





## **THE BCA TEN - 2006**

Best Companies Supporting the Arts in America

**BCA Hall of Fame Inductee – 2006** 

**BCA Leadership Award – 2006** 

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

November 8, 2006 Hudson Theatre 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 needed to develop effective alliances with the arts, including consulting, research, publications, and conferences. It also offers programs to foster appreciation of the arts, such as art@work®, Forum for New Ideas and From Workplaces to Public Spaces: Gifting Art from Business Collections to Public Institutions. Additionally, BCA supports a network of BCA Affiliates and BCA Community Partners that work to increase business support to the arts in their communities.

#### **BCA Affiliates**

Colorado BCA Denver, Colorado

Kansas City BCA Kansas City, Missouri

Montgomery Area BCA Montgomery, Alabama

New Hampshire BCA Concord, New Hampshire

Greater Nashville BCA

Nashville, Tennessee North Texas BCA

Dallas, Texas

Northwest BCA

Portland, Oregon
Orange County B

Orange County BCA Costa Mesa, California

Potomac BCA Woodbridge, Virginia

Tampa Bay BCA Tampa, Florida

#### **BCA Community Partners**

BRAVO Greater Des Moines Des Moines, Iowa

Ham Museum of Art Gainesville, Florida

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## THE BCA TEN - 2006

# Best Companies Supporting the Arts In America

#### Presented 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. These companies set the standard of excellence and serve as role models for others to follow.

THE BCA TEN - 2006 gala occurred on November 8, 2006 at the Hudson Theatre 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.

#### THE BCA TEN - 2006

#### Advanta

Spring House, Pennsylvania

#### Bison Financial Group

Lafayette, Indiana

#### The Boeing Company

Chicago, Illinois

#### Fort Worth Star-Telegram

Fort Worth, Texas

#### НСА

Nashville, Tennessee

#### I. W. Marks Jewelers LLP

Houston, Texas

#### Lincoln Financial Group

Philadelphia, Pennsylvania

#### The PNC Financial Services Group, Inc.

Pittsburgh, Pennsylvania

#### Sabroso Company

Medford, Oregon

#### Time Warner Inc.

New York, New York

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#### Nomination Review Committee

Robert Cross, Festival and Artistic Director Virginia Arts Festival

Wangsheng Li, Former Program Manager MetLife Foundation

Georgie Shields, Vice President, Philanthropy American Express Company

#### Judges

Vishakha N. Desai, President Asia Society and Museum

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

Jonathan A. Katz, Chief Executive Officer National Assembly of State Arts Agencies

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

Molly Smith, Artistic Director Arena Stage

Gregory C. Yadley, Partner Shumaker, Loop & Kendrick, LLP



# Advanta Spring House, Pennsylvania

#### Financial Services

As part of its long-standing commitment to the communities in which its employees live and work, Advanta supports the arts to awaken the senses, ignite the mind and teach people more about their own potential and the world. Since 1990, the year the Advanta Foundation was established, the company has donated more than \$7 million to arts and cultural organizations.

Nominated by Philadelphia Museum of Art Philadelphia, Pennsylvania



#### customers and clients

To demonstrate its commitment to the arts and to strengthen customer relationships, Advanta invites its customers to the arts programs it supports. During its sponsorship of *Cézanne* at the Philadelphia Museum of Art, Advanta credit cardholders received discounted admission to the exhibition and invitations to private events. Advanta Investment Note Holders are invited to bi-annual customer events, such as a behind-thescenes tours at the Opera Company of Philadelphia, and at the Philadelphia Museum of Art, and a concert at The Kimmel Center for Performing Arts.

During the *Salvador Dalí* exhibition at the Philadelphia Museum of Art, Advanta worked with the Greater Philadelphia Tourism and Marketing Corporation and local small businesses to create a cohesive marketing plan, including *Advanta Dalí Deals* – a program which offered an Advanta premium card for Dalí-related discounts at more than 150 retail stores, restaurants, and arts and service organizations throughout Greater Philadelphia. This collaboration brought 370,000 visitors to the exhibition, generated approximately 20,700 hotel stays, and resulted in an overall economic impact of \$54.9 million for the city.

#### community

Advanta supports arts organizations large and small from the Philadelphia Orchestra and the Rock School of The Pennsylvania Ballet in its headquarters city to the Utah Ballet and Utah Opera's student program—*Music!Words!Opera!* Advanta has been a long-term supporter of Ford Theatre's education and outreach program in Washington, D.C., and is a season sponsor of the Folger Theatre in Washington, D.C. It has also been a lead sponsor of four exhibitions at the Philadelphia Museum of Art: *Cézanne, Thomas Eakins: American Realist, The Splendor of 18th Century Rome, and Salvador Dalí.* 

#### employees

Advanta employees have served in leadership positions with many arts organizations including the Arts and Business Council of the Greater Philadelphia Chamber of Commerce, the Arden Theatre, the Wilma Theatre, the Children's Festival at Annenberg Center for the Arts, and the Rock School of the Pennsylvania Ballet. Dennis Alter, Chairman and CEO, has served on the Philadelphia Museum of Art's Board of Trustees since 1992, and has assumed leadership roles in other arts organizations, including the Prince Music Theatre and the Opera Company of Philadelphia. In 1996, he and his wife, Gisela, funded a 3:1 Challenge Grant to eliminate the deficit of the Opera Company.

Advanta also offers employees and their families free tickets to performances, opportunities to attend exhibitions, and it matches, dollar-for-dollar, employee gifts to the arts. To enhance the workplace, the company maintains an art collection in its headquarters that includes works by Helen Frankenthaler, Sam Francis, Robert Motherwell and Frank Stella. Additionally, Advanta board and management meetings are often held in the Philadelphia Museum of Art.







Opera Company of Philadelphia

For Salvador Dalí, Advanta provided a \$1 million sponsorship, with an additional \$2 million in marketing/advertising support. Working with the Museum, Greater Philadelphia Tourism and Marketing Corporation, Philadelphia Convention and Visitors Bureau and the City of Philadelphia, Advanta created a comprehensive marketing/advertising plan now considered a model for exhibition sponsorships. In connection with this exhibition, Advanta also sponsored a high school art contest — Surreal World Philadelphia: The Dalí Student Art Contest. More than 600 Greater Philadelphia area students participated. The company sponsored a similar contest during the Cézanne exhibition in 1996, as well as the creation of an educational CD-ROM for younger students.

