Robert Buchsbaum, Chief Executive Officer, Blick Art Materials, Highland Park, IL

“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

Theo Edmonds
*Co-Founder
IDEAS xLab*

Floyd W. Green III
*Vice President and Head of Community
Relations and Urban Marketing
Aetna Inc.*

Martha Linsner
*President
Trust Company of Kansas*

Mary Simmons
*Vice President, Business Development
and Community Strategy
NV Energy*

Elizabeth Rouse
*President and CEO
ArtsMemphis*

ABOUT AMERICANS FOR THE ARTS



Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. For 55 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 to continue to advance Rockefeller's belief that the arts are essential to free enterprise and human achievement, and to encourage businesses to form alliances with the arts as an expression of their broader responsibility to their communities.

Americans for the Arts places an emphasis on building strong partnerships between the arts and business sectors to advance arts organizations, businesses, and the community. Through programs like the pARTnership Movement, the BCA 10, The David Rockefeller Lecture on Arts & Business, the BCA National Survey of Business Support for the Arts, professional development for local arts organizations, and resources to advance employee engagement through the arts, Americans for the Arts provides the leadership, toolkits, and research needed to promote this mission. Working with private sector partners like the BCA Executive Board, The Conference Board, and CECF, Americans for the Arts works to ensure that the message of how the arts transform communities reaches key decision makers. The private sector network of Business Committees for the Arts, Arts & Business Councils, United Arts Funds, and other local arts agencies advances this work on the local level.

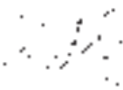
WELCOME FROM THE PRESIDENT AND CEO
OF AMERICANS FOR THE ARTS AND THE
CHAIRMAN OF THE BUSINESS COMMITTEE
FOR THE ARTS EXECUTIVE BOARD

Welcome to the 12th annual BCA 10 Awards. Tonight, we honor businesses across the country that are transforming their workplaces and communities by partnering with the arts. The value and impact of these arts partnerships has set a new standard of excellence. Our BCA Leadership Award honoree, Robert Buchsbaum's business Blick Art Materials is immersed in supporting and advancing artists as the nations' premier art supply source. Our BCA Hall of Fame Award recipient, Aetna Inc., has a long tradition of arts support and promoting volunteerism, forming partnerships, and funding initiatives aimed at improving the quality of life. All our honorees this year will join our celebrated list of companies that have shown that the arts matter to businesses from coast to coast.

For more than 55 years, Americans for the Arts has been a pioneer in cultivating arts leadership throughout the nation and retains a firm focus on advocating for arts policy and conducting research

on the economic and social impact of the arts. Our recent public opinion poll shows that most Americans agree that arts institutions add value to our communities. Regardless of whether people engage with the arts or not, 87 percent believe they are important to quality of life, and 82 percent believe they are important to local businesses and the economy. Through the pARTnership Movement campaign, we are providing business leaders with in-depth case studies and resources to demonstrate how the arts are advancing business goals. We look forward to more conversations about this work; please join us at www.pARTnershipMovement.org to show your support.

Thank you to all of our honorees for prioritizing and advancing the arts in America. Your value to the arts in America is immeasurable and we look forward to continuing to work together 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

“There is a transformational power in art. It has the power to create new experiences and to reveal commonalities between us all. Austin Energy views its support of the arts and its power in Austin as part of its ongoing role to better serve and sustain the community.”

—MARK DOMBROSKI, INTERIM GENERAL MANAGER

FOR 120 YEARS, AUSTIN ENERGY HAS BEEN A BEDROCK of its community as a local economic driver and primary supporter of Austin’s arts and culture. Each year, Austin Energy provides \$9 million to the city’s Economic Development Department, amounting to two-thirds of that department’s entire budget. This funding is crucial to the local arts scene, as the Economic Development Department houses the Cultural Arts Division, which is responsible for Cultural Arts Funding Programs, Art in Public Places Program, community-based arts development, programs to assist the development of local creative industries, and initiatives designed to support and encourage the community’s unique cultural identity and vitality. Austin Energy also provides \$50,000 annually in corporate sponsorships for the Long Center for the Performing Arts and \$20,000 annually for Ballet Austin.

In addition to financial support of the city’s cultural departments, Austin Energy encourages an appreciation of the arts in company culture. Each year, employees regularly participate and win entries in the City of Austin’s National Arts Program Foundation artwork contest. The utility’s employee magazine and newsletter also consistently feature articles about employees who are involved in the arts.

Engaging in the community, Austin Energy works closely with thinkEAST, a mixed-use district for Austin’s creative community, to design sustainable modern architecture that offers affordable living, working, and flexible studio spaces for a wide range of Austin’s creative community. On the thinkEAST property, Austin Energy also participates in the Fusebox Festival—an annual hybrid arts festival which provides a space where artists and audiences can take risks, ask questions, and explore ideas together. The utility also works closely with the adjacent Eastside Memorial High School, recently hiring the school band to perform at Austin Energy’s regional science festival.

One of the most notable partnerships of Austin Energy is its continuing relationship with the arts group Forklift Danceworks. In 2013, Austin Energy supported the Forklift Danceworks production of *PowerUP*—a free performance featuring more than 60 linemen, electrical technicians, and Austin Energy employees. The collaborative work showcased the work of numerous Austin artists such as award-winning choreographers Allison Orr and Krissie Marty and Peter Bay, conductor for the Austin Symphony. The production was presented to 6,000 people and thousands more through a nationally broadcast documentary. Support by Austin Energy also led to funding for Forklift Danceworks from the National Endowment for the Arts, the MAP fund, Mid-America Arts Alliance, and numerous corporate sponsors.

Photos (opposite page, clockwise from top left) Photos from 2013 PowerUP performance — Distribution Lineman Tony Mendez illuminating a streetlight. • Trey Longoria, Distribution Lineman and accordion player. • Grand finale. • Various linemen constructing a pole line as part of the performance.



“We believe the arts improve our quality of life by offering important education opportunities for our children, boosting our economy, and engaging diverse audiences in our local communities. We are honored to receive this national recognition for our role in supporting and promoting the arts.”

—RICHARD A. MEEUSEN, CHAIRMAN, PRESIDENT, AND CEO

BELIEVING IN A CULTURE OF CREATIVITY, INNOVATION, and design, Badger Meter is a strong supporter of the arts in Milwaukee, WI. A commitment to the arts has driven the development of new products and helped the company maintain a leadership position in the water utility metering market.

Every year, Badger Meter and its employees provide generous amounts of time and financial support to arts-related causes including the United Performing Arts Fund, the Milwaukee Repertory Theater, Milwaukee Youth Symphony Orchestra, Museum of Wisconsin Art, and the Milwaukee Art Museum. Employees are also encouraged and given opportunities to volunteer for arts-related causes and attend various performances. To engage with the arts community, Badger Meter often hosts receptions at cultural institutions such as the Milwaukee Art Museum.

At the head of efforts to champion the arts is CEO Richard Meeusen, a 2014 winner of the Mrs. Walter H. Stiemke Award for service to the arts. Mr. Meeusen is a key spokesperson for turning STEM education into STEAM, a movement that adds art and design to the widespread philosophy emphasizing education and innovation in science, technology, engineering, and math. Additionally, Mr. Meeusen has served on the board of the United Performing Arts Fund (UPAF)

since 2004, with a role as Board Chair from 2010–2012, where he helped create initiatives such as UPAF Notable Women, a program dedicated to fulfilling the need for high-quality arts education for the next generation. His role in reconstituting the UPAF's board of directors was instrumental in improving the effectiveness of the organization, leading to greater efficiencies and the ability to raise ever-increasing funds to support the region's most important performing arts institutions.

