

“It was engineering expertise and creative thinking that led our founders to construct the country’s first long distance transmission line in 1889. That same spirit of innovation drives us today to find renewable forms of energy to benefit our customers and the environment. To navigate this complex energy business, our workforce of engineers, scientists, skilled tradespeople and others must go beyond the basic tools of their trades and use imagination, collaboration and problem solving skills. Integrating the arts into the educational system has been proven to develop these skills and enhance critical thinking. That’s why Portland General Electric and our foundation invest in the arts, with a special emphasis on arts education.”

– JAMES J. PIRO, PRESIDENT AND CEO, PORTLAND GENERAL ELECTRIC

PORTLAND GENERAL ELECTRIC *Portland, OR*

Portland General Electric (PGE), Oregon’s largest electric utility, believes the arts have the power to educate, heal, and create a vibrant economy. When the PGE Foundation was permanently endowed in 1997, one of the three focus areas selected for grantmaking was arts and culture. The first arts grant the foundation awarded, a \$1.5 million grant to the Portland Art Museum, remains the largest single grant ever awarded by PGE. Since 1999, PGE and the PGE Foundation have contributed nearly \$5 million to arts and culture.

PGE has demonstrated a dedication to incorporating the arts into its corporate culture, while also encouraging other area businesses to follow suit. PGE underwrote the creation of “Creative Differences,” a workplace diversity program the company co-developed with a local arts nonprofit. What began as a program to teach PGE employees about cultural diversity was then marketed by the company to other area businesses, providing earned income to the nonprofit.

Other ways PGE has integrated the arts into its business strategy include creating school plays with an arts nonprofit that teach children about electrical safety, energy efficiency, and renewable energy. These plays are performed free of charge to 20,000 students each year. “Art Contemplates Industry” brings local artists into historic PGE hydroelectric plants to make art, which is then exhibited at PGE’s headquarters. PGE underwrote the development of nonprofit board training for its employees by Business for Culture and the Arts (Portland). Other businesses now use the program, which is a source of revenue for BCA.

PGE is known as an early adopter and corporate leader on arts initiatives in Oregon. The company helped the Regional Arts and Culture Council (RACC) develop the Work for Art workplace giving campaign in 2004. Every year since, Work for Art has grown at PGE, with the most recent campaign yielding a 38 percent increase from the year before.

Through board leadership, testimony at public hearings, and op-ed pieces in the local media, PGE advocates for the ongoing sustainability of Oregon’s arts community. The company was one of the first private funders of the Creative Advocacy Network that is developing a public funding mechanism for regional arts organizations. The PGE Foundation also was the first private funder to support the Right Brain Initiative, a program of Young Audiences and RACC that is returning integrated arts education to the region’s public schools.

PGE spreads its funding from large performing arts companies to small arts education groups. One year, BCA recognized PGE for giving to 77 arts organizations, more than any other company in the region. PGE’s arts funding has brought playwriting to at-risk youth; writing workshops to the homeless, mentally ill, and elderly; visual arts and music to sick children in hospitals; and African drumming to developmentally disabled children.

Photos (opposite page, clockwise from top left) Portland General Electric provides free space to arts groups in its World Trade Center headquarters.

• The A-WOL Dance Collective performs for PGE employees prior to a public performance. • The PGE Foundation Education Center at the Portland Art Museum offers free family days with arts activities throughout the year. Photo Jason F. Kaplan. • Artists spend weekends creating art at Portland General Electric’s historic hydroelectric plants for “Art Contemplates Industry” events, sponsored by PGE. PlayWrite, funded by the PGE Foundation and chaired by a PGE employee, offers at-risk youth who work with theater professionals an opportunity to see their stories performed on stage. Photo Annaliese Moyer. • Portland General Electric has been the presenting sponsor of Business for Culture and the Arts’ Breakfast of Champions for nine years. • BCA Executive Director, Virginia Willard speaks to the 400 business, political and arts leaders gathered for the event. • PGE Foundation was the first private funder to the Right Brain Initiative of the Regional Arts & Culture Council which is restoring arts education to K-8 public schools.



