

THE BCA | 2008



Best Companies
Supporting the Arts in America

THE BCA 2008

THE BCATEN – 2008

Best Companies Supporting
the Arts in America

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

BCA Hall of Fame Inductee – 2008

BCA Leadership Award Inductee – 2008

THE BCATEN: 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.

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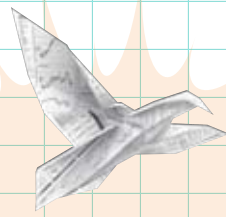
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ART FUELS CREATIVITY.
CREATIVITY POWERS IDEAS.
IDEAS MAKE BUSINESS SOAR.

October 30, 2008
The American Museum of Natural History
New York City

BCA HISTORY AND PROGRAMS



David Rockefeller

Business Committee for the Arts, Inc. (BCA) was created in 1967 by David Rockefeller to encourage businesses to support the arts. At that point in time, business was giving about \$22 million to the arts, most of which was given to symphony orchestras and museums. In 2007, BCA's triennial national survey revealed business support to the arts had increased to a record \$3.16 billion and arts organizations receiving support ranged from traditional to cutting-edge.

One of BCA's first endeavors was to create a platform to encourage and stimulate business to support the arts. Thereafter, BCA undertook research, developed how-to publications, best practices, a speakers bureau, organized conferences and workshops, supported a national network of BCA Affiliates and BCA Community Partners, and created a national recognition program to recognize companies for their exemplary engagement with the arts. Since 1967, more than 500 companies have been recognized by BCA for their exceptional alliances with the arts.

Over the years, BCA has undertaken an array of initiatives to stimulate business alliances with the arts, including:

- THE BCA TEN: Best Companies Supporting the Arts in America—a national program recognizing businesses of all sizes for their partnerships with the arts, plus the BCA Hall of Fame and the BCA Leadership Award. All the recipients serve as models for other businesses to follow.
- Forum for New Ideas which brings together innovative thinkers from across the country to explore new, non-traditional ways for business and the arts to work together to achieve their operating objectives.
- The BCA Report: National Survey of Business Support to the Arts, a national triennial survey, which reports on trends and levels of business support to the arts.
- From Workplaces to Public Spaces: Gifting Arts from Business Collections to Public Institutions which enables businesses to turn their underutilized assets into working assets by donating selected works of art from their collections—some of which may be in storage—to public institutions.
- art@work enables companies to organize initiatives that encourage employees to bring the art they create when not working into the workplace where it is shared with colleagues, customers, and clients.
- Programs to advance Employee Matching Gifts for the Arts and Workplace Art Collections.

Many businesses, guided by BCA, made their first grants to the arts and now include the arts in their giving guidelines. Additionally, BCA has been, and continues to be, a major force in nurturing small and midsize companies to support the arts. In 2006, companies with annual revenues of less than \$50 million accounted for 83 percent of the \$3.16 billion that business allocated to the arts. BCA also encouraged businesses to expand their support beyond grantmaking to marketing, advertising, public relations initiatives, and sponsorships. Many of these creative partnerships are recognized by THE BCA TEN, the BCA Hall of Fame, and the BCA Leadership Award. Today, in good part to the efforts of BCA, the United States is the world leader in business support to the arts, and serves as the model for similar organizations throughout the world.

Mission

BCA's 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.



In February 2008, Americans for the Arts assumed management of the Business Committee for the Arts, its programs, and staff. Guided by the Business Committee for the Arts' Executive Board, led by key business leaders from across the country, and chaired by J. Barry Griswell of Principal Financial, Americans for the Arts remains committed to advancing the great history and impact of BCA.

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With 48 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

BCA Affiliates

Since the first BCA Affiliate was founded in 1980 by Winton (Red) M. Blount in Montgomery, AL, BCA Affiliates have effectively advocated for business support to the arts at the local level. Most importantly, they have engaged small and midsize companies—more than 99 percent of the businesses in America—with the arts. Collectively, more than 2,500 companies are members of the 10 BCA Affiliates.

Each BCA Affiliate has a board of directors comprised of local business leaders and undertakes programs appropriate to the needs of the community. Nearly all offer research, case studies, volunteer training programs, forums, and workshops designed to bring about mutually beneficial partnerships between business and the arts, initiatives to heighten awareness about the value of the arts, and recognize companies and business leaders for exemplary support of the arts.

Colorado BCA (CBCA)

- Salutes outstanding Colorado businesses that leverage the arts for innovative and creative success at an inspiring and entertaining annual Business for the Arts Awards luncheon attended by over 700 key business, cultural, and civic leaders.
- Offers an innovative 8-month Leadership Arts training that has prepared 400 business professionals to represent their companies on the boards of nonprofit arts and cultural organizations.
- Conducts a biennial *Economic Activity Study of Metro Denver Culture* documenting the over \$1.4 billion annual economic and social impact of metro Denver arts and cultural organizations to the regional economy in 2006.

Montgomery Area BCA (MABCA)

- Developed a variety of programs to introduce the arts to the business community including Sneak Previews, a behind-the-scenes look at the arts for its business members; Window Scapes, downtown window displays celebrating the arts; and On My Own, an exhibition of art created by member company employees.
- Sponsors an annual Business in the Arts Awards luncheon that brings more than 400 business, arts, and government leaders together to celebrate business-arts partnerships.
- Presents seminars and workshops for business and arts. A recent seminar focused on helping the arts use technology to increase support and better communicate with their audiences.

Kansas City BCA (KCBCA)

- Hosted the Partnership Awards, an annual luncheon that honors three businesses that have developed a mutually beneficial partnership with an arts organization or artist. 2008 marked the fifth anniversary of the sold-out event held at Starlight Theatre. This year’s honorees were H&R Block, Inc., Embassy Landscape Group, Inc.; and Mallin/ Gibson Family Properties.
- Facilitated corporate art exhibitions through the Now Showing program in more than 15 companies. The program has more than 100 local visual artists enrolled to exhibit their art in corporate settings.



KCBCA Art/Work—Creativity from the Cube Corporate Arts Festival

- Hosted the second annual *Art/Work—Creativity from the Cube* Corporate Arts Festival, a city-wide employee art challenge representing employee artists from 20 of Kansas City’s most prominent companies. This year a literary haiku category was added to the competition. More than 2,500 people visited the exhibition at Union Station during the week-long showcase.
- Hosted Arts & Issues, monthly panel discussions that focus on hot topics in arts and culture around Kansas City.

New Hampshire (NHBCA)

- Created ArtSavers—a program that offers employees of NHBCA member companies discounted tickets for performances and arts events.
- Conducted nine Continuing Legal Education credit-approved seminars on arts-related legal issues for New Hampshire attorneys and established Lawyers for the Arts/New Hampshire that has assisted hundreds of cultural organizations and individual artists since it was established in 1991.



NTBCA Obelisk Awards Gala

- Hosted events and focus groups for the Creative Economy Initiative, a project of the New England Council and the New England Foundation for the Arts to increase public and private investment in the region’s cultural based economy.

North Texas BCA (NTBCA)

- NTBCA is celebrating its 20th year as the Southwest’s only business/arts advocacy agency.
- Since 1988 NTBCA and its coalition of 120 global corporate members have developed and used Citizenship Consultations, Executive Leadership Development, Regional Economic Impact Data, and Employee Volunteerism programs to direct more than \$330 million to arts and cultural agencies in North Texas and developed a new generation of business arts leaders and philanthropists.
- NTBCA’s 2008–2009 Leadership Arts® class of 55 business executives developed a class project creating the first professional support group for the Dallas Center for the Performing Arts (opening 2009) with 250 business members. Leadership Arts has placed 1,200 individuals on arts boards over the past 19 years,
- NTBCA’s Obelisk Awards Gala featured a 20–foot timeline of the agency’s achievements; a salute to the 5 area arts districts that promote economic development for the region; 65 regional artists and their work in auction; and honored Target, Thompson & Knight, John Eagle and John Eagle Dealerships, and the Fairmont Hotel as outstanding corporate supporters.

Northwest BCA (NW/BCA)

- Connects business and the arts to strengthen Oregon’s culture and economy.
- Created the *Top Business Donors to the Arts* list which is published annually in the *Portland Business Journal* and announced at the Arts Breakfast of Champions.
- Offers the Art of Leadership board training program to assist in the development of the next generation of nonprofit board leadership and improve the functioning of nonprofit arts boards in the greater Portland region.

- Launched a Business Volunteers for the Arts program to recruit, train, and place experienced business professionals on pro bono consulting projects for nonprofit arts organizations.

Orange County BCA (OCBCA)

- Collaborates with Chapman University’s A. Gary Anderson Center for Economic Research to produce *The Economic Impact of the Nonprofits Arts on Orange County*. The OCBCA’s sixth study revealed that the arts had a \$474.1 million impact on Orange County in 2006.
- Facilitated the placement of a temporary satellite of the Laguna Art Museum in South Coast Plaza, Orange County’s premier retail center in 1984. This satellite evolved into Orange County Museum of Art’s The Orange Lounge at South Coast Plaza—the first museum space on the West Coast devoted exclusively to cutting-edge digital and video art and the only space of its kind in a major retail complex in the United States.
- Presents the annual Business in the Arts Awards, now in its 27th year, a prestigious recognition of the importance of business/arts partnerships in Orange County. To date, 315 awards have been presented to local corporations for their outstanding support of the county’s nonprofit art organizations.
- Placing OCBCA business leaders on arts organizations’ boards, consulting with business members to help them identify and achieve their philanthropic goals, and counseling with both business and the arts to strategize how best to fulfill the needs and interests of each are all part of the everyday tasks that the OCBCA has successfully performed since 1981 and continues to be the key goals the OCBCA strives to achieve daily.

