

Making A Difference: Exceptional Business-Arts Partnerships

THE BCATEN:
*Best Companies
Supporting the Arts in America*

BCA Hall of Fame

BCA Leadership Award

Presented by
Business Committee for the Arts, Inc.
and FORBES Magazine

October 5, 2005
Rubin Museum of Art
New York, New York

Business Committee for the Arts, Inc.

Business Committee for the Arts, Inc. (BCA), founded in 1967 by David Rockefeller, is a national not-for-profit organization. Its mission is to ensure that the arts flourish in America by encouraging, inspiring and stimulating businesses to support the arts in the workplace, in education and in the community.

BCA provides business with the services and resources it needs to develop effective alliances with the arts, including consulting, research, publications, conferences and programs that foster appreciation of the arts, such as art@work®, Forum for New Ideas, THE BCA TEN and The Calendar Project. BCA also supports a network of BCA Affiliates that work to increase business support to the arts in their communities.

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Kansas City BCA

Kansas City, Missouri

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THE BCA TEN: *Best Companies Supporting the Arts in America*

Sponsored by
Business Committee for the Arts, Inc.
and FORBES Magazine

THE BCA TEN: *Best Companies Supporting the Arts in America* recognizes businesses of all sizes for their exceptional involvement with the arts that enriches the workplace, education and the community. They were selected by an independent panel of six judges representing business and the arts. These companies set the standard of excellence and serve as role models for others to follow.

The premiere of THE BCA TEN occurred on October 5, 2005 at the Rubin Museum of Art in New York before a gathering of business and arts leaders from around the country. During this event, the BCA Leadership Award was announced along with the inductee to the BCA Hall of Fame.

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Transportation

Since it was founded more than three-quarters of a century ago, American Airlines has supported the arts throughout the world for their intrinsic value and to promote appreciation and understanding of various cultures.

Nominated by
North Texas BCA
Dallas, Texas

Employees

The arts are featured in recruitment and orientation materials for all new American Airlines management employees and once hired they are invited to a reception at the Dallas Museum of Art. From top-level executives to front-line employees—all are encouraged to work with the arts and to serve them as volunteers.

Typically, American employees volunteer their time through an Employee Resource Group. For example, to celebrate its new service to Shanghai, China, the Asian/Pacific Islanders Employee Resource Group hosted a reception for employees and clients in connection with the *Splendors of China's Hidden City* exhibition in the Dallas Museum of Art. During Black History Month, the African American Employee Resource Group partnered with the African American Museum in Dallas to engage employees and their families with *Jazz Under the Dome*.

Lives

Enriching

ENGAGING EMPLOYEES

“As a company, we have long recognized that providing support to the arts greatly contributes to the quality of life in the cities we serve—both for our customers and for our employees.”

Gerard J. Arpey
Chairman and CEO
American Airlines

To strengthen their knowledge of the arts and their volunteer skills, American sponsors employee participation in the nine-month Arts Leadership Institute of the North Texas BCA. The company also participates in the annual *On My Own Time* employee-art exhibition, sponsored by the North Texas BCA, to showcase the creative talents of its employees, and features some of its employee works from this exhibition on its International First Class in-flight menus. And, during *Take Our Daughters and Sons to Work Day*, American invites the Dallas Symphony Orchestra Young Strings Ensemble to perform in the company's headquarters.

Customers and Clients

American organizes many receptions and events for its customers and clients in conjunction with the exhibitions and performances it sponsors. It recently invested more than \$6 million in art displayed in and around Terminal D of the Dallas/Fort Worth Airport to enrich the customer experience. And, it exhibits works of art from its own and local collections in its Admiral Clubs and other airports throughout the world. It also developed and maintains the American Airlines C.R. Smith Museum in Fort Worth devoted to the history of flight.



Dallas Symphony Orchestra



On My Own Time



Dallas Black Dance Theatre

Community

American has a long history of providing operating and project support to organizations from coast-to-coast, including the Japanese American National Museum in Los Angeles; the Roundabout Theatre Company in New York; the Symphony of the Americas Concert Series in Miami and in Latin American cities; the African American Museum in Dallas; and Big Thoughts (formerly Young Audiences) in Dallas. It was a major supporter of Bass Hall for the Performing Arts in Fort Worth and is a leading supporter of the new Dallas Center for the Performing Arts.

The company also provided in-kind travel for two Dallas Symphony Orchestra European Tours and the Van Cliburn International Competition, plus cargo service to transport marble from Europe to Dallas for the Morton H. Meyerson Symphony Center in Dallas.

To help reach new audiences, the Editor of American's Hispanic in-flight magazine, *Nexos*, worked with the staff of the Dallas Museum of Art to develop a communications plan and materials to engage the Hispanic community with the museum's exhibition, *Lords of Creation: The Origins of Sacred Maya Kingship*.

American Century Investments

Kansas City, Missouri

Investments

American Century Investments believes "the arts are good for business. They enrich society and make communities more livable. They also create jobs and power the economy. They attract and retain talented and creative people." It is for these reasons and to further its mission statement of "succeeding by making others successful" that the company supports the arts.

Nominated by
Heart of America Shakespeare Festival
Kansas City, Missouri

Employees

During the recruitment process American Century Investments employees are introduced to the arts and encouraged to serve arts organizations as volunteers. After completing 25 hours of volunteer service during a six-month period, the company makes a grant to the arts organization on behalf of the employee through the "Dollars for Doers" initiative. The CEO also presents awards to exceptional volunteers and their work is featured on the company's Intranet and in its newsletter.

To help managers hone their skills, American Century sponsors *Music Paradigm*—a Kansas City Symphony program, which uses the symphony as a metaphor for business to illustrate how to work together for total success.

To foster innovative thinking and celebrate creativity in the workplace, American Century maintains a collection of 600 works by local artists throughout its offices, and offers employees and their families various programs to understand and enjoy these works. It also hosts an annual exhibition of employee art—*A Celebration of Art*—part of BCA's art@work® program.

Employees are encouraged to participate in the arts through American Century's "50/50 Ticket Program," which offers them tickets at half-price. This initiative also helps the arts build their audiences.