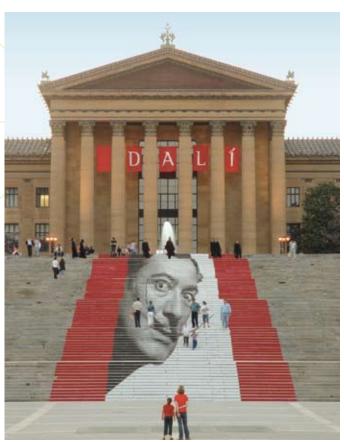
In 1993, Advanta became a single production sponsor of the Opera Company of Philadelphia and has been an annual season sponsor since 1995. In 1996, the company gave the Opera Company a special grant to create a new source of income by building a shop for producing and renting sets.

Recognizing the need of small arts organizations for operating support, the company created Advanta Small Arts Support Program in 2006. It provided \$525,000 in funding to small arts and cultural organizations in the Greater Philadelphia region, Southern New Jersey and Delaware that demonstrated how a grant would help to strengthen their operations.

## CREATIVE INVESTMENTS

"We believe that art and culture play a vital role in a community. Art awakens the senses and ignites the mind, illuminating each of us and the world. At it's best, business can support those that bring art to all of us. Advanta tries to be at its best as often as possible."

**Dennis Alter** Chairman and CEO Advanta



Philadelphia Museum of Art



# Bison Financial Group Lafayette, Indiana

#### Financial Planning

Bison Financial Group supports the arts as an integral component of its business motto—"Good Will First, Business Second." It believes the arts are a critical element of a healthy community and that strong and growing arts organizations increase the perceived value of the community, which ultimately results in increased business opportunities for all.

Nominated by Tippecanoe Chamber Music Society Lafayette, Indiana

#### employees

Bison created the Vibrant Community Fund (VCF) to provide financial support, volunteer time and in-kind services to organizations that promote the development and execution of the arts, educate the community and aid those in need. As a condition of employment, employees are required to volunteer for VCF organizations, and they are credited for each volunteer hour for which they may earn up to two additional weeks of paid vacation a year.

#### customers and clients

Bison sends mass e-mails to its clients to promote community arts events. During arts fund drives, the company challenges other businesses to donate by providing matching support through its VCF. Bison employees also encourage other businesses to adopt its volunteer model by talking about it and the Fund as they speak at meetings and gatherings.

#### community

Bison believes that as the arts grow, so grows the community. It supports new and emerging, as well as large and flourishing, groups with an emphasis on improving and adding programming and making the arts more accessible. The company provides financial support, in-kind services and underwrites specific programs and scholarships for a host of organizations ranging from children's groups, such as Stories of the Sun Dance Troupe and Bach Chorale Children's Choir; to small developing adult groups such as Tippecanoe Chamber Music Society and Frank Lloyd Wright Samara House Publicity Team; to large and established groups, such as The Bach Chorale. It also helps to expedite growth by presenting free fundraising

# promoting



Tippecanoe Chamber Music Society

workshops for the boards of directors of arts organizations at the company's headquarters, as well as off-site locations and at the West Lafayette Public Library. In 2006, Bison is sponsoring the City of West Lafayette's 12th annual *Global Fest*, which features international dance, crafts, documentaries, music, theater and visual art.

The company also supports the arts by donating office furniture and machines, printing programs, posters, invitations and mailers, providing the use of the company's equipment, and purchasing large blocks of tickets to performances, exhibitions and events and donating them to individuals and groups that otherwise might not attend. It also offers arts organization representatives networking opportunities by inviting them to Bison sponsored events.

Bison Financial Group was named the Lafayette-West Lafayette Chamber of Commerce Small Business of the Year in 2004, and was awarded the Lafayette Daybreak Rotary Club 2004–2005 Four Way Test Award, both in part, to recognize the company's support of the arts.





# economic prosperity



Purdue Convocations, Thoroughly Modern Millie

# MODEL VOLUNTEERISM

"We believe the arts create

Managing Partner



Jefferson High School First Edition Show Choir



# The Boeing Company Chicago, Illinois

#### Aerospace

The Boeing Company supports innovative projects that increase participation in the arts, develop audiences, encourage creativity and build strong communities. Each year, the company provides approximately \$12 million in grants to the arts, approximately 20% of its philanthropic giving.

Nominated by Museum of Glass Tacoma, Washington

# nurturing



Jazz Partnership

#### employees

Employee participation in the arts is encouraged at all levels. James Albaugh, President and CEO of IDS, serves on the board of the Performing Arts Center of Los Angeles County; Walter Skowronski, President of Boeing Capital Corporation, serves on the board of Seattle Opera; James Bell, Executive Vice President and CFO, serves on the board of Joffrey Ballet; Edward Koopen, General Manager, serves on the board of the Mesa Arts Center; Anne Roosevelt, Vice President of Global Corporate Citizenship, serves on the capital campaign of Muntu Dance; Monty West, Communications Director, serves on the board of Alabama Arts Council; and Josephine White, Director of IDS New Business Support, serves on the board of The Arts Alliance Center at Clear Lake in Texas.

Through its matching gift program, Boeing matches employee contributions to the arts dollar-for-dollar, with an annual cap of \$6,000 per employee. The company publishes a weekly newsletter about arts offerings in the community through the intranet, offers free tickets to arts events, encourages volunteerism and maintains a workplace art collection.

#### customers and clients

Routinely, Boeing hosts clients at performances and arts events, such as the opening night performance of a play or a fundraising gala supported by the company. Also, it invites other businesses to co-fund projects and provide in-kind support.

#### community

As a leader in arts funding in the community, Boeing often brings other business funders and foundations to the table, and serves as a catalyst for the creation of new arts activities and collaborations. For example, Boeing convened a meeting of Chicago jazz organizations, which resulted in the formation of a downtown outdoor series featuring Chicago musicians. The first series drew approximately 40,000 attendees and four major funders that are now working together to support ongoing jazz presentations throughout the city. In Illinois, the company collaborated with other funders to create and support a specialist in the arts—a position that existed in other disciplines, but not the arts—in Chicago Public Schools. In Orange County, California, Boeing partnered with The James Irvine Foundation and Arts Orange County to launch





# innovation



Muntu Dance Theatre

# COLLABORATIVE CATALYST

"At Boeing, innovation is our lifeblood. The arts inspire innovation by leading us to open our minds and think in new ways about our lives-including the work we do, the way we work, and the customers we serve."

W. James McNerney, Jr. Chairman, President and Chief Executive Officer The Boeing Company

a capacity-building grant program for small and midsize arts organizations. The company also purchases seats and tables to auctions and galas and invites representatives of arts organizations as their quests.

Boeing's staff works closely with arts organizations to help them manage growth and development. The company's collaboration with Joffrey Ballet led to a 17% increase in subscriptions in one year. Its work with five theater companies in the northern suburbs of Chicago resulted in a joint marketing effort that created greater visibility and increased audiences for each company.