Potomac BCA (PBCA)

- Works with the Chambers of Commerce throughout Prince William County, VA to develop programs to increase interest in the arts and support from business.
- Engages business of all sizes to support the new performing arts center at George Mason University, being constructed in Northern Virginia.

Tampa Bay BCA (TBBCA)

- Produced with Americans for the Arts a program sponsored by MetLife, consisting of a series of forums based on a book by Patricia Martin, *RenGen: Renaissance Generation—The Rise of the Cultural Consumer*. This series focused on new modes of communication and how both businesses and cultural institutions can collaborate to use them effectively.
- Developed Cultural Encounters, opportunities for business people to experience behind-the-scenes tours and experiences of local cultural institutions.
- Produced an annual Business in the Arts Awards gala for four hundred people to honor those businesses and business people who have significantly supported arts and culture in Tampa Bay.

THE BCA TEN 2005-2007

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 LLP

Houston, Texas

Wells Fargo & Company

San Francisco, California

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

HCA

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

THE BCA TEN – 2007

The Boeing Company

Chicago, Illinois

The Boldt Company

Appleton, Wisconsin

Deutsche Bank

New York, New York

Gibson Guitar Corp.

Nashville, Tennessee

Masco Corporation

Taylor, Michigan

McQuiddy Printing Company

Nashville, Tennessee

Qualcomm Incorporated

San Diego, California

Shell Exploration & Production Company

Houston, Texas

Shugoll Research

Bethesda, Maryland

The Travelers Companies, Inc.

St. Paul, Minnesota

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Business Committee for the Arts, Inc

FORBES Magazine

Americans for the Arts

THE BCA TEN – 2008

Anadarko Petroleum Corporation

Houston, Texas

Brown-Forman Corporation

Louisville, Kentucky

Emprise Bank

Wichita, Kansas

First Tennessee

Memphis, Tennessee

H&R Block, Inc.

Kansas City, Missouri

Limited Brands, Inc.

Columbus, Ohio

Northwestern Mutual

Milwaukee, Wisconsin

Sweetwater Sound, Inc.

Fort Wayne, Indiana

Wachovia

Charlotte, North Carolina

Zions First National Bank

Salt Lake City, Utah

JUDGES

John F. Barrett, Chairman, President and CEO

Western & Southern Financial Group

Jeff Fleming, Director

Des Moines Art Center

Rachel S. Moore, Executive Director

American Ballet Theatre

Ann Owens, Executive Director

Houston Grand Opera

Kathryn A. Paul, President and CEO

Delta Dental of Colorado

Thomas P. Putnam, Former Chairman

Markem Corporation

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Sandra Kemmish, Director

Lincoln Financial Foundation

Bruce E. Whitacre, Executive Director

National Corporate Theatre Fund

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Liz Callaway

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Plácido Domingo

Zelda Fichandler

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John J. Mack

Robert MacNeil

Craig A. Moon

Brad Oscar

Leonard Slatkin

Steven D. Spiess

Robert J. Ulrich

Joanne Woodward

Eugenia Zukerman

ANADARKO PETROLEUM CORPORATION

Houston, Texas

Oil and Natural Gas

Since 1986, Anadarko Petroleum has sought to ensure that its employees and the communities it serves have access to the arts. Because Anadarko understands the importance of fostering creativity, imagination, and vision in daily life, supporting the arts is central to the philosophy guiding its corporate citizenship. Anadarko is committed to being the best exploration and production company, and is equally committed to being an integral part of the communities where it operates through volunteer involvement and contributions to nonprofit arts organizations.

Nominated by
Houston Grand Opera
Houston, Texas

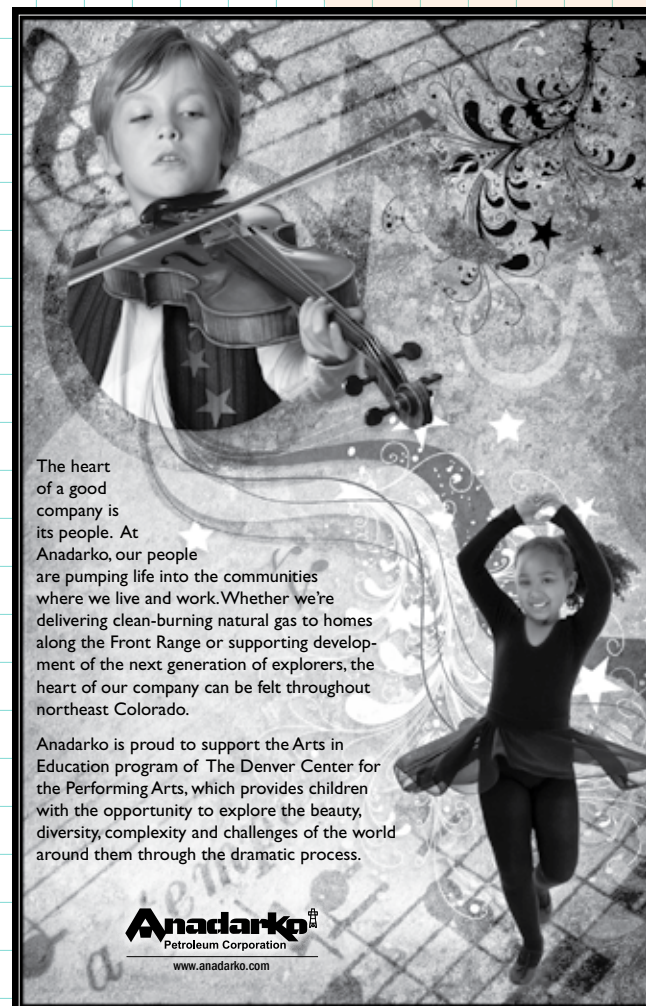
EMPLOYEES

Many opportunities for experiencing the arts exist within Anadarko's operating culture. The company has on display a number of pieces that reflect the beauty of the region's wildlife. Through its intranet and other communication vehicles, the company invites employees to special arts opportunities made possible through its support and relationships with partner organizations including the Houston Grand Opera (HGO), the Houston Symphony, Houston Ballet, and Theatre Under the Stars. The company also provides employees hands-on opportunities for arts involvement such as welcoming local youth groups to perform in the main lobby. Anadarko incorporates the arts in its educational outreach programs. The Energenie, an illustrated character created by Anadarko's creative staff, teaches children about the energy industry, as well as about careers in the arts, science, and technology.

The company has been a leader in supporting the Nexus Initiative at Houston Grand Opera which provides greater access to the opera. In addition to the company's \$1 million commitment, Chairman, President, and CEO of Anadarko and Chairman of HGO's development campaign James T. Hackett helped raise an additional \$875,000 in underwriting support from other prominent corporate donors including KPMG LLP, Chevron, and Nabors Industries.

"At Anadarko, we recognize how the arts catalyze our creativity, nurture our inventiveness, and infuse our passions as a society. These are the words that also drive our ability to provide energy resources that are vital to the world's health and welfare. In this spirit, Anadarko supports arts initiatives worldwide that add diversity to our communities, expand our understanding of the human experience and provide inspiration to our children."

—James T. Hackett,
Chairman, President and CEO, Anadarko Petroleum Corporation



Anadarko recognizes the importance of supporting the arts.



Nexus Initiative at Houston Grand Opera



Algerian women with special needs learn floral design.



Local students perform for employees.

COMMUNITY

Selecting arts and cultural projects that yield the greatest impact is a chief priority for Anadarko. The company supports the Nexus Initiative at Houston Grand Opera (HGO) to provide affordable opportunities for up to 37,500 people per year to experience the beauty and passion of music, many of them for the very first time. Attendees enjoy HGO's world-class performances in Houston's Wortham Theater Center and at venues including the Miller Outdoor Theatre and Plazacasts on the Wortham Center's Ray C. Fish Plaza, where admission is free.

Anadarko is a corporate charter member of the recently opened Pearl Fincher Museum of Fine Arts, the only fine arts museum outside the Houston Museum District. The company is an ongoing sponsor of Saturday Night Alive, the principal fundraising event benefiting the Denver Center for the Performing Arts, a showcase for live theater, and a nurturing ground for new plays. Recognizing the importance of supporting smaller organizations in its local communities, as well as burgeoning arts organizations, Anadarko supports arts organizations including the Woodlands Symphony Orchestra.

The arts have been a means by which Anadarko has sought to share in the cultural richness of the global communities in which it works and lives. It sponsored the Algerian National Ballet performance in Houston and educational programs in Algiers to train women with physical or mental challenges in the art of floral design to provide increased opportunities for financial stability.

The company also recognizes the importance of funding projects to help preserve arts and culture. It provides support for the restoration of cultural icons including the Roads of the Ksours, a series of ancient castles in northern Africa; St. John's Co-Cathedral in Malta, which is the temple of the Order of the Knights Hospitaller of St. John; and the Fondazzjoni Historic Museum of Arts and Crafts.

BROWN-FORMAN CORPORATION

Louisville, Kentucky

Alcohol and Beverage

Brown-Forman has been committed to the arts since the company was founded more than 137 years ago. Support for the arts makes good business sense: fueling economic prosperity, growth for the community, and retention of the best and brightest employees.

The company's contributions to the arts include grants, in-kind contributions, board service, mentoring, employee volunteerism, community advertisements, and tie-ins with the company's products. Brown-Forman has contributed more than \$40 million to the arts during the last decade. Its commitment to the arts continues to grow each year.