A focus on the arts is reflected in company culture as well. At its headquarters in Brown Deer, WI, Badger Meter features an iconic fountain sculpture and artwork in the reception area. Commissioned in 1957, these works were created by the Milwaukee-born, precisionist artist Edmund Lewandowski and students of the Layton School of Art. Furthermore, each holiday season, the company prominently displays a life-sized nativity scene created by local sculptor, designer, and craftsman Dick Wiken.

In 2015, employees participated in Present Music's innovative community outreach program, Compose Milwaukee, to create *The Discovery of Water*, a concert written and performed by Badger Meter employees at the Milwaukee Art Museum. The performance featured orchestration of pouring water and percussion using glass bottles and bronze water meter bodies.

Photos (opposite page, clockwise from top left) Badger Meter employees perform in Compose Milwaukee. • Fountain sculpture and artwork in the reception area. • Badger Meter employee performs in Milwaukee Chamber Theatre.



“CopperPoint Insurance Companies understands that a vibrant arts sector attracts and sustains businesses and workers, which promotes economic development and cultural enrichment. Support of cultural, arts, and educational organizations creates a well-balanced life experience for our employees, our customers, and our businesses.”

-MARC SCHMITTEIN, PRESIDENT & CEO

COPPERPOINT INSURANCE'S WELL-ESTABLISHED commitment to the arts has fostered the development and growth of the arts community for many years. Since 2002, CopperPoint has supported arts and culture entities, events, and programs through sponsorships, matching gifts, and donations to the community.

CopperPoint is currently the exclusive sponsor for Ballet Arizona's *The Nutcracker* production and the Presenting Sponsor for Arizona Opera, providing grants to both groups. CopperPoint has also supported Act One, a nonprofit that provides field trips for Title One schools to arts organizations, allowing those children access they may not have without the program. On top of financial support, the company hosts an annual volunteer fair which has included the Children's Museum of Phoenix, Arizona Citizens for the Arts, Ballet Arizona, Phoenix Symphony, and Free Arts of Arizona.

In 2015, former President and CEO Donald Smith, Jr. was recognized by Arizona Opera as the Inaugural Member of its Crystal Key Society, and CopperPoint was honored with the Business Award for the Governor's Arts Awards, recognizing its significant contributions to the arts community. In 2014, CopperPoint executives and employees reported engagement in leadership roles of 70 nonprofits including the West Valley Arts Council and the Frank Lloyd Wright Foundation.

At CopperPoint, art is a part of each day, as evidenced by the collection of framed art and photographic images on each of 14 floors of CopperPoint Tower and the contemporary music which plays in all public spaces in the building. The CopperPoints rock band, comprised of four employees, has performed at several events and several schools' performing arts groups have been hired to provide musical entertainment for employee events. To spur employee creativity, CopperPoint hosts many hands-on artistic opportunities. Last year in honor of Earth Day, CopperPoint held a recycled art show in which employees, teams, or departments were encouraged to create art pieces using discarded materials. Each year, employees also have the opportunity to take free introductory ballet classes with Ballet Arizona.

One of the most defining characteristics of art integration into CopperPoint's work since 2007 is the use of a “drawing out loud process” known as Graphic Facilitation which features the use of large-scale imagery to lead group discussions and literally draw the company's annual goals and initiatives.

CopperPoint is proud to be recognized for the long-standing support of the arts community. This national honor represents the culmination of many years of local involvement both at the employee and corporate levels, and CopperPoint is proud of its ongoing tradition of giving back and enriching the communities it serves.



Photos (opposite page, clockwise from top left) Arizona Fallen Firefighters & Emergency Paramedics Memorial, Phoenix, AZ. EVP & CAO Rick DeGraw is Chair of the memorial commission. The memorial features 10 life-size bronze statues honoring 119 men and women who have given their lives in service to Arizona since 1902. • Rick DeGraw with the “Rat King” and *The Nutcracker* from Ballet Arizona's *The Nutcracker*. • CopperPoint employee volunteer Laura Duran works with children at Machan Elementary in Phoenix. • Rick DeGraw and Phoenix Firefighter Trustee Tom Caretto present Sue Glawe of Blue Cross Blue Shield of Arizona with a Fallen Firefighter Memorial sponsor gift. • VP of Communications Judy Schumacher presents the Business Award for the 2016 Governor's Arts Awards.

“Dealer.com is uniquely committed to a culture of creativity, community involvement, and sustainability—it’s been part of our organizational DNA since day one. Our close connection to the arts in Burlington has had a tremendously positive impact on the community and our company. We are very proud of the work we do to bring the community together through the arts and arts education.”

—WAYNE PASTORE, SENIOR VICE PRESIDENT

DEALER.COM HAS BEEN SUPPORTING THE ARTS WITH grants and sponsorships since 2009, not only as a leader in automotive marketing, but also as a leader in arts advocacy. In 2015, the company gave \$190,000 to arts-related causes and was the lead sponsor of Burlington’s Discover Jazz Festival, SEABA’s Art Hop, and BCA Festival of Fools.

The Dealer.com offices have eight rotating art walls which feature different local artists every three months. Exhibiting since 2013, the walls have displayed 50 artists and facilitated more than \$166,000 in art sales, which go entirely to the individual artists. Dealer.com does not take commission in the spirit of its mission to have artists be paid a livable wage. Dealer.com commits to purchasing at least one piece from each artist to add to its corporate art collection. To further the impact of the Art Wall program, Dealer.com has taken its art walls to local businesses and nonprofit partners, helping form partnerships with no-commission agreements for the artists.

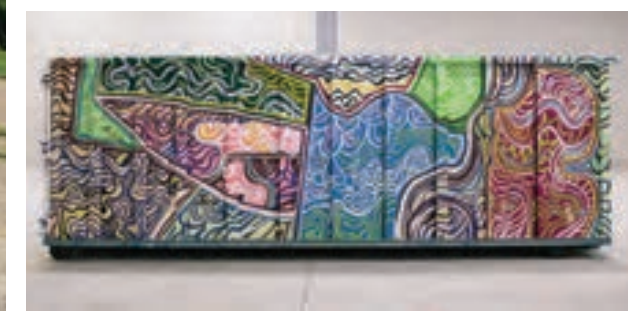
Dealer.com also serves as a patron of the arts community by commissioning eight large-scale pieces around Burlington and in the office, including the silos “Inside Out,” which are the largest public art canvas in the state of Vermont. Dealer.com also has an interactive DUPLO Lego Table, “Crazy Town,” which invites the

community to participate in the building of a miniature community block by block, celebrating a design that reflects the unique people who contributed to it. A recent grant partnership with the Chittenden Solid Waste District (CSWD) has provided 100 percent of the funding for commissioning six local artists to paint six of CSWD’s 22-foot-long recycling containers to draw attention to the importance of reducing waste.