Customers and Clients

Throughout the year, American Century hosts special receptions and provides tickets to many arts performances and events to strengthen customer and client relationships and to help the arts reach new audiences. Recently, it hosted a client reception prior to a performance of The American Jazz Museum's celebration of Count Basie's 100th birthday, which was sponsored by American Century and broadcast worldwide on National Public Radio. Clients in Kansas City were invited to a reception prior to the premiere of *Carter's Way*—an original play commissioned by the Kansas City Repertory Theatre and also sponsored by American Century. And, in Saratoga, California, clients were invited to the Montalvo Arts Center concerts.

Kansas City Symphony

A photograph of a man with dark hair, wearing a dark suit and white shirt, playing a violin. He is shown from the side, focused on his instrument. The background is a light, abstract, wavy pattern.

Creative Investm



Kansas City Plaza Art Fair

Community

In addition to a broad spectrum of grants to arts organizations large and small, American Century annually sponsors 10 major arts festivals, including the award-winning Colorado Arts Festival, to increase access to the arts.

In collaboration with the Kansas City BCA, the company sponsors the ongoing installations of sculptures created by instructors from the Kansas City Art Institute in a public space adjacent to its Kansas City headquarters.

To enhance the Kansas City Zoo's Rafiki Tram Station, 120 employees helped to build 29 benches designed by the company's Facilities and Real Estate Department, and the company restored the station's roof structure.

Often, American Century is the first to support an arts project, which encourages other businesses to follow its lead. This was the case with its support of the inaugural fundraising auction of Accessible Arts, Inc.—an organization that focuses on the arts in its work with children with disabilities—and The Coterie Theatre's Dramatic AIDS Education Program for Kansas City middle and high school students. In an effort to increase business involvement with the arts, it frequently arranges meetings in arts venues. A recent example is the meeting it hosted of the Kansas City Chamber of Commerce in the Kemper Museum of Contemporary Art.

"American Century believes all businesses should be invested in the arts. The arts create jobs and power the economy. We have found that communities with strong arts and culture are the communities where talented, creative employees want to live."

William M. Lyons
President and CEO
American Century Investments



art@work-A Celebration of Art

INCREASING ACCESS

ments

Deere & Company Moline, Illinois

Manufacturing

Deere & Company supports the arts as part of its strategic goal to enhance the quality of life and to be in a better position to attract and retain employees in many small communities in which it operates throughout the United States and worldwide. It also believes that individuals "achieve a higher standard of excellence in an environment of excellence" — one rich with thriving arts organizations.

Nominated by
Deere & Company
Moline, Illinois



Metro Arts

Employees

Deere & Company's support of the arts began in 1884 when the company underwrote the Deere Cornet Band, comprised of employee musicians who performed for fellow employees and the community. Thirty-two years later the company covered the expenses of the bandleader and provided an assembly room for the newly organized employee group—the John Deere Glee Club and Orchestra that performed in two of the company's factories.

To enrich the environment of its world headquarters for employees and visitors alike, Deere began a corporate art collection in 1964 by commissioning *Reflections for an Era* by Alexander Girard, now on display in the company's headquarters. This is one of the 1,300 works, including pieces by Henry Moore and Wood Grant, on view throughout its facilities worldwide. Each year, employees and their families as well as thousands of visitors from around the world enjoy the artwork and the company's Eero Saarinen-designed building on its Moline campus.

Deere employees offer the arts countless volunteer hours annually by serving on the boards of arts organizations, such as The Arts Council of Metropolitan Kansas City and the Conyers/Rockdale Council for the Arts, Atlanta, Georgia. Top-level executives frequently assume leadership roles in capital campaigns for arts facilities, and they head initiatives that are designed to engage other businesses with the arts in many communities. Recently the company's Chairman and CEO Robert W. Lane served as Co-Chairman of the capital campaign for the new Figge Art Museum in Davenport, Iowa. And, the company made a \$1.5 million leadership grant to this campaign.

This summer, for the sixth consecutive year, Deere invited other businesses to its world headquarters to learn about the Chicago Summer Youth Arts Intern Program and to help them begin similar programs by working with the arts councils in their communities.

Achievin

“Support of the arts is integral to Deere’s long-standing commitment to our communities. We are pleased to make major contributions to the arts that enhance the quality of life.”

Robert W. Lane
Chairman and Chief Executive Officer
Deere & Company



Quad Arts



Deere
World Headquarters



Figge Museum of Art
Photo by Ogy Blazevic

Customers

Several times each year customers are invited to Deere’s headquarters for classes, factory tours, meetings and events. An architectural tour of the buildings and the art collection, as well as local performances and cultural events, are part of this “John Deere Experience.” The company believes that its support of the arts and community endeavors helps to strengthen customer loyalty.

Community

Deere provides grants, marketing and advertising support, as well as in-kind assistance to arts organizations large and small in its operating communities. In the 1960s it began supporting an artist-in-residence program, which has evolved into the *Visiting Artists Series*, held in the company’s headquarters auditorium. It is also the major underwriter of *The Holiday Pops* concert held at The MARK of the Quad Cities Civic Center in Moline and is a principal supporter of the Quad-City Ballet and Symphony, the Des Moines Art Center, The Des Moines Metro Opera Company and The Greenville Little Theater in Greenville, Tennessee. Deere also supports the symphony orchestras in Dubuque, Des Moines and Ottumwa, Iowa, along with the Joffrey Ballet of Chicago, the Museum Park at the North Carolina Museum of Art in Raleigh, and the company is the Founding Sponsor of the National Garden at the U.S. Botanical Garden in Washington, D.C. As part of many of its grants, Deere supports numerous efforts that bring the arts into schools and public places, and enables the underserved to attend performances and arts-related events.

It also sponsors *Art in the Airport* at the Quad Cities International Airport, Illinois—an art gallery that showcases the work of local and regional artists, as well as community collections. Two million individuals visit it annually.

The company frequently donates its equipment, as it did to cover the transportation needs of the Blues Fest and the Bix Beiderbecke Memorial Jazz Festival held in Davenport and it recently collaborated with one of its dealers to donate a John Deere 450 crawler dozer to the Crazy Horse Memorial in Black Hills, South Dakota.

ng Excellence

STRENGTHENING LOYALTY

Meredith Corporation

Des Moines, Iowa

Media

Meredith Corporation views the arts as invaluable to the quality of life of its operating communities and its ability to attract individuals with the creative minds it needs to fuel its business.