In Tacoma, Washington, Boeing's support of the Museum of Glass enables the Museum to offer free admission on Thursdays. In Los Angeles, Boeing worked with the Performing Arts Center of Los Angeles County to support a spring season that includes ethnically diverse dance companies, such as Alvin Ailey American Dance Theater, José Limón Dance Company and Nuevo Ballet Español.



Goodman Theater

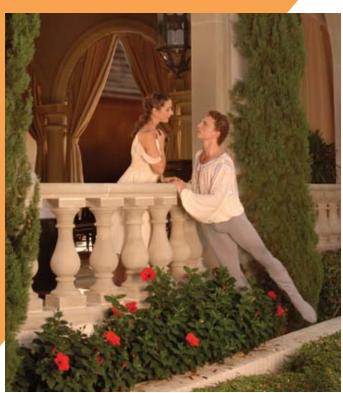


# Fort Worth Star-Telegram Fort Worth, Texas

#### Newspaper

Adhering to the philosophy of its founder, Amon Carter, who said, "A man cannot live off his community. He must live with it," Fort Worth Star-Telegram supports arts organizations of all sizes to build a culturally diverse arts community that fosters the quality of life, education, and opportunity throughout the state. In 2005, Fort Worth Star-Telegram gave approximately \$3 million to the arts—about one third of its charitable budget.

Nominated by Forth Worth Symphony Orchestra Association, Inc. Forth Worth, Texas



Texas Ballet Theatre



#### employees

Employees of Star-Telegram are encouraged to volunteer in the community and many contribute time and expertise to the arts. One editor assists in producing a local film festival, while another volunteers with Ballet Folklorico – a Mexican dance group. Several employees are members of community musical groups. The publisher of the newspaper and other members of the management team serve on the boards of Fort Worth Symphony, Van Cliburn Foundation, Performing Arts Fort Worth, Fort Worth Opera, and The Arts Council of Fort Worth and Tarrant County. They assist with capital campaigns, planning, marketing, event and fundraiser planning, and membership drives. Employees are given free tickets to performances, concerts, art exhibitions and local festivals, and the company walls feature historic front pages of the newspaper, award-winning photography taken by its photographers and graphic arts created by its illustrators and designers.



## NEW AUDIENCES

"Our founder, Amon Carter, said, 'A man cannot live off his community. He must live with it.' He believed that the arts improved the quality of living for all and I count it a pleasure to continue that tradition."

Wesley R. Turner President and Publisher Fort Worth Star-Telegram



Main Street Arts Festival

#### customers and clients

As a sponsor of the annual Stock Show, Star-Telegram produces an art show for local schoolchildren ages 6-18. It attracts hundreds of entries every year and winners receive ribbons and cash prizes. The art is exhibited before more than 500,000 attendees of the Stock Show, and the winning art works are published in the newspaper. Star-Telegram also encourages other businesses to support the arts, and often gives its advertisers and business associates tickets to various performances and art exhibitions.

#### community

Star-Telegram has been supporting the arts as early as the Texas Centennial in 1936 when it funded and promoted performances in Casa Mañana Theatre in Fort Worth, Texas one of the first theaters-in-the-round in the United States that still presents professional performances. Today, the company provides grants to a plethora of arts groups in its community, including Texas Ballet Theatre, Performing Arts Fort Worth, Jubilee Theatre, Stage West, Youth Orchestra of Greater Fort Worth, Texas Boys Choir, Theatre Arlington, Texas Christian University arts programs, Mimir Chamber Music Festival, TCU Latin Arts Festival, TCU Cliburn Piano Institute, Ballet Folklorico Azteca, Ballet Concerto, Fort Worth Community Arts Center, Kids Who Care Musical Theatre, Hip Pocket Theatre, and Cultural Center of the Americas. It also underwrites seasons of Fort Worth Symphony, Van Cliburn Concerts, and most recently commissioned the creation of the opera, Frau Margot, written by Thomas Pasatieri and Frank Corsaro, for Fort Worth Opera 2007 Festival. All of the arts organizations supported by Star-Telegram offer arts education programming, such as the theater school for youth of the Casa Mañana and the children's educational programs of The Arts Council of Fort Worth and Tarrant County.

Additionally, the company promotes ticket sales to arts events through its Press Pass program by advertising discounted tickets and sponsoring contests for free tickets in the newspaper. Also, it includes a daily ARTS section, as well as an entertainment section—Startime—which provides expanded news and information about the arts, designed to pique interest, broaden horizons and invite participation in the arts. Advertising is also provided to major museums and festivals to promote their activities and to celebrate cultural heritage and diversity. Star-Telegram also actively seeks to foster participation in the arts by creating events, such as the Star-Telegram Evening with an Author series, featuring some of America's top-selling authors.



Ballet Folklorico Azteca



# HCA Nashville, Tennessee

#### Healthcare

HCA supports the arts with the belief that it is part of its corporate citizen responsibility, and consistent with its mission to support efforts that improve the overall quality of life. Since 2002, HCA has given more than \$5.7 million to the arts.

Nominated by Ingram Industries Nashville, Tennessee



Colorado Symphony

# improving the quality

#### employees

Employee involvement with the arts starts at the top. Jack O. Bovender, Jr., Chairman and CEO, is Chairman of the Board of The Community Foundation of Middle Tennessee—a major source of funding for the arts. Richard Bracken, President and COO, serves on The Nashville Symphony Board. Alan Yuspeh, Senior Vice President, Ethics and Compliance, was Vice Chairman of Tennessee Performing Arts Center Board and has chaired the Board of Tennessee Repertory Theater. Numerous other HCA employees serve the arts in leadership capacities.

To encourage interest in the arts, HCA offers employees sneak previews in the company auditorium of highlights from Nashville Opera and Nashville Ballet seasons, and free or discounted tickets, plus discounted memberships for numerous arts activities. In 2006, during Nurses Week, HCA provided free tickets to Cheekwood Botanical Gardens and Museum of Art for all HCA nurses and their families from the Middle Tennessee area. Denver HCA employees receive free tickets as part of the company's sponsorship of Denver Center for the Performing Arts and Colorado Ballet.

#### community

HCA has provided support and sponsorship for a variety of arts organizations including The Nashville Symphony, Nashville Opera, Frist Center for the Visual Arts, Tennessee Performing Arts Center, Cheekwood Botanical Gardens and Museum of Art, Tennessee Repertory Theater, Nashville Ballet, Nashville Public Library Foundation, Adventure Science Center and Ailey II.