Employees at Dealer.com are regularly engaged in the arts with numerous employee photo contests, an employee-curated Instagram Wall, the opportunity to participate in the Art Wall Program, and beyond. Many employees, including senior leadership, sit on the boards of Burlington community art organizations such as the Burlington City Arts (BCA) and South End Arts & Business Association (SEABA).

When working on public art projects, Dealer.com provides all materials, professional photography, video, marketing, and press to further engage the community with the project, bringing more appreciation and attention to the artists. Dealer.com also recognizes the importance of arts education through its support of nonprofit Friends For A Dog, which provides art workshops for the King Street Center kids.

Photos (opposite page, clockwise from top left) Dealer.com Community Grants: King Street Center Art Wall by Scott A. Campbell • Dealer.com HQ Silo Project “Inside Out” by Mary Lacy with 100 volunteers • “Art Of Recycling” Project for Chittenden Solid Waste District (pictured containers by: Max Hodgson, Abby Manock, Sloan Collins, and Clark Derbes & Wylie Garcia) • “Fork In The Road” Food Truck for the Burlington School Food Project • “Floating Gallery” 2015 for Community Sailing Center (Art Sails, left to right, by Michael Sipe, Mary Lacy, Abby Manock, & Scott A. Campbell).



Dogfish Head Craft Brewery Milton, DE *Nominated by Delaware Division of the Arts*

“Art is an essential component to good living, and we’re proud to support the people who are making Delaware a better place to live and work.”

—SAM CALAGIONE, FOUNDER AND PRESIDENT

SINCE ITS FOUNDING IN 1995, DOGFISH HEAD CRAFT Brewery has been a major supporter of the arts in Delaware. With its community engagement department, aptly named “Beer and Benevolence,” Dogfish dedicated more than \$75,000 of its budget solely for supporting the arts. In 2015, Dogfish Head’s founder Sam Calagione was recognized for his longtime support of the Rehoboth Beach Jazz Festival, receiving the “Producer of the Year” award for supporting the festival for the last 20 years.

The impact of Dogfish on the local arts scene does not stop at jazz. The company has supported the Rehoboth Beach Independent Film Festival for the entire 18 years of its existence; has partnered with the Alamo Drafthouse Cinema in Austin, TX to create and facilitate the Off-Centered Film Fest (OCFF) for the last seven years; has donated beer to the Arden Concert Guild for more than a decade; and continuously supports The Mispillion Art League, The Milton Art Guild, The Millsboro Art League, and The Rehoboth Art League. And since 1995, Dogfish has hosted live local, rising, and national bands at its pub location every Friday and Saturday night.

Dogfish connects its employees to local artists by celebrating co-worker work anniversaries, weddings, and home ownerships with handcrafted wooden gifts from local artists. Engaging co-workers

with the arts plays a major role in retention and recruitment for Dogfish, as co-workers get excited to learn about the thriving area arts community through regular staff e-mails that list music performances, art, and exhibit openings.

Local, regional, and national artists are also connected to the company by getting the opportunity to display their works throughout Dogfish restaurants, the brewery, and inn. The first thing one sees when they visit the brewery is the “Steampunk Treehouse,” a massive sculptural piece made by an art collaborate from the Bay Area which was purchased by Dogfish and then erected by the artists onsite. Visitors can also look up at the brewery ceiling to see hundreds of portraits in handmade, repurposed wood frames from an area artist.

Visual artists can take an active role in business through commissions to design seasonal beer labels and prints. Dogfish has also worked with various musicians over the years to create collaborative beers that celebrate music and beer, incorporating artists such as Pearl Jam, The Grateful Dead, and the estate of Miles Davis. Six years ago, Dogfish also created the Analog-A-Go-Go event, a fair where artists and vinyl collectors can participate free of charge.



Photos (opposite page, clockwise from top left) Hall and Oates perform at The Freeman Stage. • Rich Kelly was the 2015 Dogfish Head seasonal beer artist, and his work here adorns Dogfish's 2015 spring seasonal IPA, Aprihop. • Dogfish Head underwrites the Rehoboth Art Leagues "Artist Salons". This particular salon focused on glass blowing, and Dogfish Analog Vodka was part of a signature cocktail complete with glassware made in the host artist studio. • Trombone Shorty at The Freeman Stage. • Marq Spusta participates in the 2015 Analog-A-Go-Go fest at Dogfish Head Craft Brewery.

“Arts and creativity organizations enrich us. By opening our doors to artists and creators, we gain immeasurable benefits. Together, we help foster a spirit of generosity, inclusiveness, and volunteerism throughout our communities. Our lives are richer for our connection to the arts and creativity organizations with which we are intertwined.”

—DOUGLAS J. SOROCCO, DIRECTOR AND SHAREHOLDER

THE SOUL OF A COMMUNITY IS DIRECTLY RELATABLE TO how its citizens support creativity and the arts. This is a core belief of Dunlap Coddington, an intellectual property law firm based in Oklahoma. This idea is exemplified by the firm's construction of a large indoor/outdoor gathering place that encourages artistic expression. Dunlap Coddington offers the use of this space free of charge to anyone within the community who wishes to create or bring people together.

Since 2013, the firm has hosted and facilitated more than 150 arts programs and has donated approximately \$100,000 in direct support to arts organizations. Last year, 50 percent of Dunlap Coddington's overall charitable giving was dedicated solely to the arts. The firm also donates food, drink, and volunteer time to arts programs and offers pro bono legal services and counseling to artists, musicians, and arts organizations.

The firm's operating culture is surrounded by arts, with sponsored events such as the deadCENTER Film Festival or the Mix Concert series taking place on site every month. Dunlap Coddington has also been instrumental in the rebooting of Premiere on Film Row, now The Exchange, and expanded to showcase talent throughout Oklahoma City. Employees also receive tickets provided by the firm to art events happening throughout the community. During the work day, employees often have access to master painting, weaving, and pottery

classes. Dunlap Coddington also boasts an extensive collection of art by local artists which rotates throughout the firm's offices. Additionally, an entire wall of the firm's event space is a chalkboard surface on which the firm invites local artists and employees to create graffiti each month.

Volunteering directly with arts programs is highly encouraged, and participation in local arts is underwritten, if not entirely funded by the firm. The community is further connected to the firm through participation of members on the board of directors for various arts organizations. Firm members serve on several boards: The Board of Directors for Oklahoma City's Film Row District, Catalyst, IgniteOKC, Creative Oklahoma, Canterbury Choral Society, Oklahoma Visual Arts Coalition, and the Oklahoma City Girl's Art School. The firm also regularly issues press releases, articles, and updates on social media promoting arts and creativity events in the community.

Through its support of the local arts, Dunlap Coddington has become “the firm” that Millennials wish to join and stay with, as evidenced by a turn-over rate lower than the industry average. Support for the arts extends to activism, as members of the firm continue to invest financial resources and time to advocate for arts funding at the Oklahoma State Capital.

Photos (opposite page, clockwise from top left) Dunlap Coddington community event space. • Third Friday art walk Film Row District live music. • Open Minds art show featuring artwork and performances by artists with mental health issues (1). • Open Minds art show featuring artwork and performances by artists with mental health issues (2). • Red Dot fundraiser for Individual Artists of Oklahoma nonprofit.



“At Johnson & Johnson, we believe that the arts play a critical role in creating healthy and vital communities. Our Corporate Art Program strives to foster a workplace that educates, engages, and inspires. In our local community of New Brunswick, NJ, cultural programming has played a pivotal role in the city’s revitalization. We are honored to be recognized for this work.”