Nominated by
Actors Theatre of Louisville
Louisville, Kentucky



Actors Theatre of Louisville

EMPLOYEES

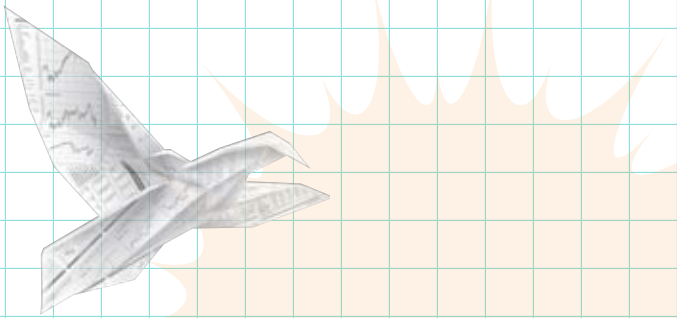
Support for—and involvement with—the arts is a key part of Brown-Forman's corporate culture. Not only do employees support a variety of individual arts organizations and programs, but they also support the community's annual Fund for the Arts fundraising campaign. Its per-capita employee giving leads this campaign each year, and the Brown-Forman team is proud of the three-fold support that it demonstrates through: individual employee contributions; partial matching contributions based on employee dollars raised; and an additional corporate gift.

The company leverages its relationships with the arts to provide employees with unique opportunities. Through corporate sponsorships of key programs and performances, employees are offered discounted tickets or are invited to attend special performances. These programs also allow employees to share the rich arts in the community with their families.

Employees and visitors to the Brown-Forman campus, as well as several of the satellite offices, can view artwork with an emphasis on local and regional artists purchased by Brown-Forman. The collection and the company's reputation of being a strong corporate citizen help recruit and retain quality employees.

“For 138 years, Brown-Forman's civic engagement activities have focused on supporting the arts and other nonprofit organizations that improve lives of individuals and the vitality of the communities where our employees live, work, and raise their families.”

—Paul Varga,
CEO, Brown-Forman Corporation



The company's support of the arts starts at the top. Recently retired Chairman and CEO of Brown-Forman, Owsley Brown II, played a leadership role in nurturing the company's and employees' commitment to the arts in the community during his 40-plus year tenure at Brown-Forman. His direct involvement reached many arts organizations including the Actors Theatre of Louisville, the Speed Art Museum, Kentucky Museum of Arts & Crafts, W.L. Lyons Brown Theatre, The Louisville Orchestra, Louisville Ballet, and Kentucky Opera.

More than 75 employees serve on the boards of local organizations and the company's internal leadership development helps place employees on the boards of arts organizations.

CUSTOMERS/CLIENTS

Brown-Forman often uses artistic venues and sponsorships to entertain and host key customers/clients in the community. The company also combines its philanthropic giving and brand-building efforts by featuring Brown-Forman products at arts venues.

COMMUNITY

For more than 137 years, Brown-Forman has played a major role in developing and nurturing arts programs and organizations throughout the community to benefit audiences of all ages and from varied backgrounds. It believes there's something for everyone within the arts community, and the company strives to connect the right arts program with each person. It has helped with capital campaigns, fundraising efforts, sponsorships, and board development for all the major arts organizations in Louisville and also for the Fund for the Arts umbrella organization. The arts programs and organizations supported by Brown-Forman reach more than 450,000 school children each year.

Brown-Forman has sponsored the Louisville Ballet's annual holiday performance of *The Nutcracker* for several years. As part of a \$1 million grant from Brown-Forman, the ballet will update the production's costumes and sets. In addition, Brown-Forman added a Community Night performance, where 2,400 children and adults from local social service agencies are able to experience *The Nutcracker* at no cost.

The company underwrote the renovation of a building in downtown Louisville to be used by several of the community's major arts organizations as an arts incubator, to share space, best practices, common business platforms,



Brown-Forman presents a check to the Louisville Ballet.

and employees, creating greater efficiencies and fostering creativity. In addition to the arts organizations, ArtSpace provides space for the University of Louisville College of Business Technology Services and the Center for Non-Profit Excellence. Through a special program, University of Louisville student interns have an opportunity to provide hands-on service to all of Louisville's nonprofits, including arts-focused organizations.

As part of the city's multimillion dollar Waterfront Park Development, the Brown-Forman Amphitheatre donated by Brown-Forman, to provide an outdoor venue for performances by many different arts groups.

In partnership with the YMCA Black Achievers Program, Brown-Forman provides opportunities for students in the Black Achievers program to attend special plays and performances during Black History Month.

In addition, Brown-Forman serves as a season sponsor for the Kentucky Opera. Its ongoing commitment to the annual Bourbon Ball gala—in partnership with other companies in the industry—has raised large proceeds to benefit the Kentucky Museum of Arts & Crafts, which promotes and features local and regional artistic endeavors. Brown-Forman also supports organizations including the Stage One Children's Theatre, Louisville Orchestra, the Louisville Youth Choir, and the West Louisville Boys and Girls Choir.

EMPRISE BANK

Wichita, Kansas

Financial Services

For decades, Emprise Bank, a privately owned financial institution, has demonstrated an ongoing commitment to the arts via funding and human resources support for a wide range of cultural activities. The bank routinely sponsors or helps underwrite events for the Kansas Watercolor Society, the Wichita Symphony Orchestra, Music Theatre of Wichita, and others. But the cornerstone of its support of the arts—the effort which has made its name synonymous with “art” in the 23 communities it serves—is *The Art of Emprise*, one of the region’s most respected and diverse collections of art representing the talents of Kansas artists.

Nominated by

The Ulrich Museum of Art and
The Wichita State University Foundation
Wichita, Kansas

EMPLOYEES

For the 450 employees of Emprise Bank, art appreciation is simply part of a normal workday. On office and conference room walls, in hallways and common areas throughout its many retail banking facilities across Kansas, the bank routinely displays and rotates prints and original works from its celebrated *The Art of Emprise* collection. Over the years the collection has grown to include more than 1,200 works by more than 450 artists, almost all of whom have Kansas roots. Today, *The Art of Emprise* constitutes one of the most comprehensive collections of Kansas art anywhere.

Works that make up *The Art of Emprise* represent a range of media including oils, etchings, woodcuts, watercolors, pastels, pottery, sculptures, and photographs. Spanning the period from 1885 to the present, the collection reflects the evolution and changes in artistic styles, from Realism and Impressionism to Modern and Abstract art. The heart of the collection is a focus on artists who have worked, lived, and studied in the Sunflower State during their lifetimes. A significant portion of the collection reflects the works of faculty and students from schools, colleges, and universities in the state. In cultivating the collection, Emprise Bank remains engaged in a detailed effort to identify and catalog



Miro mural at the Ulrich Museum of Art

the noteworthy artists of Kansas. As part of the bank’s orientation process, new employees are given a history and overview of the collection, along with explicit instructions that, “In case of a fire, grab a painting, not a computer.”

Being exposed to this diverse and ever-changing array of art not only raises Emprise employees’ cultural awareness and receptivity to currents in artistic expression, but also helps to spur innovation and creative thinking within the bank. Emprise Bank executives are on the boards of many Kansas arts organizations including the Wichita Music Theatre, Arts Partners of Wichita, Lawrence Arts Center, and the Bowlus Art Center. The bank also encourages employee volunteerism, with frequent financial support to organizations and events at which employees serve.

Emprise Chairman M.D. Michaelis is a long-time board member and past president of the Wichita Art Museum and of Wichita State University’s Ulrich Museum of Art. He also serves on the University of Kansas Spencer Art Museum Advisory Board. In recognition of his service, he received the 2007 Kansas Governor’s Award for Patron of the Arts.

“At Emprise we’ve integrated art into our ‘lifestyle’ and ‘workstyle.’ We like to show it, live it, and share it. Making our state the focus of our collection, and making the collection part of the landscape wherever we do business, that tells people something about our values.”

—M.D. Michaelis,
Chairman, Emprise Bank



The Art of Emprise at the Wichita Art Museum

CUSTOMERS/CLIENTS

The Art of Emprise collection’s unique focus on Kansas reaffirms the bank’s rootedness in the region; it serves as a constant visual reminder to customers and clients of the connection this bank and its people have with their state. The bank conducts regular tours of the collection for customers. It also includes images from the collection on customer-focused materials such as note cards, calendars, and prints.

Together with routine contributions of manpower and funding in support of a wide range of other cultural activities, *The Art of Emprise* demonstrates to customers a level of cultural responsibility on behalf of the bank toward its constituents.

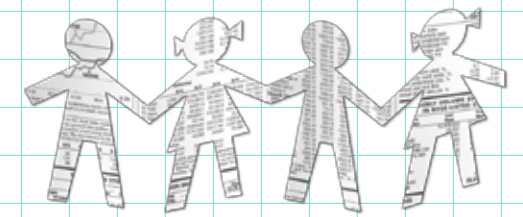
COMMUNITY

From its inception, Emprise Bank has viewed its growing collection of art not as a financial investment dictated by the precepts of appreciating market values, but rather as a cultural investment. Portions of the collection have been featured in exhibitions by local museums and universities. Art classes and interested students have been permitted access to the works for purposes of art education. The bank has made works from the collection available to local civic

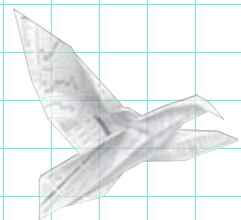
organizations for their own fundraising efforts, with patrons paying admission to view the art. And as a participant in the United States Arts in Embassies program, Emprise has provided artworks for display in U.S. embassies in Belize and Uzbekistan.

The Art of Emprise represents a showcase for Kansas artistic talent. It is a forum through which local citizens can be made aware of the quality of art being created in their own backyards and in which they can take pride. Many of the artists included in the collection are relatively unknown; others are recognized throughout the art world.

In addition to cultivating its unique collection, the bank sponsors exhibitions of student and faculty work at the Ulrich Museum of Art at Wichita State University. Emprise has a three-decades-old tradition of sponsoring the Kansas Watercolor Exhibition, now known as the Great 8 Exhibition at the Wichita Center for the Arts. It was instrumental in launching the experimental theater, Stage One. It helped underwrite a new gallery at the Spencer Museum of Art at the University of Kansas, and underwrote the Emprise Bank Research Library at the Wichita Art Museum.