Its support of Frist Center for the Visual Arts as a Platinum Sponsor enables the Center to program a variety of exhibitions. In 2006, HCA was instrumental in securing other funding sources within the community to sponsor the exhibition, *The Quest for Immortality: Treasures of Ancient Egypt.* The company also supports a special initiative that admits children 18 years and younger free to the Frist galleries, as well as arts-related educational and community outreach programming for all ages. Additionally, it introduces other businesses and individuals to the Frist Center and encourages them to support it.

Twice a year, HCA underwrites admission to Cheekwood Botanical Gardens and Museum of Art, allowing the public to enter for one dollar per carload. In 2006, the company hosted Cheekwood's *El Dia de Los Muertos*—an Indo-Hispanic holiday that preserves and celebrates folk art and folklore.

HCA is also sponsoring *Body Quest*—a permanent exhibition at Adventure Science Center that features larger-than-life





#### EXPANSIVE ENGAGEMENT

"The arts nourish the spirit, challenge the mind, bring joy to the soul and enhance our communities. HCA's support of the arts is consistent with our mission to improve the quality of human life."

> Jack O. Bovender, Jr. Chairman and CEO **HCA**



Frist Fridays at the Frist Center



Frist Center for the Visual Arts

# of life

organs that enables children to learn about them and how they interact. Body Quest is a collaboration among HCA, The HCA Foundation, The Memorial Foundation and Adventure Science Center. This exhibition is visited by thousands of schoolchildren each year and encourages them to seek a healthy lifestyle.

The company also supports capital campaigns, such as the one to renovate Sunrise Theater – a theater that presents many national performing arts groups in Ft. Pierce, Florida. Prior to the opening, the community lacked a facility to accommodate large audiences for national performing artists. Now the theater attracts people from a wide geographic area, bringing a prestigious spotlight to this small community.

In 2003, HCA-HealthONE LLC won a Colorado BCA's Business in the Arts Award for its support of the arts. This award recognized the company's support of the 2002 bond referendum that resulted in the \$75 million renovation and reconstruction of the historic Quigg Newton Denver Municipal Auditorium, renamed Ellie Caulkins Opera House; the support of Colorado Ballet which includes free physicals for all dancers; and the title sponsor of the Colorado Symphony Pop Series. HCA also won the Business of the Year Award from OPERA America in 2006 for its support of Nashville Opera's extensive education and outreach programs.



# I. W. Marks Jewelers LLP Houston, Texas

#### Retail Jeweler

I.W. Marks Jewelers' Founder, President and namesake is impassioned by the arts and feels that what is good for the arts is good for the community and what is good for the community is good for his business. This family-owned business has supported the arts since 1978, donating more than \$2 million to Houston arts organizations.

Nominated by Houston Grand Opera Houston, Texas

#### customers and clients

I.W. Marks donates merchandise to customers' arts-related causes, hosts in-store receptions in response to customers' requests, and invites key customers to concerts, theater performances and benefit galas. As Chair of the Houston Grand Opera Ball, I.W. Marks made a \$50,000 grant and obtained a matching \$50,000 gift from Rolex. For an in-store reception honoring American Ballet Theatre, the company secured Mikimoto's newly launched pearl jewelry line, which was modeled by the dancers. The store also hosts arts events such as the Diamonds & Divas reception featuring opera singers from Houston Grand Opera Studio; a holiday party for Alley Theatre Act I young professionals; plus several receptions for patrons of OrchestraX—an avant garde presenter of classical music. In 2005, the company helped to orchestrate a gala that raised \$350,000 for Ensemble Theatre. One year later, during the Masguerade Theater gala, I.W. Marks pledged \$10,000 when the organization's director announced \$20,000 was needed to upgrade the theater into a more spacious facility.

#### community

Annually, I.W. Marks makes grants ranging from \$20,000–\$25,000 to Houston Grand Opera, Houston Ballet and Society for the Performing Arts, and also provides in-kind donations of jewelry and gift items for gala auctions and patron table mementos. The company also supports Houston Public Television, Houston Early Music and Doctor's Orchestra of Houston. Since 1990, it has sponsored main stage productions, galas, opening night cast parties and dinners, as well as joint marketing campaigns of Houston Grand Opera. It also supports the Opera's educational programs, and has

#### employees

I.W. Marks and his wife, Shelly Ann, who handles community relations and charity functions for the company, serve on the boards of several arts organizations. He is a long-time board member of Houston Grand Opera (HGO) and Society for the Performing Arts. She serves on the boards of Alley Theatre, Houston Ballet, where she is chairing the 2007 Ballet Ball, and the University of Houston Moores School of Music. Together they have made personal contributions and have chaired benefits for the arts that have generated more than \$1.5 million for organizations such as Houston Grand Opera, Houston Ballet's Ballet Academy and Ensemble Theatre. In 2005, following in his father's footsteps, Vice President, Brad Marks, joined the board of Society for the Performing Arts.









Houston Grand Opera

## INNOVATIVE APPROACHES

"The quality of the arts in a city - performing and visual - reflects its overall quality of life. Businesses as well families, are attracted to a city with a vibrant, multi-faceted arts culture. The arts are also a great stimulus for the mind!"

I.W. Marks President I. W. Marks Jewelers LLP

co-sponsored the Eleanor McCollum Auditions and Awards. Additionally, it supports From Midnight 'Til Dawn—a five-hour commercial-free classical music radio program on KRTS 92.1 FM, until the station was sold two years ago and changed its format.

More than a decade ago, I.W. Marks began underwriting the printing of Houston Symphony tickets and placing its name and logo on the back of each ticket. The company has expanded this program to include Houston Grand Opera, Society for the Performing Arts, Alley Theatre, Houston Ballet, Da Camera Society, OrchestraX and Doctor's Orchestra of Houston.

I.W. Marks Jewelers is one of Society for Performing Arts' (SPA) business sponsors and largest donors. In 1990, the company, in collaboration with SPA, developed the I.W. Marks Dance Series, enabling SPA's visiting performing artists and ensembles to interact with young audiences in the community. The company also underwrites the organization's Student Series, which provides junior and senior high school students with free tickets to SPA performances, and since 1992, it has sponsored the Master Class Programs for young artists at the Jewish Community Center, which has introduced more than 4,000 youths, ages 13 and older, to the arts by meeting world class performers. Additionally, the company funds arts education and outreach opportunities for K-12, college and university students, through programs sponsored by the University of Houston Moores School of Music, Alley Theatre and Houston Ballet's Ballet Academy.



Society for Performing Arts, I.W. Marks Dance Series



The Arts Fuel Creativity. Creativity Powers Ideas. Ideas Make Business Soar.