Nominated by
Metro Arts Alliances
Des Moines, Iowa



Young Audiences, Portland, Oregon



July 4th Pops Concert

Employees

The arts are central to Meredith's recruitment efforts. Potential employees are taken to lunch at the Des Moines Art Center, given a tour of the museum and informed of the city's cultural offerings, including the symphony, opera, civic center programs and outdoor festivals.

Each year employees contribute thousands of volunteer hours to the arts, and the company makes grants, on a graduated scale, in an employee's name for a minimum of 20 volunteer hours. Meredith employees are also members of many arts organizations' boards. William T. Kerr, Chairman and CEO, is on the board of the national Business Committee for the Arts, Inc. (BCA); Douglas Olson, Vice President, is a trustee of the Des Moines Civic Center; Benjamin Allen, a Book Editor, is Vice President of the Metro Arts Alliance; Elvin MacDonald, Garden Editor of *Better Homes and Gardens*, serves on the boards of the Des Moines Metro Opera and Salisbury House in Des Moines; and Mell Meredith, great granddaughter of the founder, co-chaired the capital campaign for the Science Center of Iowa in Des Moines.

The company features information about the arts in its newsletter and through e-mails to encourage employee participation. It incorporates the arts in company meetings and gatherings, and offers employees free admission to performances and events, such as the July 4th Pops Concert, the Des Moines Choral Society, the Des Moines Symphony, as well as the Blank Park Zoo.

Customers and Clients

Seeking to increase interest in and support for the arts, Meredith frequently forms collaborations with other businesses and clients to engage them with the arts. It also hosts its customers at performances and cultural events at the Des Moines Art Center; the historic Salisbury House; and local art galleries. Additionally, the arts are often incorporated into customer visits at the company's headquarters.

INNOVATIVE APPROACHES

Nurturing C



Plantoir, Meredith Headquarters

Community

To enrich the quality of life in Des Moines, Meredith installed *Plantoir*—a sculpture by Claes Oldenburg and Coosje van Bruggen outside its headquarters and a one-story photography mural, changed seasonally, on one of its buildings. And, it recently announced a \$2 million grant to create the 3.5-mile Meredith Trail that will connect the Principal Riverwalk with Grays Lake and Meredith's headquarters.

Each year, in addition to allocating 50 percent of its foundation's budget to the arts for general operations, arts education projects and special initiatives, Meredith offers the arts many unique opportunities, such as:

- *Better Homes and Gardens* created "Your Best Family Vacation" to promote family visits to 21 zoos throughout the country. It offered special admission rates on behind-the-scene tours. The magazine also promoted the *National Anthem Project* in its July 2005 issue.
- *American Baby* magazine and its Web site formed a partnership with 68 children's museums from coast-to-coast to draw young families to these museums and encourage repeat visits. As part of this effort, Meredith donated 50 museum admission tickets in each city to a not-for-profit organization that supports young children.
- *WOOD* magazine annually creates special wooden items that are donated to arts organizations for funding purposes. A Barrister Bookcase auctioned by the Science Center of Iowa fetched \$3,500.
- KFXO in Bend, Oregon, provides public service announcements for the Bend Summer Festival; FOX 12 in Portland, Oregon, runs PSAs for Young Audiences of Oregon and Southwest Washington; KPHO in Phoenix, Arizona, provides the Scottsdale Cultural Council, ChildsPlay and The Theatre League with PSAs; and WNEW in Flint/Saginaw, Michigan, airs PSAs for the Flint Cultural Council.

"Creativity is the lifeblood of Meredith Corporation. A vibrant arts and cultural environment is one of the best ways to foster and nurture its development among our employees."

William T. Kerr
Chairman and CEO
Meredith Corporation

Creativity

Norfolk Southern Corporation

Norfolk, Virginia

Transportation

Norfolk Southern Corporation believes the arts "humanize people by encouraging communications and cooperation, foster self-expression, curiosity and appreciation for the creative potential of others," and they are also critical to its goal of being "the safest, most customer-focused and successful transportation company in the world."

Nominated by
Virginia Arts Festival
Norfolk, Virginia



Mendelssohn's A Midsummer Night's Dream
Virginia Arts Festival

Employees

Since it was established in 1982, Norfolk Southern's alliances with the arts have been driven by the personal passion of its chairmen and the company's commitment to good corporate citizenship. Its first Chairman, Robert B. Claytor, a lover of opera and classical music, was instrumental in Norfolk Southern sponsoring the Virginia Opera's commission of Thea Musgrave's opera about Harriet Taubman titled *Harriet, The Woman Called Moses*. He also created the Norfolk Southern Foundation in 1983 which, since its inception, has allocated about a third of its \$85 million in grants to the arts.

Arnold B. McKinnon, the company's second Chairman, enjoyed the visual arts and helped expand the Chrysler Museum of Art in Norfolk in addition to beginning Norfolk Southern's museum-quality collection of more than 400 works displayed throughout the company's offices and loaned to museums and the Art in Embassies Program.

Under the leadership of its current Chairman, David R. Goode, the company has made a \$300,000 commitment and has donated a former Norfolk & Western Railway passenger station to establish the Roanoke Visitors Center and the O. Winston Link Museum that will feature works by this photographer of the railroads.

Norfolk Southern employees are encouraged to volunteer to assist the arts and the company offers them and their families opportunities to participate in the arts. To foster individual giving, the company maintains a dollar-for-dollar employee matching gift program. In 2004, Norfolk Southern matched gifts to 208 arts organizations, up 16% from the previous year.



Old Guard Fife and Drum Corps
Virginia International Tattoo



Employee Performance

PROVIDING LEADERSHIP

"Arts and cultural activities make a community attractive both to its citizens and to business. Simply put, the arts contribute to the quality of life for our people. The arts are good for business. Business should be good to the arts."

David R. Goode

**Chairman of the Board and Chief Executive Officer
Norfolk Southern Corporation**

Customers

Norfolk Southern makes it a practice to hold business meetings and dinners in arts venues, such as the Chrysler Museum of Art in Norfolk, the High Museum of Art in Atlanta, and The John F. Kennedy Center for the Performing Arts in Washington, D.C. It also often hosts customers and top-level executives at performances and exhibitions to share its commitment to the arts and to broaden their interest in the arts.