—ALEX GORSKY, CHAIRMAN AND CEO

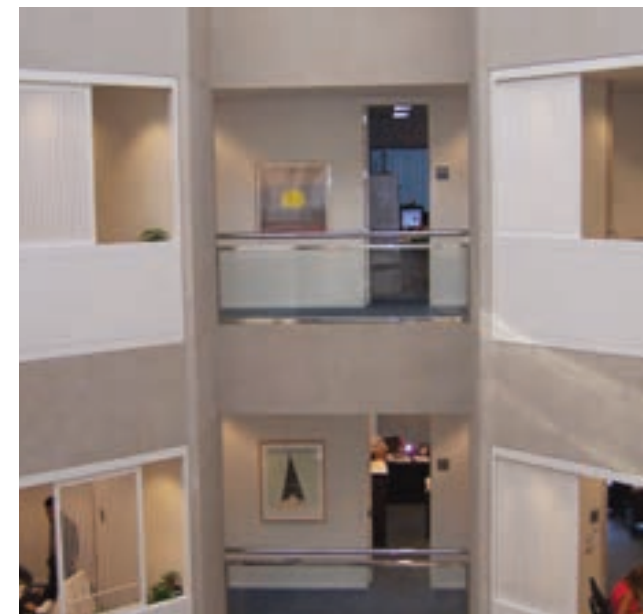
FOR JOHNSON & JOHNSON, PROVIDING SUPPORT FOR the arts has been integral to its philanthropic and community-based work for decades. A critical event, the 1983 completion of the I.M. Pei-designed Johnson & Johnson World Headquarters building in New Brunswick, New Jersey, sparked a rebirth of the City of New Brunswick, while carrying forward a tradition of modernist architecture pioneered by General Robert Wood Johnson in the 1920s. The new headquarters complex also inspired the development of the Corporate Art Program, which for more than 30 years has educated, engaged, and inspired employees while connecting with the local community. The Art Program presents exhibitions and sponsors programming related to social, cultural, and artistic issues relevant to Johnson & Johnson and its key stakeholders. Lectures by local artists and special cultural events are organized by Art Program staff as additional employee benefits.

The Corporate Art collection holds more than 3,000 pieces of art, most of them photographs or works on paper created by living artists. Most of the collection is currently installed throughout the World Headquarters building and the New Brunswick campus in public spaces and employee offices. While highlighting the work of living and local artists, the collection also includes works by celebrated artists such as Andy Warhol, Alex Katz, Chuck Close, and Henry Moore, whose bronze sculpture *Draped Reclining Mother and Child* sits proudly in front of the main entrance, and a major work by New Jersey-based sculptor George Segal, known for using Johnson & Johnson plaster bandages in his figurative installations.

As a part of the company’s commitment to the revitalization of New Brunswick, Johnson & Johnson supports key cultural institutions including the State Theatre of New Jersey, George Street Playhouse, Crossroads Theatre Company, and the New Brunswick Cultural Center. Through philanthropic support and employee volunteerism, Johnson & Johnson helps to sustain these organizations, which play a key role in the vitality and economic success of the city. In addition, arts education programs are an important part of developing new audiences for the arts. One such program—DancePOWER—a partnership with American Repertory Ballet, integrates dance instruction into the school curriculum, allowing students to increase their critical appreciation of the arts while gaining a deeper understanding and respect for diverse values and cultures.

Nationally, Johnson & Johnson has supported growth and development in arts and health for more than 15 years, including most recently serving on a steering committee that created the National Initiative for Arts and Health in the Military. In addition, since 2014 Johnson & Johnson has partnered with the Veterans Health Administration Office of Patient Centered Care, Americans for the Arts, and the National Center for Creative Aging to integrate the arts into the VA’s “whole health” model to help veterans achieve greater health and accomplish goals that are important to them.

Photos (opposite page, clockwise from top left) Local students paint a mural at the New Brunswick Community Farmer’s Market (Photography by Aubrey Kauffman). • Cezanne Still Life #2, 1981. • Interior, Johnson & Johnson World Headquarters. • Henry Moore, Draped Reclining Mother and Child, 1983-84. • DANCE POWER children perform, May 2016 (Photography by George Jones).



“Exposure to the performing arts is part of being a well-rounded member of society. At M Powered Strategies, we support accessibility programs at the Shakespeare Theatre Company for service members, the hearing impaired, and young professionals. Everyone can benefit from experiencing live the brilliance and relevance of Shakespeare.”

—J. KENDALL LOTT, PRESIDENT

M POWERED STRATEGIES (MPS) HOLDS A LONG-STANDING and deep appreciation for community engagement with the arts. The DC-based change management consulting firm has been a corporate sponsor for Washington, DC's Shakespeare Theatre Company since 2008, donating more than \$140,000 for a variety of programs that promote accessibility to the performing arts.

MPS is Shakespeare Theatre Company's first and only “Accessibility Sponsor.” The firm proudly provides this sponsorship every year to support hearing-impaired device maintenance, American Sign Language interpreted performances, and USO Metro Nights Out, increasing accessibility for all to enjoy the arts.

While most consulting firms regularly provide sports or concert tickets to their employees, MPS has instead oriented company culture toward the performing arts. Full-time staff, as well as MPS partner firms, are frequently offered tickets to the Shakespeare Theatre Company—a benefit many accept with great enthusiasm. For MPS consulting apprentices, a highlight of the six-month program is dinner and a show at the Shakespeare Theatre Company with the MPS Management Team. The apprenticeship graduation ceremonies are also held at the Harman Center for the Arts, which hosts Shakespeare Theatre Company's productions.

All MPS employees are encouraged to attend performances and experience the cultural and professional development benefits of exposure to the arts. The firm has also recently announced plans to send its consultants to improv classes or Shakespeare Theatre Company classes for a new take on developing facilitation techniques, further engaging employees in the world of the arts.

M Powered Strategies President J. Kendall Lott recognizes the importance of engaging with the arts. He has produced two episodes of the Project Management Point of View podcast about the arts and museum curation to connect project management professionals to new spaces and ideas. Lott has also served as an adviser, representative, and board member of Arts for Peace, an initiative started in 2009 by the United Nations World Association of Former UN Interns and Fellows, which aims to inspire a culture of peace through the arts.

MPS is a small business and a relatively young firm, but strongly encourages a corporate culture of volunteerism, service, and community engagement. MPS is proud to support the Shakespeare Theatre Company and believes that every person has the right to experience the magic of Shakespeare and the beauty of the performing arts.

*Photos (opposite page, clockwise from top left) The cast of the Shakespeare Theatre Company's production of *The Winter's Tale*, directed by Rebecca Taichman. Photo by T. Charles Erickson. • Attendees at Hero Night for The National Theatre of Scotland's *Black Watch*. Photo by Kevin Allen. • Sidney Harman Hall. Photo by Ruthie Rado. • The Shakespeare Theatre Company's all-male production of *Romeo and Juliet*, directed by David Muse. Photo by Scott Suchman. • Stacy Keach as Falstaff, Matthew Amendt as Prince Hal, and the cast in the Shakespeare Theatre Company production of *Henry IV, Part 1*, directed by Michael Kahn. Photo by Scott Suchman.*



“At Northern Trust, we share our clients’ passion for the arts—and the spirit of giving back that is so deeply engrained in the performing arts community.”