17



# Lincoln Financial Group Philadelphia, Pennsylvania

#### Insurance and Investment

Lincoln Financial Group supports artistic programs that cultivate creativity and understanding of the arts, share the world's diverse cultures, and promote arts education and accessibility. It began supporting the arts 50 years ago through a localized community-giving structure and established the Lincoln Foundation in 1962 to further its efforts. Its total contributions to the arts have exceeded \$30 million.

Nominated by Artlink, Inc. Fort Wayne, Indiana

Astral Artistic Services Philadelphia, Pennsylvania

Fort Wayne Civic Theatre Fort Wayne, Indiana

Foundation for Art and Music in Elementary Education (FAME) Fort Wayne, Indiana

#### employees

Lincoln Financial has created an employee-giving network and established local Charitable Contribution Committees in each of its major operating locations. Each Committee reviews grant proposals and awards grants to the arts organizations that it believes will make an enduring impact on the community. The company also donates \$500 to an arts organization for which an employee volunteers 50 hours annually through its LIVE (Lincoln Invests in Volunteer Experiences) Program, and has an employee Matching Gift Program, which matches employee and retiree contributions up to an annual maximum of \$2,500 per person.

Company executives are encouraged to serve the arts in leadership capacities. Former CEO, Ian M. Rolland, has served as the Chair of the capital campaign for both Fort Wayne's Performing Arts Center and the Fort Wayne Museum of Art, and was the Board President of both Arts United and the Fort Wayne Museum of Art. Former Chief Financial Officer, Richard C. Vaughan, was Chair of the Corporate Executive Committee of the Philadelphia Museum of Art. Additionally, many employees volunteer annually for arts fund drives in Fort Wayne, Indiana, and Hartford, Connecticut, and more than 125 company officers serve on not-for-profit boards in their communities.



Lincoln Legacy Project with the Philadelphia Mural Arts Program

To enhance the workplace and stimulate interest in the arts among employees, Lincoln Financial has a collection of more than 700 works of art, which it began collecting in the 1930s and currently displays throughout its offices.

#### customers and clients

Frequently, Lincoln Financial seeks other companies to share an arts sponsorship and it offers customers and employees free tickets to encourage them to become involved with the arts. For instance, in 2004 the company sponsored *Manet and the Sea* at the Philadelphia Museum of Art. Customers, employees and other businesses were invited to various events during the sponsorship. Recently, the company invited eight other companies and potential funders to support the Mural Arts Program's annual fundraiser in Philadelphia, Pennsylvania.

#### community

Recipients of Lincoln Financial's support range from small grassroots groups, such as the Foundation for Art and Music in Elementary Education (FAME), to large national arts organizations such as Pennsylvania Ballet, Philadelphia Museum of Art, Philadelphia Orchestra, Settlement Music School, Curtis Institute of Music, National Liberty Museum and Kimmel Center for the Performing Arts. In Fort Wayne, Lincoln Financial has been the annual season sponsor of Fort Wayne Civic Theatre since 1981 and has provided professional expertise, as well as financial and in-kind support to Fort Wayne Philharmonic and Fort Wayne Museum of Art. The company has also underwritten Artlink's Annual National Print

# promoting a vision



Harriet Beecher Stowe Sculpture, Lincoln Financial Sculpture Walk

#### EXCELLENCE IN THE WORKPLACE

Exhibition for more than 20 years. In Hartford, the company's support of the Greater Hartford Arts Council created the Lincoln Financial Sculpture Walk at Riverfront which features 16 sculptures inspired by Abraham Lincoln's life and legacy. The Lincoln Foundation supports The Lincoln Museum in Fort Wayne and owns thousands of rare artifacts, including the Emancipation Proclamation and the Thirteenth Amendment, signed by Abraham Lincoln, shown in the museum.

To celebrate its 100th Anniversary, Lincoln Financial invested \$1.2 million for the exhibition *Lincoln: The Constitution and the* Civil War organized by the National Constitution Center in Philadelphia and The Lincoln Museum. Simultaneously, the company supported other projects that included The Mural Arts Lincoln Legacy Project in Philadelphia, which focused on elementary school students creating several small murals for their schools and participating in an outdoor mural project

about Abraham Lincoln's legacy and issues that led to the Civil War; Philadelphia town meetings about the Civil War; and a series of short art education pieces about the project, which aired on WHYY. Lincoln also made a \$750,000 grant to the public radio and television station, WHYY, in Philadelphia to support the Lincoln Financial Digital Education Studio.

Additionally, the company makes it a practice to link the arts with other not-for-profit organizations in its communities. For example, it has assisted Astral Artistic Services in Philadelphia by supto understand as ABC—art builds draw people of diverse cultural experiences together and foster

Jon A. Boscia Chairman and CEO



porting programs that bring quality Foundation for Art and Music in Elementary Education (FAME)

cultural programming to thousands of senior citizens and people with disabilities. And in Hartford, it funds the Music for a Change concert series that benefits various human services agencies and promotes volunteerism.





# The PNC Financial Services Group, Inc. Pittsburgh, Pennsylvania

#### **Financial**

The PNC Financial Services Group, Inc. (PNC) and The PNC Foundation believe that the arts and cultural organizations are an integral part of the economic and social vitality of any community. PNC provides resources to seed ideas, foster the development of creative initiatives and encourage the growth of the arts. In 2005, The PNC Foundation contributed \$2.2 million to the arts.

Nominated by Mattress Factory Museum Pittsburgh, Pennsylvania

Pittsburgh Symphony Orchestra Pittsburgh, Pennsylvania



# seeding



The Corcoran Gallery of Art

### employees |

PNC employees hold leadership roles in nearly all the major arts organizations within the company's service territory. James E. Rohr, Chairman and Chief Executive Officer, is Chairman of the Pittsburgh Cultural Trust and Anuj Dhanda, Chief Information Officer, is Chairman of the Board of Directors of Mattress Factory Museum. Thomas Whitford, Chief Financial Officer, serves on the Board of Directors of the Pittsburgh Symphony Orchestra (PSO), and is Chairman of PSO's Corporate Leadership Team, which raised more than \$250,000 in unrestricted annual support in one year. PNC also encourages employees to support the arts by matching employee contributions dollar-for-dollar up to \$2,500 annually.

#### customers and clients

PNC incorporates the arts into relationships with customers and clients by sponsoring major exhibitions, hosting events and displaying the works of local artists within its branch network. The company fostered a collaboration with The Corcoran Gallery of Art and The Andy Warhol Museum in Pittsburgh, Pennsylvania, to sponsor *The Warhol Legacy: Selections from The Andy Warhol Museum* at The Corcoran Gallery of Art in Washington, D.C., and made arrangements



Wolf Trap Institute for Early Learning

# new ideas

for discounted admission and a special sneak preview for customers and employees. To promote the exhibition. it sponsored a smaller exhibition of Warhol works at the Pop Rocks Art Gallery in Rehoboth Beach, Delaware. PNC sponsored a related promotion during a home game of the Washington Nationals at Robert F. Kennedy Memorial Stadium in Washington, D.C. Attendees received an Andy Warhol baseball card, and Andy Warhol and Marilyn Monroe impersonators roamed the crowd to generate interest in the exhibition.