Les Mis at the Music Theatre of Wichita



FIRST TENNESSEE

Memphis, Tennessee

Financial Services

Throughout its 144-year history, First Tennessee has been a strong supporter of the arts. It believes the arts elevate the human spirit and strengthen the fabric of the community.

The company has a board-directed policy of giving back one to two percent of the previous year's pre-tax earnings. In 2007, the company gave nearly \$1 million in support of the arts. In addition to monetary contributions, First Tennessee encourages volunteerism among its employees and of the 35,000 employee volunteer hours recorded each year, many are committed to local arts organizations.

Nominated by
Nashville Symphony
Nashville, Tennessee

EMPLOYEES

When the Memphis-based bank expanded its operations statewide nearly 40 years ago it started the First Tennessee Heritage Collection, an art collection about Tennessee by Tennesseans. The collection celebrates and acknowledges the heritage and history of the region.

First Tennessee is proud of its commitment to share the arts with employees, customers, and the communities it serves. The company often provides employees and customers with tickets to symphony performances, theater performances, and art exhibits it sponsors. First Tennessee also has an employee-matching gift program, where gifts to arts organizations are matched at 50 cents to the dollar. Many employees serve on the boards of arts groups across the state and can apply annually for Leadership Grants between \$500 and \$1,000 made to nonprofits where employees hold leadership roles.

Tennessee Banking Group President Michael Edwards is chairman-elect of the Nashville Symphony's Board of Directors, a member of the Symphony's Executive and Finance Committees, and serves as chairman of the Annual Campaign.

“We believe the arts are fundamental to an educated, engaged, and diverse community. As a result, we are committed to supporting the vitality of art and helping to make art accessible in every Tennessee community we serve.”

—Bryan Jordan, CEO,
First Horizon National Corp.



Nashville Symphony Opening Gala

COMMUNITY

As part of its effort to make art accessible to every Tennessee community it serves, First Tennessee's support of arts programs and initiatives spans the entire state. In the Nashville area, it has been presenting sponsor of First Tennessee Summer Festival at the Nashville Symphony for the past five years. The First Tennessee Summer Festival brings world-renowned conductors and music to the Schermerhorn Symphony Center for six days each June. Since the mid-1980s, First Tennessee has increased their sponsorship of the Nashville Symphony. That money has enabled the symphony, among other initiatives, to provide quality musical performances, education programs, and other offerings to those in the community who might not otherwise have access to them. It also sponsors The First Tennessee Masterworks Series at the Memphis Symphony.

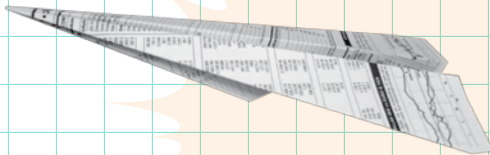
The company has been a major sponsor of the Ingram Gallery at the Frist Center for the Visual Arts in Nashville since opening in 2001 and underwrites educational outreach to schools in the community. The Frist Center presents and curates exhibits of well-known art from around the world with related educational programs for K-12 and community outreach programs. First Tennessee also supports the Cheekwood Museum of Art summer exhibit. Its support of the Nashville Shakespeare Festival includes six weeks of free Shakespeare in the Park performances and in-school workshops during the school year. The bank also supports smaller organizations including the Tennessee Association of Crafts Artists and the Tomato Art Fest.

The First Tennessee Foundation Bravo Series is an annual competition to fund projects in Memphis that seek to expand audiences and extend the organizations' artistic range. Various arts groups apply for the funds and a community panel of judges awards \$100,000 annually to continue raising the level of the arts in the area. An additional \$100,000 is also given annually to ArtsMemphis, formerly the Memphis Arts Council, a nonprofit that supports the arts.

The bank offers artists an opportunity to exhibit their art at the First Tennessee Club Level of the FedExForum, a sports and concert arena in Memphis. Three to four artists exhibit approximately four to eight artworks for one year and receive a \$2,500 honorarium.



Shakespeare in the Park at the Nashville Shakespeare Festival



H&R BLOCK, INC.

Kansas City, Missouri

Financial Services

H&R Block follows the lead of its co-founder, Henry Bloch, by upholding his belief that cities with world-class arts organizations help local businesses attract and retain employees. That commitment is evident throughout H&R Block's new headquarters, which features more than 400 pieces of art by local and regional artists. In addition H&R Block and the H&R Block Foundation have contributed more than \$12 million to the arts over the past 10 years. The company also provides in-kind donations, volunteerism, advertising, and marketing support. In 2007, H&R Block and the Foundation contributed more than \$1.5 million to the arts, 75 percent of the company's total philanthropic contributions.

Nominated by
Kansas City Repertory Theatre
Kansas City, Missouri

EMPLOYEES

To introduce H&R Block associates and guests to the local and regional artists, art brochures describing each collection are available at H&R Block Center. In addition, two galleries display rotating exhibits of art created by H&R Block associates, artists sponsored by the Kansas City Business Committee for the Arts (KCBCA), or art from local art school students. Each month, an artist from the H&R Block collection conducts an educational Lunch 'n' Learn session for associates. A monthly newsletter, Art on the Block, informs associates of upcoming arts events and provides background on rotating exhibits. The University of Missouri-Kansas City, H&R Block and regional artists collaborated on the award-winning documentary, *ART on the BLOCK* which documents the process of assembling a world-class art collection comprised of regional artists.

H&R Block joined five other companies and the KCBCA in the creation of the Kansas City Corporate Art Festival *Art/Work—Creativity from the Cube*. Associates of the

companies exhibited their art in their company's offices. Winning pieces from these exhibitions were exhibited at Kansas City Union Station.

The H&R Block Strength in Numbers annual giving program matches associate donations up to \$1,500. In addition, the Foundation's Cash for Champions program encourages volunteerism by matching every 50 hours of volunteer time spent at a nonprofit with a \$100 contribution to the organization.

CUSTOMERS/CLIENTS

The theater at H&R Block Center is a unique partnership with Kansas City Repertory Theatre and is utilized frequently by the company for meetings and events including annual shareholder meetings, monthly CEO/associate meetings, tax professional training, and departmental meetings with associates. Oftentimes these meetings are conducted using the set for the current theater production.



Meeting at Kansas City Repertory Theatre Copaken Stage



Love, Janis at Copaken Stage

“H&R Block's involvement in the arts stems from our commitment to fostering creative excellence and innovation in the lives of our associates and our community. H&R Block is especially proud of the unique and dynamic business/nonprofit partnership we have with Kansas City Repertory Theatre. Together we are using our theater in a way that benefits H&R Block and KC Rep Theatre in ways we couldn't do at the same cost while contributing to downtown revitalization, day-to-day commerce, and the cultural landscape of Kansas City.”

—Russ Smyth,
Chief Executive Officer, H&R Block, Inc.



Kansas City Repertory Theatre Copaken Stage

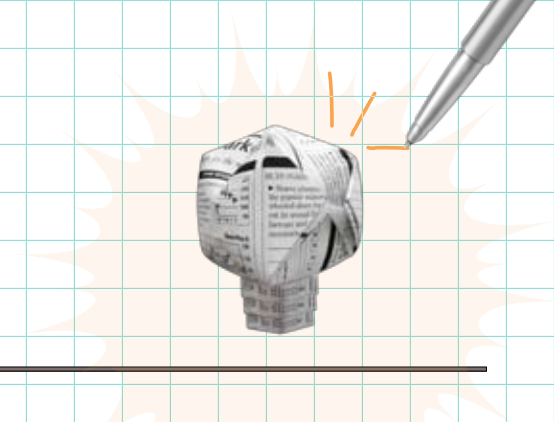
COMMUNITY

Executives at H&R Block and Kansas City Repertory Theatre collaborated to build the second home of KC Rep. Located at the new H&R Block headquarters in the heart of the city's new entertainment district, the 320-seat theater is shared by H&R Block and KC Rep. The theater's construction costs were less than half of what they would have been had the Rep built the theater alone. Not only do the two organizations share the space, H&R Block integrates the theater's programs into the daily lives of its associates. When KC Rep produced Gee's Bend, a play based on the true story of the women of Gee's Bend, AL, the company displayed quilts in the lobby of H&R Block Center during the run of the show.

The company created the H&R Block Artspace in partnership with the Kansas City Art Institute. The Artspace supports the creation and presentation of contemporary art by international, national, and regional artists through exhibitions, publications, public art projects, educational programs, partnerships, and innovative professional development opportunities for students and exhibiting artists.

The H&R Block Foundation has also supported numerous arts programs in the Kansas City area including Accessible Arts, Inc. where it provided support to purchase equipment and art supplies, and for renovation of a flexible gallery space for children with special needs and developmental disabilities; Arts Partners in Kansas City/Kansas City Young Audiences where it funded visual and performing artists to provide performances and artist-in-residence opportunities at area schools; and ArtsTech where it helped renovate a facility to house arts education programs and entrepreneurial training for high risk youth with special emphasis on youth leaving the juvenile correction system.

In addition, H&R Block supports the Bill of Rights Institute, Chameleon Theatre, Guadalupe Center, Harriman-Jewell Series Foundation, Kansas City Friends of Alvin Ailey, Kansas City Repertory Theatre, Kansas City Youth Jazz Bands, The Coterie, the Youth Symphony of Kansas City, the Kansas City Business Committee for the Arts, Unicorn Theatre, and the Nelson-Atkins Museum.



LIMITED BRANDS, INC.

Columbus, Ohio

Retail

Limited Brands strongly believes that the arts are the barometer of a city's well-being, as well as a powerful conduit for growth. A vibrant arts community is essential for attracting and retaining creative talent at all levels.