—DAVID BLOWERS, PRESIDENT, NORTHERN TRUST WEALTH MANAGEMENT — EAST REGION

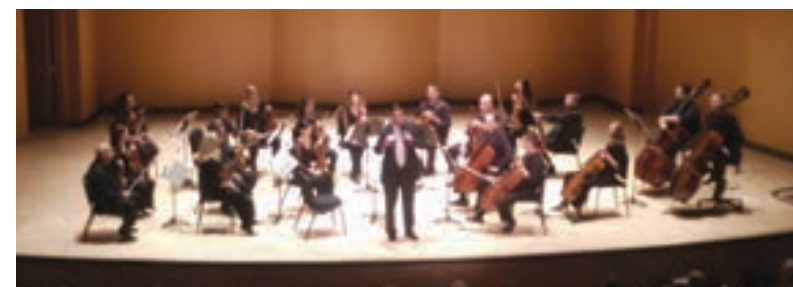
NORTHERN TRUST—A LEADING PROVIDER OF WEALTH management, asset servicing, and asset management solutions to institutions and affluent individuals globally—has supported the arts since its founding in 1889.

Northern Trust has donated more than \$55 million to 1,500 arts organizations since 1990 and has expansive partnerships with a multitude of arts institutions such as The Art Institute of Chicago, The Whitney Museum, Steppenwolf Theatre Company, The Royal Philharmonic Orchestra, The Houston Museum of Fine Arts, YoungArts, The Royal National Theatre, and many more. Additionally, the corporation has sponsored exhibitions, arts scholarships, and has contributed to major capital campaigns to build new theaters, studios, and performance spaces. Partnering with other corporate funders, Northern Trust is currently engaged in two funding collaboratives for the arts—the Creative Schools Fund and the Arts Work Fund.

Northern Trust is supportive of employee engagement with the arts. The Northern Trust Holiday Choir is made up entirely of employees and performs in the bank lobby, operations center, and annual retiree luncheon. The Exceptions, a band of more than 40 employees, was established in 2012 and has performed at more than 50 events around Chicago. Last year, Northern Trust partnered with United Way of Metropolitan Chicago to host the first ever

Battle of the Bands event, including four other corporate bands and several hundred attendees. Corporate memberships with museums and performing arts centers ensure that Northern Trust employees are often exposed to the arts. Arts engagement takes place inside the office as well. Northern Trust’s Midwest Wealth Management team conducts full-day leadership development workshops in the Garage Theatre at Steppenwolf Theatre Company, and the Human Resources Department has hired live actors to perform in role play scenarios.

Northern Trust has a strong presence in the arts community, whether it is through the frequent pro bono services provided by company experts to arts organizations or the fact that 40 percent of Northern Trust’s top 13 executives serve on major arts and culture boards. In its hometown of Chicago, Northern Trust was one of the first supporters of Millennium Park, now among the city’s top tourist attractions. Since 2013, Northern Trust has been the lead sponsor of EXPO Chicago, an annual contemporary art fair with 35,000 attendees, and the lead sponsor of the Tony-award winning Broadway hit, *Curious Incident of the Dog in the Night-time*. In extensive, multifaceted support of numerous arts organizations, Northern Trust works to improve arts access for hospitalized children, people with disabilities, at-risk youth, and veterans.



Photos (opposite page, clockwise from top left) Autistic man's art Northern Trust featured in EXPO's VIP lounge • Alex Sharp, star of the Tony Award®-winning The Curious Incident of the Dog in the Night-Time - Northern Trust, production partner (photo credit: Richard Mitchell Photography) • Michele Havens, L.A. president, Wealth Management, presents literary contest award • Northern Trust volunteers planted commemorative ceramic poppies encircling Tower of London • Since 2008, Northern Trust has honored outstanding ballet student from American Ballet Theatre's Jacqueline Kennedy Onassis School (photo credit: Kelly Taub/BFA.com) • Phoenix Symphony - Northern Trust, lead corporate sponsor • Sculpted in Steel exhibition Northern Trust-Houston sponsored.

“Every day at P&G, we strive to improve people’s lives with our brands and products, as well as improve the communities where we live and work. Supporting the arts produces ripple effects of benefits that help communities thrive and make them great places to live.”

—DAVID TAYLOR, CEO

WITH ITS CONTINUOUS SPONSORSHIP OF THE Cincinnati arts community, Procter & Gamble is extremely familiar with the ripple effect that supporting the arts has on business and the community. The multinational manufacturer of family, personal, and household care products has partnered with ArtsWave since 1949. P&G executives have filled leadership roles on ArtsWave’s Board of Directors and Campaign Cabinet and continue to do so. In the last 10 years alone, P&G and its employees have contributed \$20.9 million to ArtsWave and have contributed millions of dollars to arts education through a variety of partners.

Many P&G executives volunteer in leadership roles for ArtsWave and a variety of arts organizations’ boards across Greater Cincinnati and also provide pro bono assistance in a variety of areas. The company is a consistent partner for the region’s arts sector. In 2015, for instance, P&G became the presenting sponsor of the two-day Cincinnati Music Festival held at Paul Brown Stadium which attracts more than 50,000 people each year.

Employees at P&G are engaged in the arts through its annual company sing-off which has blossomed into a similar regional event named CincySings. The event includes thousands of P&G employees, as well as employees from other participating companies,

expressing their creativity and talent for a good cause. CincySings has gradually expanded to include a semi-finals, online fan voting, and a major sponsor. The company will also integrate the arts into its culture by often buying blocks of tickets to arts events for its employees, building audience while creating connections between employees and the community.

One of the most notable arts initiatives taken on by P&G is the funding of a major public art project produced by Art-Works Cincinnati called “Cincy Ink,” a crowd-sourced poem about the city from the perspective of hundreds of residents, which was then transcribed on large-scale murals around the city. P&G also sponsors popular community-wide events such as Lumenocity, the World Choir Games, and the Cincinnati Music Festival. Beyond the Cincinnati area, P&G has used its brands, including Crest, Gain, and Pampers to launch public arts projects in Los Angeles, New York, and other cities.

Arts education is also a priority at P&G, investing a quarter-million dollars annually into programs that bring the arts into underserved schools across the region such as the Cincinnati Shakespeare Company, Ensemble Theatre, Taft Museum, Cincinnati Ballet, and the Cincinnati Opera.



Photos (opposite page, clockwise from top left) P&G’s annual fundraising campaign for ArtsWave, the oldest and largest united arts fund in the country, is the largest corporate contributor, and includes the P&G Sing-Off, an event that inspired ArtsWave’s successful and growing CincySings. • Reminder I Heart the Arts • Lisa Sauer, P&G Vice President of Product Supply, Global Home Care, serves as Chairwoman of the ArtsWave Board of Trustees. • Phil Duncan, P&G Global Design Officer, and P&G ArtsWave Campaign Sponsor, participates in the P&G’s Sing Off. • Mel Healey (left) enjoys an ArtsWave Women’s Leadership Roundtable event with ArtsWave contributor Valerie Newell and Cincinnati Ballet Artistic Director & CEO Victoria Morgan.