Community

Norfolk Southern supports nearly all the established and emerging arts organizations in its operating communities. And, to increase awareness of the arts in Virginia, Norfolk Southern has given considerable marketing and advertising support to The Virginia Opera Company, the Chrysler Museum of Art, the Virginia Stage Company, the Virginia Musical Theatre, WHRO Public Broadcasting, the Art Museum of Western Virginia in Roanoke, and the Virginia Symphony, plus a special grant to sponsor its New York debut at Carnegie Hall.

It has provided leadership support to launch many projects, including the Virginia Arts Festival, established in 1996 to bring world-class performing arts to the Hampton Roads area and to showcase local arts organizations. The company's top-level executives helped market the festival and secure other major business sponsors—all of which has led to National Public Radio broadcasts of performances and increased tourism revenues.

In 2004 Norfolk Southern announced a \$3 million leadership grant to *Jamestown 2007*—a celebration of the 400th anniversary of the founding of America. The company also made a major grant to the construction of the *Virginia*—a pilot schooner that will be used to promote tourism, educational programs and economic development on behalf of Virginia. Nationally, Norfolk Southern provides annual support and the use of its rails to Artrain, America's Museum in Motion—an art museum housed in vintage railroad cars. And, the company has invested more than \$1 million to create the Norfolk Southern Museum—a museum devoted to the historic aspects of the railroads—which will open in the company's headquarters in November 2005.

Alvin Ailey American Dance Theatre
Virginia Arts Festival

Visionary Support



Shugoll Research

Bethesda, Maryland

Research

Knowing that the arts can change lives, and motivated by some of its research findings indicating that often philanthropic decision-makers do not place a high priority on the arts and that few young people participate in the arts, Shugoll Research began supporting the arts two decades ago to help reverse these trends.

Nominated by
Arena Stage
Washington, D.C.



Conversation with Brad Oscar

Employees

To differentiate the company from other small research firms, Shugoll Research highlights its arts-related activities when recruiting, features the arts in company events and offers employees tickets for many performances, including the opening nights of productions it underwrites. The arts are incorporated in holiday parties and the "Spring Fling"—a company dinner with performances by local high school choruses and professional artists. It does this to develop an appreciation for the arts, especially among younger employees.

Additionally, Shugoll Research promotes employee volunteerism as part of its philosophy of giving back to the community and to help the arts enhance their operating and marketing strategies. Employees are given release time to serve as volunteers, and the company often makes grants to the arts groups served by its employees. The company's Chief Executive Officer, Mark Shugoll, is Vice President of the Arena Stage board and is active on the Executive, Capital Campaign, Communications and Long-Range Planning Board Committees. He is also a member of the Board of Arts at George Mason University in Fairfax County, Virginia, and the national Business Committee for the Arts, Inc. (BCA). Merrill Shugoll, the company's President, is a member of the board of Signature Theatre in Arlington, Virginia, and Nanci Banks, Vice President, is part of the board of Wolf Trap Foundation for the Performing Arts in Vienna, Virginia.

Clients

Beyond emphasizing its involvement with the arts in new business strategies, the company invites its clients to arts events and performances. Annually it makes a contribution to two arts organizations in the name of its clients and sends holiday cards to announce this. It also recruits other businesses to support the arts, in particular small and midsize companies, with which it does business.

Discovering the

BUILDING AUDIENCES

Community

Shugoll Research makes grants to annual and capital campaigns, underwrites new works to build the canon of American theater, conducts *pro bono* or substantially discounted marketing research to help arts organizations maximize their resources and reach their potentials, and supports arts education programs, including two it created — “TheaterTrips!” and “ArtSpeak!”

Started 12 years ago to help build future audiences for theater, TheaterTrips! first provided transportation and tickets to not-for-profit theater performances for K-5 students and their families in the Washington, D.C., area. The program was expanded to middle school students and their families and grew to include high school students. Conversations with the cast and backstage tours are part of each trip.

In 1996 Shugoll Research began ArtSpeak! to excite students about the arts and create an interest in attending performances. This program, held during the early evening and on weekends so that students may attend with their families, features conversations with and performances by well-known artists, including Audra McDonald, Marvin Hamlisch, Brian Stokes Mitchell, Kristin Chenoweth, Peter Cincotti and Stephen Schwartz. The audience is invited to enter the dialogue and at the conclusion of the event, students mingle with the artists and ask for autographs.

Shugoll employees devote hundreds of hours each year to marketing and operating these two programs, which are totally supported by the company. Both programs have been recognized nationally for their innovative ways of introducing children to theater and have received many awards.

“The arts bring magic into our lives
Through the arts education programs
we have created, Shugoll Research
is committed to ensuring that our
employees and the young people in
our community experience this magic.”

Mark A. Shugoll
Chief Executive Officer
Shugoll Research



Alexandra Foucard - ArtSpeak!



Marvin Hamlisch with Students

Arts

The First American Corporation Santa Ana, California

Information Services

To nurture and preserve creativity and resourcefulness of the arts and further its own entrepreneurial and autonomous philosophy, The First American Corporation has supported the arts since 1889—the year it and Orange County, California, were founded.

Nominated by
The Bowers Museum of Cultural Art
Santa Ana, California



The Bowers Museum of Cultural Art –North Wing Design

Employees

The First American Corporation makes it a practice to offer employees and their families tickets to participate in the arts and to experience the arts in the workplace. For example, it invites The Bowers Museum of Cultural Art in Santa Ana, California, to display works from its collection in the company's headquarters lobby. And, employees shared their talents during a creative event that was part of the company's Fourth of July picnic.

Employees annually devote hundreds of volunteer hours to the arts and top-level executives such as Donald P. Kennedy, Chairman Emeritus, serve in leadership positions on the boards of arts organizations. As Chairman of the Board of Governors of The Bowers Museum and Chairman of its Capital Campaign, Donald Kennedy increased business support and raised funds to renovate and triple exhibition space. He also brokered joint ventures that resulted in exceptional opportunities for The Bowers with the British Museum, the Mexico City Museum of Anthropology, the Shanghai Museum and the Smithsonian. He also led the effort to build a new home for the Saint Joseph Ballet—an organization that provides dance, academic, mentoring and family programs for at-risk 9 to 19 year olds. And, he has served as the Chairman of the Orange County BCA.