#### community

PNC's ongoing support of The Pittsburgh Cultural Trust has enabled the arts to grow within the city's 14-square-block Cultural District, and has boosted the city's reputation as a major arts community. PNC served as the corporate sponsor for the first National Performing Arts Convention held in Pittsburgh in 2004. An unprecedented 5,000 arts administrators, artists and trustees from across the United States attended.

PNC's commitment to the arts is also reflected in sponsorships, which include naming rights of PNC Bank Arts Center in Holmdel, New Jersey; PNC Broadway Across America— Pittsburgh presented, by The Pittsburgh Cultural Trust. Pittsburgh Symphony Orchestra and Live Nation; and the PNC Pittsburgh Symphony Pops. Since 1978, PNC has contributed to the Pittsburgh Symphony Orchestra and in 1986 it began supporting the organization's annual campaign. In Cincinnati, The PNC Fund of the Cincinnati Art Museum has helped to underwrite exhibitions showcasing the Museum's permanent collection presented at venues across the United States, Canada and Europe.

## VIBRANT COMMUNITIES

"The arts can bring a community to life and influence its economic development. That is why PNC has long supported creative programs and initiatives that make the arts more accessible to our employees and everyone we serve."

James E. Rohr Chairman and Chief Executive Officer The PNC Financial Services Group, Inc.

As part of its 10-year, \$100 million commitment to PNC Grow Up Great—an award-winning program recognized as the nation's most comprehensive corporate-based school readiness initiative—the company is partnering with arts organizations that include Pittsburgh Ballet, Pittsburgh Symphony Orchestra, The Wolf Trap Foundation for the Performing Arts, The Barnes Foundation and The African American Cultural Center of Greater Pittsburgh to develop educational programming. PNC was also the inaugural winner of the Arts Foundation Patron Award, bestowed annually by the Governor of Pennsylvania, and is one of few corporations to have received two Business/Arts Advocate Awards from the Arts and Business Council of the Greater Philadelphia Chamber of Commerce.



Filene Center at the Wolf Trap National Park for the Performing Arts

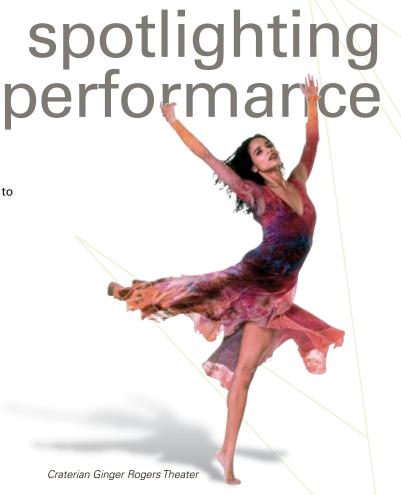


# Sabroso Company Medford, Oregon

#### Fruit Based Products Manufacturer

Since 1988, Sabroso Company has supported the arts to enrich the lives of its employees and the communities of Southern Oregon. In 2005, the company allocated 75% of its philanthropic support to the arts.

Nominated by Craterian Ginger Rogers Theater Medford, Oregon



#### employees

One of the goals of Sabroso is to spawn a new generation of arts patrons among its employees. The company purchases tickets for performances and events at Craterian Ginger Rogers Theater (CGRT) for its employees, and offers them the opportunity to purchase tickets for the well-attended Britt Summer Musical Festival before they go on sale to the public. There are a number of employees who had never attended performances prior to joining Sabroso, and some consider these opportunities special employee benefits. In 1999, when the Craterian needed cash and wanted to develop an audience, the company purchased a \$100 membership for full-time employees. Many of those employees have subsequently purchased memberships. The company also matches employee gifts to the arts annually up to \$1,000 per person, and it encourages employee involvement in the arts by displaying artwork created by them and their families in the company offices.

James Root, the company's Owner and Chief Executive Officer, is currently in his eighth year of service on the Craterian Board of Directors and served as its President. In that capacity, he organized and financed a board retreat and employed a Sabroso consultant to function as a professional facilitator for the meeting.

#### customers and clients

Sabroso invites business and community associates to preand post-receptions for Sabroso-sponsored performances at the Craterian, and encourages other businesses to support the organization. Employees attend these receptions and are encouraged to speak about what the arts mean to them. SRC Vision, a local business, was recruited as a business contributor during a Sabroso-sponsored reception.

Sabroso also arranged meetings with representatives of the Portland Trailblazers and CGRT staff members to discuss marketing, business development strategies, and customer retention and recognition programs designed to help the Craterian attract and retain patrons. In 1998, Sabroso flew the Executive Director and Vice President of CGRT to Portland, Oregon, to meet with representatives of Wells Fargo Bank. This produced a partnership that includes program sponsorships.



Craterian Ginger Rogers Theater

## **BUSINESS STRATEGIES**

"Supporting the arts is more than supporting the community; it's creating a community to provide a forum for the mingling of ideas, the sharing of stories and the honoring of all."

James Root Chief Executive Officer Sabroso Company

#### community

The Sabroso Company has been the single most significant and long-term contributor to the success of the Craterian. It jump-started the Theater's multi-million dollar renovation campaign in 1993 with a lead gift of \$100,000. When construction bids exceeded estimates and public interest faltered, the company contributed an additional \$100,000 to sustain the project. It made an additional \$75,000 grant when elements of the facility deferred from the original campaign needed to be finished.

After funding the renovation campaign. Sabroso took the lead again by supporting the programming and operation of the Theater. Additionally, the company was the lead business sponsor of Craterian Performances' first presenting season and has sponsored at least one program every year since. In some instances, rather than let a program go unclaimed, Sabroso steps in and supports multiple programs. In 2005 and 2006, Sabroso gave \$25,000 to the Craterian for program development, resulting in programming that otherwise would not have been available to the Southern Oregon community. As a primary supporter of the Craterian, Sabroso is able to support other arts organizations that use the theater, such as Rogue Valley Opera and Rogue Valley Symphony. These organizations receive discounted rental rates because of Sabroso's support. The company also donates to CGRT fundraising auctions, and on short notice, has sent workers and forklifts to help load and unload theater sets.