BCA Hall of Fame Award **Aetna Inc.** Hartford, CT

"Aetna is committed to building healthy communities across the country, and to promoting a healthy lifestyle for everyone. The arts are an important part of enhancing the overall well-being of people and their communities, and we are honored to have the Business Committee for the Arts recognize Aetna's leadership in this area."

—MARK T. BERTOLINI, CHAIRMAN AND CEO

AETNA BUILDS HEALTHY COMMUNITIES BY PROMOTING volunteerism, forming partnerships, and funding initiatives to improve the quality of life for its employees and customers. Supporting the arts and people with an artistic background aligns with Aetna's goal of creating a talented, diverse workforce to sustain its leadership position while building healthier communities. Since 2006, Aetna has contributed more than \$7 million supporting over 437 national and local arts programs, events, and activities.

Aetna's employees are committed to providing leadership to arts organizations' programming and fundraising efforts. It was among the first to host a workplace giving campaign in 1995 and to enter the "\$100,000 Club," a special designation by the Greater Hartford Arts Council given to companies whose employees raise more than \$100,000 per year for the arts. Since the designation, its employees have given over \$1.5 million to the arts. Since 2003, Aetna and its employees have logged more than 4.3 million volunteer hours for numerous arts and non-arts initiatives. Currently, its employees perform with local arts organizations, hold in house art and talent shows, occasionally listen to its employee gospel choir and celebrate its award winning jazz band, which has jammed at numerous events including BCA 10 galas.

Nationally, Aetna and the Aetna Foundation have granted the Adventures of Little Noodle, produced by Atlanta's Center for Puppetry Arts as

part of the Center's childhood obesity initiative; the Sphinx Virtuosi tour which enables musicians to inspire children to explore classical music as a possible career while promoting healthy behaviors; the nationally acclaimed 105 Voices of History choir comprised of Aetna student health ambassadors from Historically Black Colleges and Universities who use music to address various health issues on their campuses. Locally, Aetna supports Hartford-based organizations including The Greater Hartford Arts Council, The Connecticut Forum, Wadsworth Atheneum Museum of Art, The Bushnell, The Amistad Center for Art & Culture and TheaterWorks. Finally, the Tony Award winning Hartford Stage and its Aetna New Voices Fellows' partnership, has won a Pulitzer Prize and helped to launch new works from writers and directors that are being produced on stages nationally and internationally.

Headquartered in Hartford, CT, Aetna and its employees continue to think of new ways to expand its commitment to the arts. Mindfulness in the workplace and the support of science, technology, engineering, the arts and math (STEAM) provide a platform for the arts to play a vital role in developing the next generation of leaders. From music to dance, fine arts to performing arts, Aetna believes the arts can enhance one's personal wellbeing, revitalize a community and create a world that bridges cultures and differences. A 2011 BCA 10 honoree, Aetna is thrilled to receive the prestigious 2016 Hall of Fame award.

Photos (opposite page, clockwise from top left) Hartford Stage's production of "Resurrection" written and directed by Aetna New Voices Fellow Daniel Beatty. • (Middle, left to right) Nationally acclaimed 105 Voices of History choir comprised of Aetna student health ambassadors from Historically Black Colleges and Universities, Kennedy Center. • Aetna's award winning employee jazz band. • (Bottom, left to right) Aetna's What's Your Talent show featuring employee performances from all across the company. • Adventures of Little Noodle, produced by Atlanta's Center for Puppetry Arts' childhood obesity initiative.



BCA Leadership Award Robert Buchsbaum Blick Art Materials

"I am honored to be named BCA's 2016 Leadership Award honoree, in recognition of Blick's long history of advocating for and supporting the arts. We look forward to continuing our support of the Arts Action Fund in creating opportunities for every American to participate in and appreciate the arts."

—ROBERT BUCHSBAUM CHIEF EXECUTIVE OFFICER, BLICK ART MATERIALS, HIGHLAND PARK, IL

WHEN ROBERT BUCHSBAUM JOINED BLICK IN 1996, successfully restructured the company and helped Blick become the nation's premier art supply source. In 2013, Blick absorbed Utrecht Art Supplies, and now it has more than 70 retail stores across the country, selling art materials that cater to the full spectrum of artists—from the youngest child to gallery-represented professionals.

The legacy of Buchsbaum's leadership is connected to his grandfather, Robert Metzenberg, who bought the company from Dick Blick in 1948 and was instrumental in its post-World War II growth. Metzenberg's dream was to see that every artist, art teacher, and sign painter had mail-order access to the tools of the trade.

To Blick, Buchsbaum brings an exceptional stronghold of being smart, unconventional, and forward-thinking. Leading an art supply company, he understands how imperative it is for the arts to survive

and flourish. And he genuinely believes in the power and benefits of the arts in everyday society. Over the past 15 years, under Buchsbaum's leadership, Blick has made financial contributions of at least \$475,000 a year to programs and organizations that support the arts and arts education.

Buchsbaum's commitment to leadership is also shown through Blick's support of National Art Education Association; the Arts Action Fund, a 501(c)(4) nonprofit organization affiliated with Americans for the Arts; the Scholastic Art & Writing Awards; and his personal board representation with the National Art Materials Trade Association, Scholastic Art & Writing Awards, and Marwen, a nonprofit dedicated to educating and inspiring underserved young people through the visual arts.

Photos (opposite page, clockwise from top left) Robert Buchsbaum at Marwen's Art Fair - November 6, 2015 at Marwen. • Robert Buchsbaum with George Marquisos (Program Manager at Public Building Commission of Chicago) at Marwen's Art Fair - November 6, 2015 at Marwen. • Julie Fox (guest of Gary Metzner); Gary Metzner (Senior Vice President, Sotheby's and Paintbrush Ball Auctioneer); Elyse Klein (wife of Robert Buchsbaum); and Robert Buchsbaum (CEO, Blick Art Materials and 2015 Paintbrush Ball Co-Chair) together at Marwen's Paintbrush Ball - May 1, 2015 at Morgan Manufacturing. • It's show time! Robert Buchsbaum and Blick team ready to spend the day with thousands of art educators at the National Art Education Association conference. • Tom Shapiro (Partner, Cultural Strategy Partners and 2015 Paintbrush Ball Co-Chair); Lee I. Miller (Partner and Global Chair Emeritus, DLA Piper); Caryn Englander (Partner, DLA Piper); and Robert Buchsbaum together at Marwen's Paintbrush Ball - May 1, 2015 at Morgan Manufacturing.



Delaware Division of the **Arts**

congratulates



for their exceptional support of
the arts in Delaware

ARTS.DELAWARE.GOV

CONGRATULATIONS TO OUR FRIENDS AT
AETNA ON BEING HONORED WITH THE
2016 BCA HALL OF FAME AWARD.



The Bushnell is proud to be
one of your partners in the arts.

THE
BUSHNELL

166 CAPITOL AVE • HARTFORD
860-987-5900 • BUSHNELL.ORG

Great Art Elevates Us All

M Powered Strategies proudly
sponsors accessibility programs
at the Washington, DC
Shakespeare Theater Company
and is honored to be recognized
by Americans for the Arts.

Congratulations to all 2016
BCA 10 Award winners. We join
you in our continued support for
great art that captures the
imagination and enriches lives.



m powered strategies
www.mpoweredstrategies.com



THE OKLAHOMA CITY BUSINESS & ARTS COMMUNITY SALUTES DUNLAP CODDING



As they are recognized for their dedication to the arts
that enrich the workplace, enhance education
and enliven the community.