First American's Chairman and Chief Executive Officer, Parker S. Kennedy, has been a member of the board of the Orange County Performing Arts Center in Costa Mesa, California, since its inception in 1989 and he has helped to raise considerable funds for the Center. He also serves on the board of the national Business Committee for the Arts, Inc. (BCA).

Deepeni

“First American’s rich heritage, which dates back to 1889, has helped shape our philosophy when it comes to supporting the arts. We believe that it is everyone’s responsibility, both individually and collectively, to make our communities better places to live.”

Parker S. Kennedy
Chairman and Chief Executive Officer
The First American Corporation

Customers and Clients

To deepen appreciation of the arts and to generate new support, First American regularly invites its customers to the arts. It recently hosted a group of builders for a special day at the Getty Museum in Los Angeles and it took customers to a performance of *Movin’ Out* in the Orange County Performing Arts Center.

Community

Viewed as a pacesetter in providing financial and in-kind support to the arts, First American has made leadership grants to the capital campaigns of the Orange County Performing Arts Center, South Coast Repertory Theatre, The Bowers Museum and the Segerstrom Concert Hall. It has given operating support to many groups, such as the Pacific Chorale, the Pacific Symphony and the Orange County Symphony. And, it has provided assistance to arts education programs, including those offered by Chapman University’s Dodge School of Film and Media Arts, the Orange County School of the Arts and South Orange County School of the Arts (SOCSA).

First American also provided title research services to The Bowers Museum, hosted numerous meetings and fundraising events for the arts in its headquarters, and designed and printed marketing, advertising and general brochures for many arts groups and events.

The company also maintains an archival collection of 15,000 photographs depicting the history of Orange County from its inception to present times. Nearly 2,000 of these images are on display in its headquarters and employees may request copies for their personal use. These photographs are also available to newspapers and book publishers.



Saint Joseph Ballet

SETTING THE PACE ing Appreciation

United Technologies Corporation

Hartford, Connecticut

Diversified Industrial

United Technologies Corporation (UTC) recognizes that the arts, like science and engineering, inspire and challenge what is possible and encourage lifelong learning and creativity. During the past twenty-five years the company has invested more than \$55 million in the arts.

Nominated by
Greater Hartford Arts Council
Hartford, Connecticut



Paint the City

Employees

UTC employee involvement in the arts begins at the top. The company's Chairman and CEO, George David, serves on the board of Carnegie Hall and is part of the Chairman's Council of The Metropolitan Museum of Art, both in New York. Michael O. Brown, Vice President & General Counsel for UTC Power, is Chairman of the Greater Hartford Arts Council and has helped Hartford arts groups develop a shared ticket service. Taylor Henderson, a Manager in the UTC Real Estate Department, overhauled the outdated telephone system of the Hartford Stage Company and UTC provided a grant for the new system. One of the company's signature volunteer events—*United Technologies' Symphony on Ice*—staged in collaboration with the Hartford Symphony to benefit Toys for Tots—has attracted more than 7,000 UTC volunteers since it began in 1979.

During the past decade employees have given more than \$2 million to the United Arts Campaign of the Greater Hartford Art Council. And, the company has matched, on a dollar-for-dollar basis, more than \$4.8 million in gifts made by 6,000 employees to the arts during the past 16 years.

The company regularly offers employees free and discounted admissions to the performances and exhibitions it supports, and it organizes bus trips from Hartford to The Metropolitan Museum of Art so that employees may view the exhibitions that UTC sponsors.

UTC collaborates with the Greater Hartford Arts Council to bring performances into the workplace; it shows the work of local artists throughout its headquarters; and it hosts its annual Volunteer Recognition Breakfast in arts venues such as the Wadsworth Atheneum Museum of Art and the Artists Collective, both in Hartford.



Hartford Symphony

CULTURAL UNDERSTANDING

Possibilities



Real Art Ways Gallery

Customers

UTC regularly hosts business meetings in cultural institutions to increase appreciation of the arts and to showcase the company's commitment to the arts. During the fall 2003 it held a meeting for security analysts in The Metropolitan Museum of Art and invited them to view the UTC-sponsored exhibition, *Crossing the Channel: French and British Painting in the Age of Romanticism*. This fall another meeting for security analysts will be held at The Metropolitan Museum of Art and they will be invited to view *Vincent van Gogh: The Drawings*, sponsored by UTC.

Community

During the past 25 years UTC has sponsored 54 major exhibitions including *Old Master Paintings from the Collection of Baron Thyssen-Bornemisiz* at the National Gallery of Arts in Washington, D.C., and the Wadsworth Atheneum in Hartford; *Johannes Vermeer and The Impressionists at Argenteuil* both at the National Gallery of Art; and *None of the Above: Contemporary Work by Puerto Rican Artists* at Real Art Ways, a contemporary art space in Hartford.

To deepen appreciation of African-American culture, the company has provided major support to the Amistad Foundation, which houses a collection of 7,000 works of arts and rare documents relating to African-American history; the Artists Collective dedicated to preserving African-American cultural traditions; and the Charter Oak Cultural Center, which showcases multicultural arts and provides educational programs—all based in Hartford. The company also sponsored *Crowns*—a celebration of African-American women presented by the Hartford Stage Company—and related educational and community-based programs. Additionally, it supported "Music Speaks to Me"—a statewide education initiative that has helped to reverse under-achievement ratings in several schools.

Carrier Corporation, one of UTC's business units, provided the technical expertise and a major grant to create a unique climate control system to protect Michelangelo's frescoes in the Sistine Chapel in Italy. It provided a similar system for George Washington's home in Mount Vernon.

To celebrate the arts and inspire creativity, this fall UTC marked its 25th anniversary of support to the arts by sponsoring *Vincent van Gogh: The Drawings* at The Metropolitan Museum of Art; "Paint the City"—commissions by Alex Katz, Gary Hume and Lisa Sanditz displayed as wallscapes throughout SoHo; and "Art in the Park"—a program for Hartford public school students to paint murals that will become the backs of benches in Bushnell Park.