Through the Limited Brands Foundation, more than \$11 million has been donated to arts organizations over the past five years. In addition, Limited Brands leads an annual multimillion dollar campaign to support the Wexner Center for the Arts at The Ohio State University.

Nominated by
Wexner Center for the Arts
Columbus, Ohio



Wexner Center for the Arts at Ohio State University

“I am very passionate about the arts and understand its importance in education and the impact it has in the community. A vibrant arts community is essential for our young and creative associate population at Limited Brands and it has had a significant impact on attracting and retaining talent at all levels of the organization.”

—Leslie H. Wexner,
Chairman & CEO, Limited Brands, Inc.



Columbus College of Art and Design Fashion Show at Limited Brands

EMPLOYEES

With the support of Limited Brands Chairman and Founder, Leslie H. Wexner, the Wexner Center for the Arts was established at The Ohio State University in 1989. Conceived as a research laboratory for all the arts, it emphasizes commissions for new work and artist residencies.

Since 1991, Limited Brands has devoted leadership, volunteer time, and monetary support for an annual multimillion dollar fundraising campaign for the Wexner Center. The company's leadership helped broaden the campaign's base of private support by providing access to supporters in the business community. More than 275 local, national, and international donors contributed over \$2.5 million to the Wexner Center Foundation's 2007–2008 campaign—part of nearly \$60 million that Limited Brands has helped raise since Mr. Wexner's initial \$25 million capital gift to the center.

In addition, Limited Brands employees are members and advocates for the center; serve on boards and committees; and use the center in recruiting prospective employees and entertaining corporate guests, vendors, and other associates.

Limited executives serve on the boards of many other nonprofit arts organizations including The Columbus Museum of Art, Contemporary American Theater Company, the Ohio Arts League, Franklin Park Conservatory, Columbus Children's Theatre, Manhattan Theatre Club, and the New Albany Performing Arts Center.

Limited Brands has sponsored the Columbus College of Art and Design (CCAD) Student Fashion Show since 2003. The fashion show highlights the designs of students enrolled in the fashion merchandising program at CCAD and serves not only as a platform for students to highlight their work, but also as a recruitment event for Limited Brands merchants and designers. Limited Brands also partners with CCAD to place graphic design students in marketing internships. These students have the opportunity to create labels used on Victoria's Secret and Bath & Body Works products, as well as images for promotional materials, community relations materials, and more.

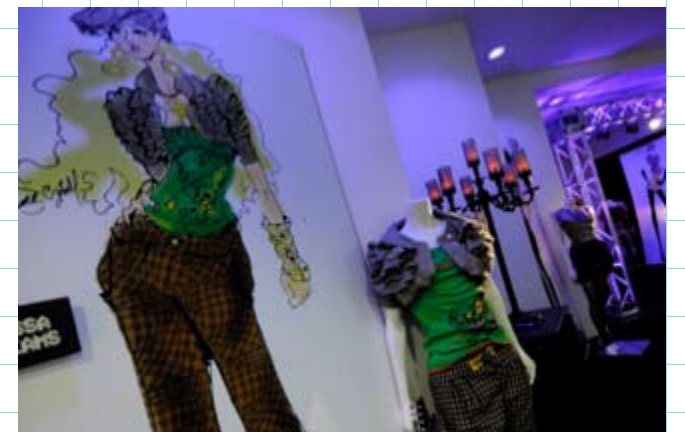
Last year, C.O. Bigelow, a subsidiary of Limited Brands, and Gen Art, an arts organization dedicated to showcasing emerging fashion designers, filmmakers, musicians, and visual artists, hosted a national design competition, the C.O. Bigelow Apothecary Jar Design Program, offering visual artists and designers a unique opportunity to design original graphics for its classic C.O. Bigelow Apothecary Jar. The limited edition Apothecary Jar was sold at participating Bath & Body Works stores and the three finalists received a one-year complimentary Gen Art membership.

Safe Horizon and Limited Brands have partnered to create a youth-led event to further Safe Horizon's mission of providing support; preventing violence; and promoting justice for victims of crime and abuse, their families, and communities. This year's event had 100 young artists using a variety of materials to create art depicting what "safe" means to them. The students' work was displayed at a gallery exhibit in New York City. Limited Brands' associates were an integral part of the event's success. Through their work with Safe Horizon's school programs team, they encouraged students to participate in planning and execution of the event and gallery show. Staff volunteers also staffed the event, assisted with setup, ran the coat check, acted as floor monitors, and more.

Limited Brands invites associates to attend arts and cultural events through complimentary tickets received for sponsorship. When possible, the company makes art accessible to their employees such as a free private performance for associates by the Muntu Dance Tribe of Chicago.



The Wexner Prize at the Wexner Center for the Arts



Columbus College of Art and Design Fashion Show at Limited Brands

COMMUNITY

Limited Brands Foundation supports nearly every cultural organization in the central Ohio area including the Columbus Association for the Performing Arts, the Columbus Museum of Art, CATCO, BalletMet, COSI, Franklin Park Conservatory, Columbus College of Art and Design, and the King Arts Complex. Limited Brands Foundation also supports New York City-based art institutions including the Museum of Modern Art, the Guggenheim Museum, Free Arts, and the College of Fashion Design.

The Limited Brands Foundation donated \$1 million to Franklin Park Conservatory to underwrite the commission, design, and installation of James Turrell's permanent light installation at the conservatory's historic Palm House.

NORTHWESTERN MUTUAL

Milwaukee, Wisconsin

Insurance

Northwestern Mutual has supported the arts in the Milwaukee area for more than 25 years. The company believes that the arts are important to attract and retain talented employees, and contribute positively to economic development. In 2007, the Northwestern Mutual Foundation contributed \$2.1 million to arts programs. In recognition of its 150th Anniversary, the company will contribute an additional \$3.165 million to nonprofit and community organizations across the country. In addition to financial support, employees volunteered approximately 30,000 hours last year.

Nominated by
Alverno Presents
Milwaukee, Wisconsin

EMPLOYEES

Northwestern Mutual brings art into the workplace through its corporate art collection focused on the visual artwork of Wisconsin artists and through performances in the workplace. The company sponsors an annual workplace giving campaign for the United Performing Arts Fund (UPAF) in Milwaukee. Many employees volunteer to serve on the planning committee as solicitors and share their experiences with the arts as part of the campaign. Northwestern Mutual consistently leads the metro Milwaukee area in contributions to the UPAF, always raising the bar higher to encourage other companies to increase contributions to the arts. In 2007, Northwestern Mutual became the first company to surpass \$1 million in total overall giving. Once again in 2008, Northwestern Mutual, together with its employees, contributed more than \$1 million to the UPAF campaign. It remains the only company to surpass \$1 million. In recognition of its accomplishments, Northwestern Mutual received the Civic Partnership Award from UPAF.

Northwestern Mutual also encourages employee volunteerism. It gives out Community Service Awards to recognize outstanding financial representatives and the



Andreas Delfs, conductor of the Milwaukee Symphony Orchestra

community organizations where they volunteer. As of July 2008, this program has awarded an estimated \$2.3 million to nearly 300 nonprofit organizations. The company also has a Volunteer Support Program, in which employees who volunteer more than 40 hours per year can earn a \$500 contribution for the organization they serve. Since 1999, this program has awarded over \$1.3 million to more than 700 nonprofit organizations.



Haale at 2007 Global Union Music Festival

“Northwestern Mutual is fortunate to be headquartered in a city with a thriving arts community. The arts encourage creativity, expand understanding of the world around us, and stimulate the economy. Our employees and our Foundation are proud to work together as champions of the arts.”

—Edward J. Zore,
President and CEO, Northwestern Mutual

COMMUNITY

As the largest corporate contributor in the state of Wisconsin, Northwestern Mutual has supported a number of successful partnerships in the arts.

A three-year grant to the Milwaukee Youth Arts Center helped convert an old warehouse into a much needed state-of-the-art rehearsal and performance space for two successful community groups: First Stage Children’s Theater, the largest theater academy for children in the country, and the Milwaukee Youth Symphony Orchestra. In order to increase ticketing and marketing capacity for six arts groups, Northwestern Mutual invested in the Tessitura ticketing system, through Milwaukee Arts Partners, a collaborative effort among Milwaukee-area performing arts groups.

Northwestern Mutual believes that it is important to support arts education since many school districts have eliminated it due to budget challenges. Allowing youth to find ways to express themselves through the arts can often motivate students who struggle academically. For more than 15 years, the Milwaukee Symphony Orchestra has offered the Arts in Community Education (ACE) program. Supported in part by the Northwestern Mutual Foundation, ACE integrates the arts into the classroom, serving 8,000 students and 500 teachers in the Milwaukee-area public and private schools. The company supports other programs including the Enlighten program at the Skylight Opera which aims to enhance arts curricula at area schools and the Florentine Opera youth education programs.

For four years, Northwestern Mutual has been the lead sponsor of the Alverno Presents series. This financial support has played a key role in Alverno Presents’ ability



Dobet Gnahore at 2007 Global Union Music Festival

to leverage new grants and sponsorships for the program, including a first-time grant from the NEA in 2007. In 2006, the company increased its sponsorship gift so that Alverno Presents could launch a new event, Global Union, a free, two-day festival of world music featuring international artists who otherwise would not perform in southeastern Wisconsin. In 2007, it added to its sponsorship by inspiring and financing a collaboration between Alverno Presents and the local public television station to film a documentary of the festival. In addition, the company has co-sponsored a local premiere party for the documentary.

Northwestern Mutual has also sponsored various performances and seasons with local arts partners including the Milwaukee Ballet, Next Act Theater, the Milwaukee Repertory Theater, Milwaukee Chamber Theater, Present Music, Milwaukee Arts Museum, and the Betty Brinn Children’s Museum. Since 1997, the company has sponsored National Public Radio’s Morning Edition and Weekend Edition, in addition to NPR.org and NPR podcasts.