A STANDING
OVATION FOR



NORTHERN
TRUST

FROM THE
ALLEY THEATRE

CONGRATULATIONS



On behalf of all of
us at Ballet Arizona,
we thank you for
the meaningful work
you provide in our
community. Our work
would not be possible
without you and we
are deeply grateful for
your support these
past 10 years.

THANK YOU!

BALLET
ARIZONA
DE KROONEN, ARTISTIC DIRECTOR



Photo by Rosalie O'Connor

EXPO CHICAGO is honored to recognize Northern Trust as our Presenting Sponsor and we express our gratitude for their unwavering commitment to the arts.

EXPO CHGO

THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART



epochchicago.com



Touching lives, Improving life.

We are proud to support Americans for the Arts and the community of artists that improve our lives everyday through their creativity. Congratulations to all BCA Award recipients for their outstanding achievements in the arts!



BLICK[®] art materials

CONGRATULATES OUR CEO
ROBERT BUCHSBAUM
ON RECEIVING THE 2016
BCA LEADERSHIP AWARD



Merit School of Music joins Americans for the Arts in honoring **NORTHERN TRUST** for its contributions to the arts and arts education.

Merit is one of many to benefit from Northern Trust's unflagging commitment to music education.

Thank you Northern Trust!



MERIT
SCHOOL OF MUSIC



Congratulations!

Dogfish Head Brewery

BCA 10: Best Businesses Partnering with the Arts in America!

From your friends at
Oak Beverages Inc. & Boening Bros., Inc.



Oak Beverages
INCORPORATED

B
BOENING BROS., INC.

CONGRATULATIONS!



Congratulations P&G!
One of the **Best Businesses Partnering**
with the Arts in America.

- ArtWorks
- Behringer-Crawford Museum
- Bl-Okoto Cultural Institute
- The Carnegie
- The Children's Theatre of Cincinnati
- Cincinnati Art Museum
- Cincinnati Ballet Company
- Cincinnati Black Theatre Company
- Cincinnati Boychoir
- Cincinnati Chamber Orchestra
- Cincinnati Children's Choir
- Cincinnati Landmark Productions
- Cincinnati May Festival
- Cincinnati Men's Chorus
- Cincinnati Opera Association
- Cincinnati Playhouse in the Park
- Cincinnati Shakespeare Company
- Cincinnati Symphony Orchestra
- Clifton Cultural Arts Center
- concert:nova
- Contemporary Arts Center
- Elementz
- Ensemble Theatre of Cincinnati
- Filton Center for Creative Arts
- Kennedy Heights Arts Center
- Kentucky Symphony Orchestra
- Know Theatre of Cincinnati
- Linton Chamber Music
- Madcap Productions
- Puppet Theatre
- MamLuft&Co. Dance
- Manifest Creative Research Gallery and Drawing Center
- Melodic Connections
- MUSE - Cincinnati Women's Choir
- My Nose Turns Red Theatre Company
- Oxford Community Arts Center
- Pones Inc.
- Pyramid Hill Sculpture Park
- Taft Museum of Art
- Visionaries + Voices
- Vocal Arts Ensemble of Cincinnati
- The Wyoming Fine Arts Center

artswave

CELEBRATING TRIUMPHS OF THE CREATIVE SPIRIT.

Perhaps the most important thing you can do to awaken your own creativity is to support the creativity of others. That's why we're so proud to give back to the people and organizations who inspire our artistic side – and we have been since 1962. Over more than 50 years, Raymond James has become a leading patron of the arts in our communities. And today, it's our privilege to continue that tradition of celebrating the creative spirit alongside you. **LIFE WELL PLANNED.**

RAYMOND JAMES®

Raymond James is proud to support Americans for the Arts and the 2016 BCA 10

raymondjames.com/community

©2016 Raymond James & Associates, Inc., member New York Stock Exchange/GPC ©2016 Raymond James Financial Services, Inc., member FINRA/GPC. Raymond James® is a registered trademark of Raymond James Financial, Inc. 10-05, 08, 01/10/14 00-10
Raymond James is not affiliated with the above organizations.

Congratulations to *Johnson & Johnson*

For being chosen as one of this
year's BCA 10 honorees.

Thank you for many years of
support and generosity.



From the Arts Access Program at the
Matheny Medical and Educational Center



PROUD SUPPORTER OF AMERICANS FOR THE ARTS AND BCA 10

Congratulations to the 2016 BCA 10 honorees
for their exceptional involvement with the ARTS
that enriches the workplace, enhances education,
and transforms communities.



Hotel South Beach

starwoodcapital.com

1601 WASHINGTON AVENUE, MIAMI BEACH, FL | 591 W. PUTNAM AVENUE, GREENWICH, CT

PEOPLE WHO PARTICIPATE
IN THE ARTS ARE **20% MORE**
LIKELY TO VOTE.



Learn how the arts are transforming
our communities and our lives.

Learn more at www.AmericansForTheArts.org



Atlantic Salt, Inc.

Salt Mandala, by artist Nancy Quinn
for the 2016 Lumen Festival
at Atlantic Salt, Staten Island, NYC

CONGRATULATIONS



Dunlap Coddling

Thank you for being a leader in the Oklahoma City Community!





MEET MIKE, THE PICASSO OF ACCOUNTING

When businesses partner with the arts, everyone profits. Because the arts inspire new ideas, fresh thinking and creative collaboration. Just think, it's exactly what you're looking for from the people who work with you every day.

Join the PARTNERSHIP MOVEMENT today. And see how partnering with the Arts is good business.



partnershipmovement.org



**Scholastic
Art & Writing
Awards**

Alliance for
Young Artists
& Writers

Congratulations to
BCA Leadership Award honoree
Robert Buchsbaum

*With gratitude for your generous commitment to arts education.
—the Alliance for Young Artists & Writers and its Board of Directors*

Art.Write.Now., sponsored by Robert Buchsbaum and Blick Art Materials and Utrecht Art Supplies, brings the most visionary and creative works by teens to audiences across the country. Photo: Butcher Walsh



Quality health plans & benefits
Healthier living
Financial well-being
Intelligent solutions



Building a healthier world®

Aetna is proud to support Americans for the Arts and is honored to receive the BCA Hall of Fame Award.

aetna®

Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna).

©2016 Aetna Inc.
2016030

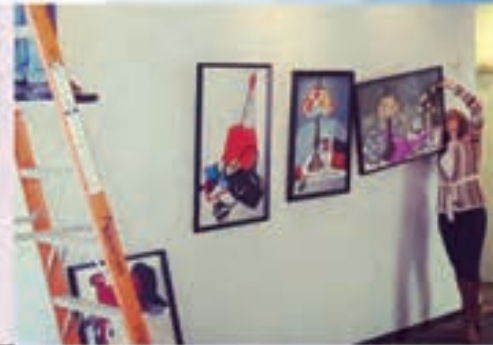
Six Ways to Use the Arts to Boost Employee Engagement

Businesses large and small use the arts to foster creativity, innovation, and a culture of trust.



Corporate Arts Challenge

Encourage your employees to show their creative sides and build teamwork with a friendly singing or arts competition.



Arts-Based Training

Use the arts to teach innovation, interpersonal skills, public speaking, and more.