Craterian Ginger Rogers Theater



# Time Warner Inc. New York, New York

#### Media and Entertainment

Time Warner has been a leader in supporting the arts for decades. Driven by its belief that the arts, creativity and diversity of perspectives and ideas are fundamental to the company and to the communities it serves, Time Warner focuses its giving on helping to foster and sustain vibrant arts for audiences from all backgrounds. Its priorities are three-fold: to engage youth in the arts, to broaden public access to the arts, and to nurture and promote new and diverse voices.

Nominated by Signature Theatre Company New York, New York



Signature Theatre Company

# increasing



Queens Council on the Arts' High School to Art School

#### employees

Time Warner believes that giving employees the flexibility to broaden their own experience through volunteer programs is essential to creating and retaining a highly motivated and creative workforce. The company offers its employees opportunities to volunteer their time and build their leadership skills while providing valuable support and resources to arts organizations and other not-for-profit organizations through a number of programs. Among these is the Time Warner Pro-Bono Consulting program, which teams employee volunteers who have particular skills with not-for-profits to work on specific projects. The company also offers employees training in how to serve on not-for-profit boards and then matches each participant with a group that will benefit from the individual's skills. One-third of all employees who have participated in this program have been placed on the boards of arts organizations. The company also has a Matching Grant program and a Volunteer Grant Program, which offers up to \$1,000 to a not-for-profit once an employee provides 30 hours of volunteer service. Additionally, employees have the opportunity to experience the arts through corporate membership admission plans, special events and free or discounted tickets to performing arts events underwritten by Time Warner.



## GROUND-BREAKING INITIATIVES

"Creativity and the arts are core to who we are as a company. And they're as vital to our society as they are to our business. That's why at Time Warner engaging youth in the arts, expanding public access, and nurturing diverse art forms and artists is a cornerstone of our philanthropy."

Richard D. Parsons Chairman and CEO Time Warner Inc.

access

#### customers and clients

Time Warner encourages and facilitates partnerships between its various companies and arts grantees. These collaborations create opportunities for arts organizations to expand their audiences and promote their programming while helping each business strengthen its relationships with customers and clients. As part of these partnerships, the companies host clients at special arts events or performances, and offers exclusive discounts for customers.

#### community

Through its Youth Media and Creative Arts Grant program, Time Warner funds an array of after-school theater, dance, film and other arts programs for disadvantaged teens. The programs engage young people as the creators of art, giving them the opportunity to develop their own artistic voices while gaining valuable learning skills in the process. In 2005, the company awarded grants to 17 community-based youth media and arts organizations in New York City.

The company also funds programs that make the arts accessible to broader, more diverse audiences. It has underwritten a ground-breaking ticket initiative for the 15th anniversary season of Signature Theatre Company in New York, which enabled the theater to offer every seat for every performance for \$15. Since 2004, Time Warner has been a lead sponsor of Fall for Dance – a ten-day festival of diverse dance companies presented by New York City Center. The sponsorship covers a special \$10 ticket offer designed to attract new audiences. Since Fall for Dance began in 2004, 20% of the audience has been comprised of individuals who had never or rarely been to a dance performance.

During the summer of 2006, Time Warner, in partnership with the City Parks Foundation, launched CityParks Theater, which offered free performances presented by community-based theaters in parks in Harlem and Brooklyn, New York.

To help nurture diverse voices in the arts, Time Warner supports community-based arts organizations, funds the development of new works by underrepresented artists and supports programs for young people interested in careers in the arts. For example, with funding from the company, New York's Second Stage created a commissioning program to commission new plays by 10 emerging and established diverse writers. The company also created the Diverse Voices Small Theater Fund to help small theaters and arts organizations develop and produce works by women and other underrepresented artists. In 2005, 16 organizations received support through the Fund. In 2006, Time Warner collaborated with The John F. Kennedy Center for the Performing Arts in Washington, D.C., and the New York City Department of Cultural Affairs to launch Arts Advantage/NYC - a program to help small and midsize arts organizations develop effective marketing, fundraising and operating strategies.



Lincoln Center's Midsummer Night Swing

## **BCA HALL OF FAME 2006**

# Humana Inc. Louisville, Kentucky

#### Healthcare

From its inception, Co-founders David A. Jones and the late Wendell Cherry have made the arts an integral part of Humana's culture. Since 1975, the company has contributed more than \$40 million to the arts in its headquarters city of Louisville, Kentucky, as well as around the country.



Actors Theatre of Louisville

#### employees

Humana's employees are encouraged to participate in many arts-related initiatives, such as employee giving campaigns. Since 1980, employees have contributed more than \$11 million to the Greater Louisville Fund for the Arts, and many contribute their time and talent as volunteers to arts organizations. Michael B. McCallister, President and CEO, and Chairman of The Humana Foundation, has served on the Executive Committee of the Fund for the Arts. David A. Jones Jr., Chairman of the Board of Directors, serves on Actors Theatre of Louisville's Advisory Board, Humana's CFO, James H. Bloem, serves on the Endowment Board of the Kentucky Center for the Arts. Other arts and cultural groups that have benefited from Humana volunteer support include Louisville Ballet, Louisville Orchestra, Kentucky Opera, Kentucky Museum of Art and Craft, and Muhammad Ali Center. Additionally, Humana provides tickets to employees so they may attend performances and arts events, and it offers a matching gift program for the arts.

## COMMITMENT AND VISION

"Our success is driven by innovative people who thrive in communities with engaging and diverse cultural opportunities. As Humana's business has grown, so too has its commitment to the arts."

Michael B. McCallister President and CEO Humana Inc.



#### customers and clients

Humana often invites clients to attend events, such as productions of the *Humana Loft Series* at the Loft Theatre in Dayton, Ohio, and the *Chamber Speaker Series* at the Cincinnati Art Museum. It hosts special events, such as the Actors Theatre of Louisville's 30th anniversary party of the Humana Festival of New American Plays, and invites members of the business and arts communities, on special occasions, to commemorate the importance of the arts and cultural milestones.

#### community

Humana's legacy is most visible in Louisville. In 1982, the company initiated an international competition to design a new headquarters and selected a Post-Modernist design by Michael Graves. Selected by *Time* magazine as one of the ten best buildings of the 1980s, the Humana Building has helped to revitalize and define downtown Louisville.

One of the company's signature sponsorships and The Humana Foundation's single largest annual gift is to Actors Theatre of Louisville to support the *Humana Festival of New American Plays*. It began sponsoring the Festival in 1979 and since has provided more than \$16.4 million in continued support. Eight plays have been adapted for film and television, three have won Pulitzer Prizes, six have received the American Theatre Critics Award and four have won an Obie Award. The Festival draws more than 26,000 patrons annually, and an estimated 90 million persons worldwide have seen a play originated at the Festival.