SWEETWATER SOUND, INC.

Fort Wayne, Indiana

Music and Audio Retailer

Sweetwater Sound, Inc. is committed to serving the arts in order to give back to the community from which it derives its support. While much of the music industry is centered in Nashville and Los Angeles, the company established its headquarters in Fort Wayne, IN, where the cost of living and the quality of life in the city would be attractive to potential employees.

Since it was established in 1979, the company has supported local arts organizations through donations; sponsorships; and in-kind products and services, including free musical instruments and equipment, free recording time, both in-studio and at performances. In 2007, 90 percent of its total grants and 35 percent of its in-kind donations were to the arts.

Nominated by
Foundation for Art & Music in
Elementary Education, Inc. (FAME)
Fort Wayne, Indiana

EMPLOYEES

Sweetwater is the fourth largest retailer of music instruments and music technology in the United States. The vast majority of Sweetwater employees are musicians, which means that its operating culture is suffused with music and music-making. More than half of Sweetwater's employees are recruited from out of state and the high quality of the Fort Wayne arts community is one of the inducements provided to candidates.

Founder and President Chuck Surack has served on the boards of the Fort Wayne Philharmonic, United Performing Arts Foundation, and the Fort Wayne Children's Zoo, as well as the local NPR radio station, and the Music Advisory Committee at Indiana/Purdue University, Fort Wayne. He was named chair of the advisory committee for the University of St. Francis Music Technology Department, which has established a four-year degree program in partnership with Sweetwater. Director of Program Development Christopher Guerin serves on the board of the Arts United of Greater Fort Wayne and Audiences Unlimited, Inc.



Unity Performing Arts Foundation Chorus



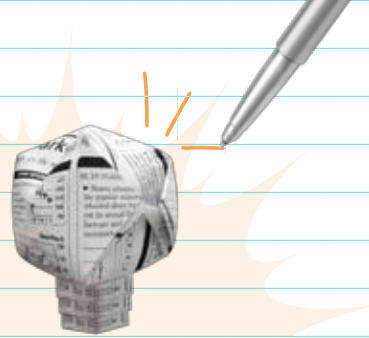
Fort Wayne Philharmonic at FAME Festival

CUSTOMERS/CLIENTS

Sweetwater's sales force, more than 150 strong, discusses music and music-making with thousands of customers every day. Sweetwater's nationally recognized recording studios provide recording services for musicians and businesses from all over the country.

COMMUNITY

As part of its new \$35 million headquarters, Sweetwater built a state-of-the-art, 250-seat auditorium which is offered to local arts organizations at no charge as a site for public concerts, fundraising events, and ceremonies. Performances at the new auditorium include The Fort Wayne Brass Band, a monthly series of "electro-acoustic" concerts, various recitals, and a fundraising event for the Civic Theatre.



"I've been a musician for as long as I can remember. From my success in business as a music technology retailer, to the joy I experience playing with my band every week, it's difficult to count up all the blessings that music has brought to my life. For my wife Lisa and me, supporting the arts is a way of paying forward all those blessings, and a great pleasure."

—Chuck Surack,
Founder and President, Sweetwater Sound, Inc.



Fort Wayne Philharmonic

In 2004, Sweetwater celebrated its 25th anniversary with a Tower of Power concert at the Embassy Theatre, an event that was produced by the Fort Wayne Philharmonic for Sweetwater. In 2008, Sweetwater again presented Tower of Power as part of Sweetwater Gearfest '08 to celebrate the grand opening of its new headquarters. The event featured exhibits, workshops, studio tours, product demos, and gear giveaways.

In March 2008, Sweetwater opened its Academy of Music, a music school for the entire community, complete with a full-time director, 10-member teaching staff, plus state-of-the-art equipment and facilities. In the first few months, the Academy of Music's enrollment had reached more than 100 students, many of them Sweetwater customers.

The company provides recording services and compact disc pressing and printing for charity discs of music by nationally known artists, such as REO Speedwagon, Sara Bareilles, Collective Soul, and Daughtry, which have raised tens of thousands of dollars to benefit Riley Hospital for Children.

Sweetwater's assistance to Foundation for Art & Music in Elementary Education (FAME) includes grants to support the seven annual programs offered by FAME; co-sponsoring the concert of the Preservation Hall Jazz Band in honor of FAME's 20th Anniversary; providing sound equipment and personnel for the FAME Summer Arts Camp; contributing instruments and other items for FAME's silent auction fundraiser; and providing equipment and volunteers for the annual FAME Festival, serving 25,000 students, teachers, and families.

For the past two years, Sweetwater sponsored the appearance of 10 high school bands at the opening parade for the city-wide Three Rivers Festival, defraying all of the bands' out-of-pocket expenses. In addition, it supports the Fort Wayne Philharmonic and the Unity Performing Arts Foundation (UPAF), a relatively new nonprofit devoted to training young people in the "soulful arts." Sweetwater's financial support has been a key factor in the success of this fledgling organization.

WACHOVIA

Charlotte, North Carolina

Financial Services

Wachovia's community mission is to build strong and vibrant communities, improve the quality of life, and make a positive difference where its customers and employees work and live. Wachovia and its legacy companies, The Wachovia Foundation and legacy foundations, have been longstanding arts supporters. From 2000–2007, they donated approximately \$62.9 million to the arts through grants, not including corporate sponsorships. During that time, employees donated more than \$14 million to the arts through workplace campaigns.

Nominated by
Arts & Science Council
Charlotte, North Carolina



Children's Dance Foundation

EMPLOYEES

Wachovia encourages employees to support the arts through a matching gifts program, employee volunteer grants, employee giving campaigns, the "time away from work" policy, and the WachoviaVolunteers! network of local chapters promoting volunteerism. Through the Time Away from Work for Community Service policy, employees are eligible for up to four hours a month or six days a year of paid time to volunteer. Wachovia's grassroots network of internal chapters supports and enhances the volunteer efforts of employees by publicizing volunteer opportunities in a monthly newsletter distributed to more than 29,400 WachoviaVolunteers! chapter members. In addition, employees serve as board members at arts organizations across the country.

Wachovia also fosters creativity in the workplace. The company implemented improv training for financial advisors helping them respond immediately and inventively to clients, co-workers, and their environment. During employee arts campaigns, business units will hold employee contests

such as singing, multicultural dance performances, drawing caricatures of senior leaders, and other creative activities.

During the Arts and Science Council campaign, Wachovia held a reception at the McColl Center for Visual Art to promote the campaign and the importance of year-round arts involvement to employees under 35 years old. Also, Wachovia's Black/African-American Employee Resource Network held a reception at the Afro-American Cultural Center to educate employees on the importance of a vibrant arts community.

CUSTOMERS/CLIENTS

When possible, Wachovia integrates the arts and the arts organizations it supports in its client cultivation and receptions. While preparing for the first North Carolina Conference for Women the company met Elizabeth Bradford, an artist who had recently completed her personal commitment to paint one work a day for 365 consecutive



Community School of the Arts Beginning Orchestra Program



National Black Arts Festival

days. Bradford spoke at the conference and a video about her background and artistic journey was produced and presented. More than 2,000 conference attendees received the book celebrating Bradford's achievement.

Wachovia recognizes that arts events provide opportunities to build relationships with clients. In Atlanta, Wachovia sponsors the National Black Arts Festival, enabling employees to invite customers to the event while showing Wachovia's commitment to the African-American community. In the Mid-South, bankers hosted clients at a private reception at the Birmingham Museum of Art to attend the Wachovia sponsored Pompeii exhibit.

In Birmingham, AL, meetings and receptions are held at Birmingham Civil Rights Institute, Southern Museum of Flight, and the McWane Science Center. In Charlotte, NC, teams focusing on employee diversity, engagement and inclusion often meet at the Levine Museum of the New South and also attended the exhibition opening of a local artist.

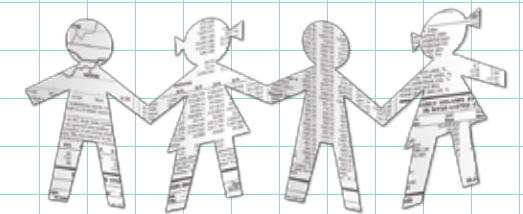
“The arts have the power to educate, energize, and engage. Providing access to arts and cultural programming is one of Wachovia's philanthropic priorities. We often find that support for the arts is a natural and important complement to our efforts to ensure quality education and develop vibrant communities.”

—Robert K. Steel,
Chief Executive Officer and President, Wachovia

COMMUNITY

Wachovia supports arts organizations in its headquarter city and in the communities in which it does business. In Charlotte, NC, Wachovia is building a new headquarters and cultural campus that will house the Bechtler Museum, the Mint Museum, the Harvey B. Gantt Center for African American Art and Culture, and the Knight Theater. The project will enhance the economic and cultural vibrancy of Uptown Charlotte and will bring progressive new venues for art and live performances as well as residential and retail elements to the center city. The project exemplifies an unprecedented public/private partnership between Wachovia, the City of Charlotte, Mecklenburg County, North Carolina's General Assembly and the Arts & Science Council. The property taxes from the new Wachovia Corporate Center and high rise condominiums will fund half the building costs for the four new cultural facilities. The other half of the costs will come from an increased car rental tax. The Arts & Science Council is leading an endowment campaign of \$83 million to operate the facilities. Wachovia made an early leadership commitment to the projects, and then increased that commitment for a total of \$15 million, during a crucial stage of the consideration of the public funding necessary to the projects. In addition, Wachovia executives serve in leadership positions for the campaign.