"We are a company founded on innovation and believe the arts, like science and engineering, both inspire us and challenge our notions of impossibility."

George David
Chairman and CEO
United Technologies Corporation

Vinson & Elkins, L.L.P. Houston, Texas

Law

Vinson & Elkins, L.L.P. supports the arts to enhance the quality of life of the communities in which it operates, and to enable the arts to grow and add to the economic development of cities—a critical factor to the success of business.

Nominated by
Houston Grand Opera Association, Inc.
Houston, Texas



Houston Ballet

Employee

In addition to displaying 900 works of art in its offices throughout the world, Vinson & Elkins purchases subscriptions and tickets for the visual and performing arts for employees, summer associates and job candidates.

The firm also encourages employee volunteerism to help the arts improve business practices and reduce operating expenses, which allows many groups to redirect resources to programming. During the past five years, the firm has provided volunteer legal services to the arts valued at \$4.2 million.

Many of Vinson & Elkins partners serve on boards of arts organizations, assume leadership roles in fundraising drives and recruit other companies to offer support to the arts. For example, Vinson & Elkins lawyers served on a taskforce to develop a comprehensive arts and cultural policy for the Greater Houston area. As an outgrowth of this effort, the firm championed and obtained an additional allocation for the arts from the City of Houston Hotel occupancy tax, which produced \$2 million for the arts in 2004. Another partner represented the Cultural Arts Council of Houston and Harris County in drafting the Civic Art Program for the city that provides allocations for art in public places based on a percentage of construction costs.

One of the firm's partners also serves as an on-the-air announcer for the annual fundraising drive of public television station KUHT-TV and employees annually man the phones to receive call-in gifts and pledges. This year the Vinson & Elkins segment produced \$400,000—more than any other segment.

Clients

Inviting clients to the visual and performing arts is a standard Vinson & Elkins business practice. The firm has hosted client receptions and private viewings for many major exhibitions presented by The Museum of Fine Arts, Houston, including *Splendors of Ancient Egypt*, *The Heroic Century* and *Old Masters, Impressionists and Moderns: French Masterworks from the State Pushkin Museum, Moscow*. It recently hosted a client reception in the Houston Museum of Natural Science in connection with the *Dead Sea Scrolls* exhibition, and sponsored lectures by Dr. Weston Field, Executive Director of the Dead Sea Scrolls Foundation in Jerusalem, attended by 1,600 guests.

Exhibitions

NOVEL NEGOTIATIONS

"The arts enrich the lives of all they touch.
By contributing legal and financial resources, we enable arts
organizations to reach more members of our communities."

Joseph C. Dilg
Managing Partner
Vinson & Elkins, L.L.P.

Community

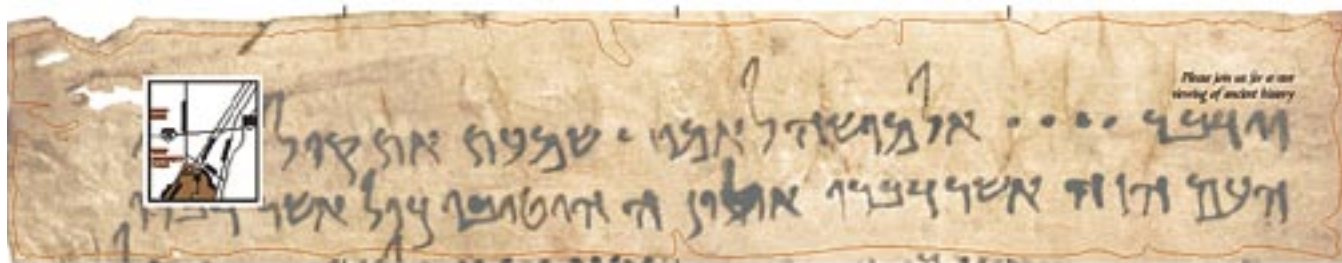
In addition to providing general operating support to the arts, Vinson & Elkins has provided legal services to KUHT-FM and KUHT-TV, and represented the Houston Ballet and the Houston Grand Opera in the development of the Wortham Theatre Center, as well as The Museum of Fine Arts in Houston in its expansion and capital efforts involving the Beck Building and the museum's Bayou Bend facility. The firm has also provided legal services to create the Hobby Center for the Performing Arts in Houston, the home of Theatre Under The Stars, the Chinati Foundation in Marfa, Texas, the World Wide Concurrent Premieres & Commissioning Fund, Inc. in Boston, and the Holocaust Education Center and Memorial Museum of Houston.

To celebrate its 75th anniversary, Vinson & Elkins presented a daguerreotype of Sam Houston to The Museum of Fine Arts, Houston for its permanent collection.

Through its worldwide offices the firm has negotiated and secured support for several major landmark exhibitions, including *Kremlin Gold*—an exhibition of Russian gems and jewels owned by the Fersman Mineralogical Museum, Moscow; *Masters, Impressionists and Moderns: French Masterworks from the State Pushkin Museum, Moscow*; and the *Dead Sea Scrolls*—the most comprehensive exhibition to date from the Dead Sea Scrolls Foundation.



Houston Grand Opera



Invitation for Dead Sea Scrolls Exhibition

Wells Fargo & Company

San Francisco, California

Financial

Committed to making the communities in which they operate “great places in which to live and work” and believing that the arts are an integral part of every community, Wells Fargo & Company contributed \$37.2 million to arts from 2000 to 2004.

Nominated by
Des Moines Art Center
Des Moines, Iowa



Des Moines Art Center Downtown

Employees

Wells Fargo includes the arts in its recruitment strategies, offers employees and their families tickets for many arts events it sponsors and promotes volunteerism. Recently, the company launched Volunteer Wells Fargo—an Intranet listing of volunteer opportunities with an online sign-up. Employees may receive up to two paid days off a year for volunteer service and the company makes annual Volunteer Service Awards in the name of employee volunteers. ARTshare in Belmont, California, The Whidbey Playhouse in Oak Harbor, Washington, and the Alaska Junior Theatre in Anchorage recently received these awards. During the annual Community Support Campaign, employees are encouraged to make personal gifts to the arts and the company matches many dollar-for-dollar.