Employee Art Shows

Provide a space for your employees to showcase their artistic talents.



Skills-Based Volunteering

Your employees have valuable skills that arts organizations need! Encourage them to volunteer.



Team Volunteering

Gather a group of enthusiastic employees for an arts activity, like painting a mural at a local community center.



Artist Residencies

Embed an artist in your company, and let him or her challenge you and your employees to think in new ways.

The Arts Boost Employee Engagement

Businesses do better when their employees are engaged, and the arts can do just that.

So what do the numbers say?

Only **65.9%** of employees felt engaged in 2014.

87% of organizations think their culture and engagement are their top challenges.

ADD THE ARTS and...

59% of businesses said the arts increased employee creativity and growth!



Health

- Relieve workplace stress
- Promote better mental health



Office Culture

- Foster a desirable work environment
- Increase efficiency and morale



Human Resources

- Recruit and retain employees, especially Millennials
- Train your team to be the best representatives of your company



Operations

- Build your competitive advantage as a business
- Encourage critical thinking and innovation



Public Relations

- Forge connections with new customers
- Make the community a better place



BCA 10 HONOREES 2005–2015

3M St. Paul, MN • AC Entertainment Knoxville, TN • 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 • Ameriprise Financial Minneapolis, MN • Anadarko Petroleum Corporation Houston, TX • Applied Materials Santa Clara, CA • Arketype Inc. Green Bay, WI • Aspen Skiing Company Aspen, CO • Atlantic Salt, Inc. Staten Island, NY • AutoZone Memphis, TN • Bacardi USA Inc. Coral Gables, FL • Baker Botts L.L.P. Houston, TX • Bank of America Charlotte, NC • BBVA Compass Birmingham, AL • Bison Financial Group Lafayette, IN • BlueCross BlueShield of South Carolina Columbia, SC • BNY Mellon New York, NY • The Boeing Company Chicago, IL • The Boldt Company Appleton, WI • Booz Allen Hamilton McLean, VA • Brainforest Inc. Chicago, IL • Brookfield New York, NY • Brooks Resources Corporation Bend, OR • Brown-Forman Corporation Louisville, KY • Capital Bank Raleigh, NC • Chaves Consulting, Inc. Baker City, OR • Chesapeake Energy Corporation Oklahoma City, OK • Classical Movements, Inc. Alexandria, VA • Con Edison New York, NY • ConocoPhillips Houston, TX • Corning Incorporated Corning, NY • Corporate Office Properties Trust Columbia, MD • 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 • Edward Jones St. Louis, MO • 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 • GE's FirstBuild Louisville, KY • Gibson Guitar Corp. Nashville, TN • Golden Artist Colors, Inc. New Berlin, NY • H&R Block, Inc. Kansas City, MO • Halifax EMC Enfield, NC • Hallmark Cards, Inc. Kansas City, MO • Hanesbrands Inc. Winston-Salem, NC • HCA Nashville, TN • I.W. Marks Jewelers LLP Houston, TX • Jackson and Company Houston, TX • John Deere Moline, IL • Limited Brands, Inc. Columbus, OH • Lincoln Financial Group Philadelphia, PA • M&T Bank Buffalo, NY • 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 • Microsoft Redmond, WA • Milliken & Company Spartanburg, SC • Norfolk Southern Corporation Norfolk, VA • Northeast Utilities Hartford, CT • Northwestern Mutual Milwaukee, WI • NV Energy and the NV Energy Foundation Reno, NV • PECO Philadelphia, PA • The PNC Financial Services Group, Inc. Pittsburgh, PA • Portland General Electric Portland, OR • Premier Bank Dubuque, IA • Printing Partners Indianapolis, IN • Prospective Inc. Reston, VA • Publicity Works Bowmansville, PA • Qualcomm Incorporated San Diego, CA • Reliance Standard Life Insurance Company Philadelphia, PA • Sabroso Company Medford, OR • Scholastic Inc. New York, NY • Shell Exploration & Production Company Houston, TX • Shugoll Research Bethesda, MD • Spec's Wines, Spirits & Finer Foods Houston, TX • Strata-G Communications Cincinnati, OH • Sweetwater Sound, Inc. Fort Wayne, IN • Tampa Bay Times St. Petersburg, FL • Thrivent Financial Appleton, WI • Time Warner Inc. New York, NY • The Travelers Companies, Inc. St. Paul, MN • The Trust Company of Kansas Wichita, KS • Turner Broadcasting System, Inc. Atlanta, GA • UMB Financial Corporation Kansas City, MO • United Technologies Corporation Hartford, CT • U.S. Bank Minneapolis, MN • Vinson & Elkins L.L.P. Houston, TX • Walt Disney World Resort Orlando, FL • Wells Fargo & Company San Francisco, CA • Wilde Lexus of Sarasota Sarasota, FL • Williams & Fudge Inc. Rock Hill, SC • Yum! Brands Inc. Louisville, KY • Zions First National Bank Salt Lake City, UT

BCA LEADERSHIP AWARD RECIPIENTS

The BCA Leadership Award, selected by the BCA Executive Board, recognizes a business executive who has demonstrated exceptional vision, leadership, and commitment in developing and encouraging business alliances with the arts throughout his/her career.

Jack A. Belz Belz Enterprises • Henry W. Bloch H&R Block, Inc. • Winton M. Blount Blount, Inc. • Eli Broad SunAmerica Inc. • John H. Bryan Sara Lee Corporation • C. Kendrick Fergeson NBC Oklahoma • Christopher Forbes Forbes, Inc. • David R. Goode Norfolk Southern Corporation • J. Barry Griswell Principal Financial Group • Frederic C. Hamilton The Hamilton Companies • John C. Hampton Hampton Affiliates • Sondra A. Healy Turtle Wax, Inc. • James R. Houghton Corning Incorporated • Martha R. Ingram Ingram Industries Inc. • Thomas A. James Raymond James Financial • Michael B. McCallister Humana Inc. • Raymond D. Nasher The Nasher Company • Clarence Otis, Jr. Darden Restaurants, Inc. • Jorge M. Pérez The Related Group • Henry T. Segerstrom C.J. Segerstrom & Sons • James S. Turley Ernst & Young • James D. Wolfensohn James D. Wolfensohn Incorporated

BCA HALL OF FAME RECIPIENTS

The BCA Hall of Fame Award, selected by the BCA Executive Board, 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.

Altria Group, Inc. • American Express Company • AT&T • Bank of America Corporation • The Boeing Company • Chevron Corp. • Corning Incorporated • Deutsche Bank • Duke Energy • ExxonMobil Corporation • Ford Motor Company • General Mills, Inc. • Hallmark Cards, Inc. • Humana Inc. • J.P. Morgan Chase & Co. • John Deere • Johnson & Johnson • Kohler Co. • Lockheed Martin Corporation • MetLife • Movado • Northwestern Mutual • Principal Financial Group • Prudential Financial, Inc. • Sara Lee Corporation • Target • Time Warner Inc. • UBS • United Technologies Corporation



Americans for the Arts
One East 53rd Street, 2nd Floor • New York, NY 10022
T: 212.223.2787 • F: 212.980.4857
www.AmericansForTheArts.org/BCA

1000 Vermont Ave, NW, 6th Floor,
Washington, DC 20005
T: 202.371.2830 • F: 202.371.0424