To help the next generation of leaders develop an appreciation for the arts, Humana supports Stage One Children's Theatre, the Louisville Youth Choir, The Louisville Youth Orchestra and educational programs for many arts groups. Since 1987, the company has supported a three-week free summer arts program for the State's most promising high school juniors and seniors, offered by The Kentucky Center's Governor's School for the Arts.

# innovation

The Humana Foundation embraces health as a balanced state of well-being, recognizing an interrelationship between mind, body and spirit. It supports projects that seek to inspire communities and enliven the spirit. One such project involves Brooklawn Child and Family Services—a mental health agency that serves severely emotionally disturbed children and their families. With Humana's support, Brooklawn's Own Percussionists (BOP) was created in 2003 and continues today. The group performs in the community, and has recorded a CD of original compositions. Humana has also supported Teaching Conflict Resolution Through Drama, a program of the Kentucky Shakespeare Festival now presented in five residential treatment and at-risk youth facilities.

As Humana has grown, so has its support for the arts. Over the years the company has suported theaters in New York, Chicago, Austin, Kansas City, Phoenix, San Antonio, Sarasota, and Washington, D.C., and other arts organizations such as The Metropolitan Museum of Art, Americans for the Arts, John F. Kennedy Center for the Performing Arts, American Symphony Orchestra, Museum of Modern Art and The New York Philharmonic.



Humana Headquarters by Michael Graves

# **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.

Humana Inc.

JPMorgan Chase & Co.

Johnson & Johnson

**Lockheed Martin Corporation** 

MetLife

**Principal Financial Group** 

Prudential Financial, Inc.

Sara Lee Corporation

Target

UBS

# **LEADERSHIP AWARD 2006**

# J. Barry Griswell Chairman of the Board and Chief Executive Officer

Principal Financial Group Des Moines, Iowa

Making the arts part of the everyday experience, providing opportunities for young and emerging artists, and embracing cultural diversity to heighten understanding are the focal points of J. Barry Griswell's vision for nurturing the growth of the arts in the United States.

In Des Moines, Iowa, the headquarter city of Principal Financial Group, Barry's vision and leadership has helped spawn the development of two major projects that are changing the cultural landscape of the city. The first is BRAVO Greater Des Moines—a collaboration established in 2004 that brings 15 arts and cultural groups together for the first time to develop joint marketing, strategic planning, fundraising efforts and strategies for cross-selling. In 2005, with Barry as cochair, this organization established another first – a high-profile annual gala event to celebrate the arts and to honor community champions of the arts. Additionally, BRAVO has successfully worked with local government to obtain support for the arts using hotel/motel tax dollars. This initiative resulted in nearly \$2 million a year for three years beginning in 2005.

Another project that has benefited greatly from Barry's leadership is The Principal Riverwalk—a \$60 million project that will transform the city, once completed in 2008, by connecting the east and west sides of downtown Des Moines through a series of lighted and landscaped walking paths and bridges. To celebrate its 125th anniversary, The Principal Financial Group Foundation committed \$10 million to the project and helped secure funding from Melva Bucksbaum and her daughter, Mary Bucksbaum Scanlan, for two major sculptures—an untitled work by Joel Shapiro and *Quantum Leaf* by Sally Pettus. Additionally, he encouraged American Republic Insurance Company, also headquartered in Des Moines, to donate *Column of Change* by Michael Pavlovsky, which will be placed along the Riverwalk with other public art.

Under Barry's leadership, The Principal has expanded its support of local arts and cultural events beyond lowa to include communities where it has an employee presence. He is a tireless advocate of the importance of culture and the arts on societal and civic well being—regularly speaking on behalf of arts organizations nationwide.

## COMMITMENT AND VISION

"I firmly believe our ongoing support of the arts is a must-have investment in the well-being of our employees and the vitality of our community. The arts stimulate the intellectual, emotional, and creative development of future leaders, workers and problem solvers we need to keep our community—and our company—great."

J. Barry Griswell
Chairman of the Board and Chief Executive Officer
Principal Financial Group

Within the company, Barry was a driving force in the development of the three-year, 70-city tour of *Treasures to Go* that introduced millions of Americans to some of the artistic treasures of the Smithsonian's American Art Museum. Were it not for this sponsorship, the pieces in the exhibition would have been placed in storage during a multi-year renovation of the Museum. In addition to sponsoring this exhibition tour, The Principal also created an eight-volume set of books about the various themed exhibitions of this project and held receptions in each city for its employees, customers and members of the community.

Beyond providing substantial support to arts and cultural organizations in the Greater Des Moines Area as the Chairman of the Principal Financial Group Foundation's Board of Directors, Barry also plays a key role in guiding the development of The Principal's 760-piece art collection interwoven throughout the company's corporate campus, as well as its many offices across the country. It includes several specially-commissioned works by James Turrell and John Buck, and *A Shift in a Stream*—a site-specific work by Maya Lin for the company's Helmut Jahn building. He is also an advocate for the company's six-week training program that develops employee docents who guide guests and members of the community through the collection.

In an effort to further the careers of emerging artists, Barry encouraged The Principal to support the Emerging Iowa Artists Program, in connection with the annual Des Moines Arts Festival of which The Principal is a Founding Sponsor. This program provides scholarships and marketing assistance to young artists who hope to channel their artistic talents into meaningful careers.



Barry serves on a number of arts organizations' boards, and is the Vice Chairman and Chairman-Elect of the Business Committee for the Arts, Inc. He is also on the boards of the United Way of America, The Horatio Alger Society, the Boys and Girls Clubs of Central Iowa, Central College in Pella, Iowa, and Berry College in Rome, Georgia.

His vision, leadership and commitment have been recognized often. He has received the national Alexis de Tocqueville Society Award, the Ellis Island Medal of Honor, the Horatio Alger Association Distinguished American Award, the 2004 Central Iowa Philanthropic Award for Outstanding Volunteer Fundraiser, and in 2003 he received the Oscar C. Schmidt Iowa Business Leadership Award and was inducted into the Iowa Business Hall of Fame.



J. Barry Griswell (left) with Joel Shapiro

# **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**

#### 2006

J. Barry Griswell Chairman and Chief Executive Officer *Principal Financial Group* 

#### 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



# THE BCA TEN - 2005

American Airlines
Dallas/Fort Worth, Texas

American Century Investments Kansas City, Missouri

Deere & Company Moline, Illinois

Meredith Corporation Des Moines, Iowa

Norfolk Southern Corporation Norfolk, Virginia

Shugoll Research Bethesda, Maryland

The First American Corporation Santa Ana, California

United Technologies Corporation Hartford, Connecticut

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

Wells Fargo & Company San Francisco, California

# SECURING A FUTURE FOR ART

"...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 indispensible 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 arts inspire ideas that soar