Many of the Community Needs Grants from the Wachovia Foundation support arts education initiatives that supplement the public school curricula. Programs supported by Wachovia include: The Write a Play Program, Sarasota, FL, which provides more than 55,000 students with the skills to create original plays; Wachovia Art Teacher Resource Resident and epicART: Education Program Integrating Contemporary Art programs at the McColl Center for Visual Art, Charlotte, NC; and Children's Dance Foundation's program in Birmingham schools that incorporates math and targets disadvantaged and disabled students.



ZIONS FIRST NATIONAL BANK

Salt Lake City, Utah

Financial Services

Zions First National Bank supports the arts because they enrich audiences, elevate the standard of living of communities, and stimulate economic development and urban vibrancy. Founded in 1873, Zions Bank has supported the arts since its inception. Over the course of the bank's 135 years in operation, tens of millions have been provided to arts organizations in Utah and Idaho. In 2007, the bank donated \$1.7 million to arts and cultural organizations and provided \$2.4 million in community sponsorships to 105 arts and cultural organizations.

Nominated by
Ririe-Woodbury Dance Company
Salt Lake City, Utah

EMPLOYEES

From the original art hanging in Zions Bank's branch offices to its employee activities, the arts play a significant role in company culture. The bank has a collection of 3,000 artworks, including works by many regional artists.

Harris H. Simmons, Chairman of the Board of Zions Bank and President and CEO of its holding company, has been a champion for arts funding in Utah. In 1996, he served as chairman of the Zoo, Arts and Parks (ZAP) tax authorization committee which helped develop a ballot initiative to authorize a levy to generate consistent funding for cultural organizations and recreational facilities. Salt Lake County voters approved the ballot initiative and the county began collecting one additional penny on every ten dollars spent within the county. ZAP has generated more than \$15 million annually for local organizations. Mr. Simmons later chaired the successful ZAP reauthorization campaign. He has also served on the Sundance Institute's Utah board.

Zions Bank's President and CEO A. Scott Anderson is active in many local arts organizations, and has served on several boards. In addition, he was involved in the merger between the Utah Symphony and the Utah Opera, an alliance that created synergies and cut costs between two vital Utah arts entities.

Top-down involvement in arts organizations permeates the company. Zions Bank includes in its job description for branch



Launch event for the Utah Native American Chamber of Commerce

managers: "Must be actively involved in the community." This translates to service on boards for arts organizations and volunteerism. In 2007, it is estimated that Zions employees contributed more than 100,000 hours to nonprofit organizations.

Zions Employee Service Team (ZEST) provides opportunities for employees to participate in projects and events supporting the arts. The weekly employee e-newsletter promotes opportunities to volunteer, as well as advertising employee discounts for events ranging from opera to cowboy poetry festivals. The Utah Society of Fundraisers and the Utah Nonprofits Association awarded the bank the Corporate Spirit of Giving Award in 2007 for its volunteerism and financial support to community causes

"We believe the arts have the power to create value and vibrancy for the communities we serve throughout the Intermountain West. We strive to bolster the arts and education so that creativity will resonate through future generations."

—A. Scott Anderson,
President and CEO, Zions First National Bank

CUSTOMERS/CLIENTS

For the past seven years, the bank has hosted an annual art show for top-tier clients. Nearly 40 artists, all bank clients, exhibit and sell their works to the more than 1,000 guests in attendance.

Zions Bank's sponsorship of performing arts programs often includes tickets given to clients or promoted as ticket buying opportunities to help market arts organizations. As the title sponsor of the Salt Lake City Jazz Festival, the bank was the sole source for the public to obtain free tickets to the three-day festival. It also sponsored free Utah Symphony summer performances to which tickets were available only at Zions Bank locations.

In 2007, the Utah Commemorative Quarter Commission selected Zions Bank as the official bank of the new Utah quarter. Working with the Utah Arts Council, the bank organized and sponsored the Utah Quarter Launch Ceremony, celebrating the quarter's historic design through music, art, and oral history.

Zions Bank offers advertising and marketing support to arts organizations through discounted or donated ad space in its bi-monthly publication for clients; profiles on the daily two-minute radio segment hosted by a bank executive; and with a link on the home page of its website directing users to bank sponsored arts organizations. A new nonprofit initiative offered by the bank's Business Resource Center offers arts organizations free workshops to learn about the "business side" of running their organization.

COMMUNITY

Zions Bank is dedicated to making art accessible to the communities in which it does business. Partnering with the Utah Museum of Natural History, Zions Bank hosts a rotating exhibit of Native American artwork and other natural history treasures that travel throughout the company's branch network, including many rural areas. It sponsored Ririe-



Mural by Ruby Chacon at bank branch



Annual rodeo and country music concert

Woodbury Dance Company's performance of *On the Move*, a modern dance production that reached more than 6,500 children from 46 Utah schools, more than half of which were Title I schools.

When three state agencies—The Utah Arts Council, the Utah State Historical Society, and the Utah State Archives and Records Service—merged their collections, Zions Bank helped take the vision a step further. The bank sponsored a traveling exhibit featuring artwork from the three groups. The company worked with local elected officials to serve as honorary hosts of the opening receptions, raising awareness about the program and the need for state funding. As the result, the state provided the funding to obtain a historical building for the new Museum of Utah Art and History's headquarters.

Zions Bank supports public arts programs and revitalization projects that stimulate economic development including the Utah Shakespearean Festival which helped revitalize a rural town after the decline of the mining industry. Today, the Shakespearean festival attracts more than 150,000 attendees each year.

DEUTSCHE BANK

New York, New York

Financial Services

Respect for the artist’s unique role in society and as a catalyst for change is integral to Deutsche Bank’s commitment to help create better communities. In 2007, Deutsche Bank committed \$29.8 million to the arts with \$2.7 million of this support in New York City.



Cai Guo-Qiang, Head On, 2006, Deutsche Bank Collection, commissioned by Deutsche Bank AG

EMPLOYEES

Contemporary art by emerging and established artists has been an important part of Deutsche Bank’s workplace since 1978. Today, nearly 50,000 works are on view in conference rooms, hallways, elevators, and reception areas. With the largest corporate art collection in the world, Deutsche Bank’s Art Works program is meant to encourage employee understanding and appreciation of contemporary art across cultures and generations. Through this collection, the bank contributes vital support to contemporary artists, while creating a visually diverse and stimulating work environment.

Employees are informed of the bank’s art programs through posters, banners, Intranet announcements, and internal publications. DB Art Enthusiasts are invited to exhibition openings, artist talks, curatorial tours, and fundraiser art auctions. Through its corporate membership program, employees and family receive complimentary or discounted admission to museums, orchestras, and operas.

Deutsche Bank hosts a variety of onsite enrichment programs. Free tours are offered for each exhibition at 60 Wall Gallery in New York. Additionally, the Meet the Artist series allows employees to hear presentations from artists about their work. Deutsche Bank also joins forces with groups such as the Multicultural Partnership and Rainbow Group Americas to host events surrounding exhibition themes, such as *Dare to Struggle Dare to Win*, a show of emerging Chinese artists working in the United States and *Double Vision*, which featured artist duos of the same gender who work together as one.

Additionally, many employees serve on the boards of arts organizations and the bank supports organizations served by employee volunteers through the Volunteer Assistance Fund and Initiative Plus grants. The bank matches employee donations dollar-for-dollar up to \$5,000 per year to arts organizations.

CUSTOMERS/CLIENTS

To increase support for the arts, Deutsche Bank introduces arts organizations to top executives of other companies, hedge fund managers, wealthy individuals, and family foundations. It frequently holds client events, meetings, MBA recruiting gatherings, and press conferences in arts venues.

COMMUNITY

Recognizing the important role artists play in revitalizing the community, Deutsche Bank developed the Art and Enterprise grants program in 2002 to foster relationships between low income communities and arts organizations to affect positive social and economic change. Since 2002, the bank has given over \$4.4 million to fund the creation of new cultural destinations in once neglected neighborhoods. Through its recently established New Spaces: New Opportunities grant program, the bank has committed \$1.2 million to midsize cultural institutions throughout New York City that are undertaking capital campaigns for new or enhanced facilities. The funds support cultural institutions at a critical time in



Anish Kapoor, Turning the World Upside Down 1, 1995, Deutsche Bank Collection

their development as they move their organizations to the next level and awardees have included The Bronx Museum, Harlem Stage/Aaron Davis Hall, Queens Theatre in the Park, Queens Museum, Staten Island Museum, and the Weeksville Heritage Center.

Deutsche Bank also provides support for the New York Foundation for the Arts (NYFA) Mentoring Program, which provides immigrant artists an opportunity to gain professional advancement with the help of a NYFA fellow. Since 1999, Deutsche Bank has partnered with NYFA to award an annual fellowship to an outstanding New York City artist. In partnership with the Bronx Council on the Arts, Deutsche Bank sponsored the Bronx Black Book, a guide to creative business resources in the Bronx that is an easy reference for local museums, art galleries, and nonprofits.

The bank also sponsors groundbreaking exhibitions at major museums, such as the Anish Kapoor’s *Past Present, Future* at the Institute of Contemporary Art, Boston; the 2008 Whitney Biennial; and the 2008 California Biennial at the Orange County Museum of Art. It also creates exhibitions from its collection featuring its recent Deutsche Bank Artist of the Business Year Miwa Yanagi at the Chelsea Art Museum and the Museum of Fine Art Houston. Deutsche Bank also lends

“ We believe the arts enhance our ability to respond to an increasingly complex and fast moving world with new perspectives, ideas, and insights. Partnerships between business and the arts embrace the vitality of the world around us and serve the human spirit.”

—Seth H. Waugh,
Chief Executive Officer, Deutsche Bank Americas

pieces for exhibitions, such as Cai Guo Qiang’s piece *Head On*, for the Guggenheim Museum retrospective *I Want to Believe*.