Many senior-level executives serve on the boards of arts organizations, including Wells Fargo's Chairman and CEO Richard M. Kovacevich who is Vice Chairman of the Board of Trustees of the San Francisco Museum of Modern Art and Vice President of the Board of Governors of the San Francisco Symphony. Howard I. Atkins, the company's Chief Financial Officer, is a director of the Asian Art Museum of San Francisco; Dennis E. Young, Executive Vice President and CFO, Wells Fargo Financial in Des Moines, is President of the Board of Directors of the Des Moines Art Center; and Doreen Woo Ho, President Wells Fargo Consumer Credit Group in San Francisco, is Vice President and Treasurer of the Board of Directors of the San Francisco Opera.

Customers and Clients

As part of its business strategy Wells Fargo hosts special receptions and dinners for its clients and customers and invites them to company-sponsored performances and exhibitions. In Wells Fargo Financial in Des Moines customers and clients—as well as employees and retirees—are invited to the openings of the Des Moines Arts Center Downtown—a 6,000 square foot gallery space on the main floor of the company's building, given to the Des Moines Art Center for exhibitions.

Enriching the Arts

S U P P O R T I N G C O M M U N I T I E S



Construction Site Mural

Community

In addition to operating grants and sponsorships, Wells Fargo supports many efforts to strengthen the demographic reach of arts organizations, such as Hispanic-themed concerts presented by the Des Moines Symphony designed to encourage members of the Hispanic community to attend performances and the "Lollypop Concerts" for children. Each July, Wells Fargo Financial sponsors "Jazz in July" which features free performances presented by nearly 30 Des Moines-area groups. It also underwrites, "Dig Downtown," designed to attract young urban audiences to the Des Moines Art Center Downtown.

The company also makes unique contributions to the arts such as donating 470 works valued at \$5 million from the Wells Fargo/Norwest Modernism collection to the Minneapolis Institute of Art and 56 prints created by American artists from the 1960s through the 1980s to the Des Moines Art Center to fill a gap in the collection.

In Oregon, Wells Fargo underwrote *Hesse: A Princely German Collection* at the Portland Art Museum—the only venue offering this 400-work exhibition that is expected to help increase local attendance and tourists.

Wells Fargo also helps the arts promote their activities and programs by underwriting billboards, television and radio advertising, newspaper ads and supplements, flyers and special promotional materials.

"The arts make communities great places to live, work and play. Wells Fargo is committed to the well being of every community in which we do business. That is why we support the arts."

Richard M. Kovacevich
Chairman & Chief Executive Officer
Wells Fargo & Company



Des Moines Art Center Downtown

BCA Hall of Fame 2005

UBS

New York, New York

Financial Services

“UBS has a longstanding and on-going commitment to supporting the arts and culture. We are dedicated to making cultural opportunities accessible to a broad audience and to embracing the belief that interaction with the arts inspires creative thinking.”

Mark B. Sutton
Chairman & CEO, Americas
UBS

For more than three decades UBS has supported the arts and positioned them as fundamental to the company's business strategy. In addition to investing in the arts as part of its commitment to enriching the quality of life of the communities in which it operates, UBS also supports the arts to increase knowledge and understanding of various cultures and to stimulate creative thinking in and out of the workplace.

In 1971 its world-famous corporate art collection was started under the leadership of Donald B. Marron, former Chairman of PaineWebber Incorporated, to support artists of our times and to enhance the work environment for employees and customers. A selection of works from the collection of more than 900 pieces, including commissioned works by Frank Stella and Susan Rothenberg, have been on tour to major museums throughout the United States and were recently shown at the Museum of Modern Art (MoMA) in New York in an exhibition titled *Contemporary Voices: The UBS Art Collection*. Forty-four works from the collection have been promised to MoMA and as of December 2004 the public has access to the entire collection through The UBS Art Collection Web Museum (www.ubs.com/artcollection).

The company also established the UBS Art Gallery in 1985 in the lobby of its midtown Manhattan building to enable not-for-profit arts and cultural organizations to mount exhibitions that might not otherwise be seen. Three thousand employees, clients and members of the general public visit this gallery daily.

To encourage appreciation and understanding of the visual arts, UBS has sponsored many major exhibitions, such as *Anselm Kiefer: Heaven and Earth* at the Museum of Modern Art in Fort Worth; *Cluck Close: Self Portraits 1967-2005* at the San Francisco Museum of Modern Art and the Walker Art Center in Minneapolis; and *Isamu Noguchi: Sculptural Design Exhibition* at the Seattle Art Museum. The company also sponsors major performances of the Boston Symphony Orchestra, the Cleveland Orchestra, the Detroit Symphony Orchestra, the Houston Symphony, the St. Louis Symphony Orchestra, the Utah Symphony Orchestra, and The Philadelphia Orchestra, plus the Colorado Music Festival, Festival Casals in Puerto Rico, the Ravinia Festival in Highland Park, Illinois, and the Baltimore Shakespeare Festival. For a number of years it has been a major sponsor of Art Basel and more recently, Art Basel Miami Beach—two major festivals of contemporary art from around the world.



Transit Signage



Client Reception at Museum of Modern Art

UBS actively promotes its sponsorships through local and national advertising in print and radio, as well as direct mail and communications with its clients. Each ad is designed to communicate that the partnership between UBS and the arts is a partnership of shared values. This approach builds brand association for UBS and a “buzz” for arts organizations.

Beyond general operating and project support, UBS also makes grants to help the arts reach the underserved and children who are at-risk and from low-income families. It recently underwrote admission and transportation for 410 students from City Park Intermediate School in Dalton, Georgia, for the Chattanooga Symphony & Opera’s Young People’s Concert. It supported a similar opportunity for 2,000 Denver-area low-income middle and high school students who attended *Dracula*, presented by the Colorado Ballet. It supported special educational programs and teacher curriculum materials for student programs presented by the Grand Rapids Symphony, the High Museum in Atlanta and Lincoln Center for the Performing Arts in New York. And, in New York City, it collaborated with the Museum of Modern Art to sponsor UBS Educators Open House: MoMA and the Contemporary Classroom, which was attended by 2,500 educators to encourage them to include the arts in the curriculum. UBS also supports the YMCA’s Virtual Y & Contemporary Voices, a daily literacy-arts-based after-school program for New York City elementary schoolchildren.