As a global partner with the Solomon R. Guggenheim Museum, the bank supports exhibitions in New York and at the Deutsche Guggenheim in Berlin, which is located in the bank’s building. Together, the museum and bank commission artists—including Anish Kapoor, Cai Guo Qiang, Jeff Koons, James Rosenquist, Phoebe Washburn, and Kara Walker—to create new works, many of which become part of the bank’s collection. The bank is currently sponsoring the Three M Project in conjunction with the New Museum of Contemporary Art, Museum of Contemporary Art Chicago, and the Hammer Museum in Los Angeles. The Three M Project embraces a new spirit of collaboration aimed at building museum collections by co-commissioning, exhibiting, and acquiring works by international emerging artists.

This year Deutsche Bank will be a lead sponsor of the opening night of the Metropolitan Opera’s 125th Season.

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.	JPMorgan Chase & Co.
American Express Company	Johnson & Johnson
AT&T	Lockheed Martin Corporation
Bank of America Corporation	MetLife
Chevron Corp.	Principal Financial Group
Corning Incorporated	Prudential Financial, Inc.
Deutsche Bank	Sara Lee Corporation
ExxonMobil Corporation	Target
Ford Motor Company	Time Warner Inc.
General Mills, Inc.	UBS
Hallmark Cards, Inc.	
Humana Inc.	

2008 BCA LEADERSHIP AWARD

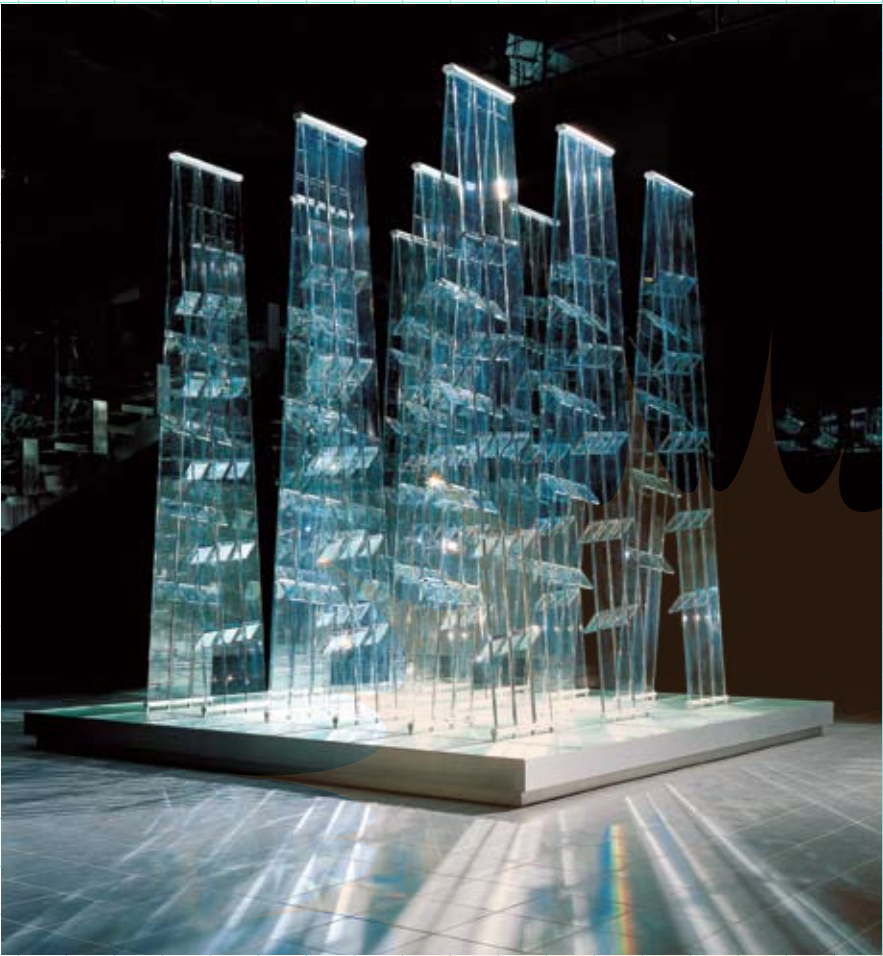


James R. Houghton

Chairman Emeritus
Corning Incorporated
Corning, New York

James (Jamie) R. Houghton has been a champion of the arts throughout his career. Under Jamie’s direction, Corning Incorporated built a new headquarters in the early 1990s. A dynamic and engaging environment—one that inspired and enabled communication and innovation—was the prime objective. The building is a modern structure, which appropriately employs the imaginative use of glass to enhance its architectural features. The building’s eleven skylit atria each showcase a permanent glass sculpture. Jamie commissioned a group of world-renowned glass artists—including Dale Chihuly, Peter Aldridge, and Donald Lipski—to create these works. The sculptures are part of the building’s distinctive character and communicate the message of the vast potential of glass—the core material of Corning’s business.

In 1996 he received Corning’s Market Street Historic Preservation Leadership Award for his dedication to redeveloping the city of Corning. In addition to encouraging artists to establish studios in the city, he served on the Board of the Market Street Restoration Agency (MSRA) from 1997 to 2000. He continues to be a board member emeritus, and through his leadership at Corning Incorporated has seen that



Portals of Illusion by Peter Aldridge

MSRA continues to be supported financially through Corning’s Gaffer District (the district encompassing downtown Corning and Corning Incorporated).

Jamie has served on the Board of the Corning Museum of Glass since April 1970. He was president of the Board from 1988–1997 and has served as vice president from 1997 to the present. He is a founding member of the Museum’s Ennion Society, an honorary society comprised of donors of \$1,000 or more. With his wife, Maisie, he has been a generous donor to the Museum’s collection.

Jamie also served as a Trustee of the Rockwell Museum of Western Art, Corning, New York from 1983–1997 when he was elected a Trustee Emeritus. He was on the Board of the Arnot Art Museum in Elmira, New York from 1968–1975, and he served on the Board of the New York State Council on the Arts from 1971–1979.

Outside of Corning, Jamie has been on the Board of Trustees of the Pierpont Morgan Library since 1975. He has been vice president of this Board since 1988 and is also a member of the Executive Committee. In 1989 he was the Chairman of the Library’s \$40 million capital campaign that raised funds for an expansion that included the acquisition and renovation of the Morgan house, as well as endowment capital. He also served on the search committee that selected Renzo Piano as architect of the museum’s \$105 million expansion and renovation project. Jamie is a founding member of the Director’s Roundtable at the Morgan.



Nijima Floats by Dale Chihuly

Jamie has served on the Board of Trustees of The Metropolitan Museum of Art since 1982 and has been the Chairman of the Board since 1998. Under his leadership, the Museum opened new Greek and Roman Galleries which enabled the Museum to display hundreds of works that had been in storage for decades. He oversaw a capital campaign that increased the original campaign goal of \$400 million to \$650 million. This campaign funded the Mary and Michael Jaharis Gallery which opened in 1999, as well as curatorial and conservation work, special exhibitions, publications, education, and concerts and lectures.

Jamie has been recognized numerous times for his support of the arts. In 1992, he received the New York State Preservation League Pillar of New York Award. He was elected a Fellow for Life of The Metropolitan Museum of Art in 1994. In 1996, he accepted The National Alliance of Business Lyndon Baines Johnson Award for Distinguished Service in Building Successful Public/Private Partnerships and in the same year he also accepted the first Caron Foundation Distinguished Corporate Citizen Award on behalf of Corning Incorporated. In 1997, the American Craft Museum honored him with its Visionaries Award.

Because of his deep involvement with the arts, Jamie is frequently a speaker at arts events. He has spoken passionately of the role the arts play in developing the kind of workers business needs today, pointing out that many new media technology companies look for strong arts backgrounds in potential employees, as indicators of people skilled in communications and teamwork. He also notes that in business today capital, technology, and natural resources can be had virtually anywhere in the world, but workers with superior skills are the one resource that is not easily transferable.

Jamie was a director of the national Business Committee for the Arts, Inc. from 1969–1996. In 1995, Corning Incorporated was named to the BCA Hall of Fame.

“ I have always believed that the arts are a very important part of our society and that those of us in the business sector have a responsibility to support the arts.”

—James R. Houghton,
Chairman Emeritus, Corning Incorporated

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

2008 James R. Houghton Chairman Emeritus Corning Incorporated	2000 Sondra A. Healy Chairman Turtle Wax, Inc.
2007 Henry W. Bloch Honorary Chairman and Co-Founder H&R Block, Inc.	1999 Martha R. Ingram Chairman of the Board Ingram Industries Inc.
2006 J. Barry Griswell Chairman and Chief Executive Officer Principal Financial Group	1998 John H. Bryan Chairman and Chief Executive Officer Sara Lee Corporation
2005 David R. Goode Chairman of the Board and Chief Executive Officer Norfolk Southern Corporation	1997 Eli Broad Chairman and Chief Executive Officer SunAmerica Inc.
2004 Raymond D. Nasher President and CEO The Nasher Company	1995 Winton M. Blount Chairman of the Board Blount, Inc.
2003 John C. Hampton Chairman of the Board Hampton Affiliates	1994 James D. Wolfensohn President and Chief Executive Officer James D. Wolfensohn Incorporated
2002 Jack A. Belz Chairman and CEO Belz Enterprises	1993 Henry T. Segerstrom Managing Partner C.J. Segerstrom & Sons
2001 C. Kendric Fergeson Chairman National Bank of Commerce, Altus	*Award not presented in 1996



BCA Executive Board

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President and CEO
Americans for the Arts

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 indispensable to the achievement of our great underlying concern for the individual, for the fullest development of the potential hidden in every human being.”

—David Rockefeller
*Founding Address
Business Committee for the Arts, Inc.
September 20, 1966*

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