Additionally, UBS annually invites more than 16,000 of its clients to attend the visual and performing arts sponsored by the company and it encourages employees to volunteer for the arts and serve on arts boards. It also encourages employees to make personal gifts to the arts, which UBS matches dollar-for-dollar, and to participate in the arts by using the UBS Culture Card, which offers employees access to the major arts organizations in New York, New Jersey, Connecticut and Chicago. And, each year, the company sponsors Little Dividends—a series of art workshops, held in its headquarters, and conducted by Studio in a School in New York for employees and their children.

UBS’s exemplary leadership and long-term commitment to supporting the arts is nurturing creativity, broadening appreciation of the arts and enriching the lives of millions in the United States and worldwide.

BCA Hall of Fame

The BCA Hall of Fame 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

Chevron Corp.

Corning Incorporated

ExxonMobil Corporation

Ford Motor Company

General Mills, Inc.

Hallmark Cards, Inc.

JPMorgan Chase & Co.

Johnson & Johnson

Lockheed Martin Corporation

MetLife

Principal Financial Group

Prudential Financial, Inc.

Sara Lee Corporation

Target

UBS

BCA Leadership Award 2005

David R. Goode

Chairman of the Board
and Chief Executive Officer

Norfolk Southern Corporation
Norfolk, Virginia



"In business, the challenge is to spark the creativity that will make a business great. In both business and the arts, you have to find the right combination—one that ignites creativity and manages the bottom-line."

David R. Goode
Chairman of the Board and Chief Executive Officer
Norfolk Southern Corporation

Since joining Norfolk Southern Corporation in 1965, David Goode has provided the vision and leadership required to weave the arts in the company's operating culture. He has also devoted considerable energies to serving on boards of arts organizations and encouraged other business executives to embrace and support the arts.

Under his direction the Norfolk Southern Foundation has systematically provided about one-third of the \$85 million it has made in grants to the arts. Additionally, he has been a champion of the development of the company's museum-quality art collection of more than 400 works that are displayed throughout the company and loaned to museums and the Art in Embassies Program.

David Goode's long-term service to the arts began as a director of the Mill Theatre in Roanoke, Virginia. He was also Chairman of the Art Museum of Western Virginia in Roanoke and the Virginia Commission for the Arts. He served, or currently serves, as a director of the Hampton Roads Business Consortium for Arts Support, the Center in the Square, the Chrysler Museum of Art, the Virginia Arts Festival and the Virginia Symphony, all in Virginia. He has been the Chairman of the national Business Committee for the Arts, Inc. (BCA) and a member of the Corporate Fund Board of The John F. Kennedy Center for the Performing Arts and the Philadelphia Orchestra.

To further the development of the arts, David Goode makes certain that the company provides support for arts organizations large and small. The Virginia Symphony, for example, receives annual operating support and the company sponsored the orchestra's New York debut at Carnegie Hall. He also oversees annual support to the Chrysler Museum of Art, The Virginia Opera, WHRO, Virginia Stage Company, Virginia Musical Theatre, as well as the Hampton Roads Business Consortium for Arts support.

Under his direction, Norfolk Southern also provides support to the Gettysburg National Battlefield Museum Foundation in Gettysburg; the North Carolina Transportation Museum Foundation in Spencer, North Carolina; The John F. Kennedy Center of Performing Arts in Washington, D.C.; Woodruff Arts Center in Atlanta; the Western Virginia Foundation for the Arts and Sciences in Roanoke; the Kimmel Center for the Performing Arts in Philadelphia; and Colonial Williamsburg Foundation in Williamsburg.

Leadership

COMMITMENT VISION

To promote economic development and tourism, David Goode was a driving force in the establishment of the nationally-recognized Virginia Arts Festival in the Hampton Roads area of Virginia, which showcases international artists and local arts organizations. He also committed Norfolk Southern to a \$3 million leadership grant to *Jamestown 2007*—a celebration of America's 400th birthday. And, he directed the company to make the first grant of \$50,000 toward the construction of the pilot schooner, *Virginia*—a replica of the ambassadorial vessel that is being built by the Virginia Maritime Heritage Foundation in Richmond.

Guided by David Goode, the company recently donated a former Norfolk & Western Railway passenger station building in Roanoke to establish the Roanoke Visitors Center and the O. Winston Link Museum—the first photographic museum in the country dedicated to the work of one artist. Additionally, he made a personal contribution to the project, encouraged other executives to do the same and pledged \$300,000 from the company.

He also arranged for Norfolk Southern to provide rail access for Artrain, America's Museum in Motion, and he has been at the forefront of developing a new museum, to be located on the main floor of the company's headquarters, about railroads past, present and future that is scheduled to open in November 2005.

David Goode's vision, leadership and commitment to the arts and his untiring efforts to increase business involvement with the arts have spurred growth and appreciation of the arts throughout the United States.

BCA Leadership Award

The BCA Leadership Award 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.

BCA Leadership Award Recipients

2005

David R. Goode
Chairman of the Board and
Chief Executive Officer
Norfolk Southern Corporation

2004

Raymond D. Nasher
President and CEO
The Nasher Company

2003

John C. Hampton
Chairman of the Board
Hampton Affiliates

2002

Jack A. Belz
Chairman and CEO
Belz Enterprises

2001

C. Kendric Fergeson
Chairman
*National Bank of
Commerce, Altus*

2000

Sondra A. Healy
Chairman
Turtle Wax, Inc.

1999

Martha R. Ingram
Chairman of the Board
Ingram Industries Inc.

1998

John H. Bryan
Chairman and
Chief Executive Officer
Sara Lee Corporation

1997

Eli Broad
Chairman and
Chief Executive Officer
SunAmerica Inc.

1995

Winton M. Blount
Chairman of the Board
Blount, Inc.

1994

James D. Wolfensohn
President and
Chief Executive Officer
*James D. Wolfensohn
Incorporated*

1993

Henry T. Segerstrom
Managing Partner
C.J. Segerstrom & Sons

* Award not presented in 1996



"...In our increasingly mecahnized 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