“Strata-G’s involvement in and support of the arts are vital to our company culture, and have been since the agency began in 1978. We strongly believe in the power of the arts to inspire our employees—not just in their creative abilities, but to nurture our larger, collective role in enhancing the cultural opportunities available throughout the region.”

– JEFF EBERLEIN, MANAGING PARTNER, STRATA-G COMMUNICATIONS

STRATA-G COMMUNICATIONS *Cincinnati, OH*

Strata-G’s support of the arts in Cincinnati enriches the community, encourages greater awareness of the arts as an integral part of our collective culture and experience, and provides lifelong and often life-altering artistic educational opportunities for people of all ages, ethnicities, and socioeconomic backgrounds. In 2009, the company provided more than \$75,000 in pro bono and monetary support to arts organizations.

Strata-G’s involvement in and support of the arts are also vital to the company’s culture, nurturing creative, enlightened, engaged, and enthusiastic employees, and providing a visible and demonstrable commitment to the arts. In fact, many of the organizations Strata-G has designed for, pro bono, are the result of the support of employees.

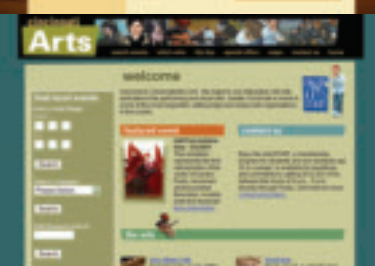
Strata-G’s relationship with the Clifton Cultural Arts Center (CCAC) is one such example. An employee brought the then-nascent organization to the company’s attention. At that time, the CCAC was only

an idea for a way to save two historic Cincinnati buildings by using the space to create a nine-acre urban campus for arts education, exhibits, and regional involvement. Strata-G worked on initial branding and identity for CCAC, and continued to support all aspects of design, promotion, and public relations for the organization during their crucial start-up period. This included ongoing design and maintenance of its website, e-mail campaigns, direct mail, promotional collateral, exhibit and event campaigns, and capital fundraising campaign. At the time, CCAC had limited resources to build awareness and attract donors or volunteers. Today, five years later and with the support of city and state government as well as the local community, CCAC is a vibrant arts and learning center that is a widely recognized regional success story well on its way to its \$12 million goal for renovation and expansion.

In addition to the CCAC, Strata-G has lent pro bono support to a long list of arts organizations including

the renowned Contemporary Arts Center (designed by Zaha Hadid), the Cincinnati Opera and Cincinnati Chamber Orchestra, the annual Summerfair arts festival, Pyramid Hill Sculpture Park, and Maple Creek Artisan Center. Strata-G also hosts an annual employee fundraising drive – including an auction of employee work such as paintings, photography, crafts, and design work – to benefit ArtsWave, the oldest and largest arts funding organization in the United States.

Photos (opposite page, clockwise from top left) Promotional poster designed for the annual Cincy-Cinco Latin festival. • Branding and fundraising brochure for the Clifton Cultural Arts Center. • Branding, poster, invitation and program for the Clifton Cultural Arts Center’s inaugural exhibit, Floodwall, A Katrina Memorial by Jana Napoli. • Capital campaign brochure for the new Contemporary Arts Center designed by Zaha Hadid. • Websites designed for Cincinnati Enjoy the Arts and the Maple Creek Artisans Center. • Website designed for the Clifton Cultural Arts Center. • Award-winning poster designed for the annual Summerfair arts festival.



“Along with profitability and operational excellence, corporate responsibility is an essential priority at UTC. As our statement of values says, ‘Successful businesses improve the human condition. We maintain the highest ethical, environmental and safety standards everywhere, and we encourage and celebrate our employees’ active roles in their communities’.”

- LOUIS R. CHÉNEVERT, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, UNITED TECHNOLOGIES CORPORATION

BCA HALL OF FAME: UNITED TECHNOLOGIES CORPORATION *Hartford, CT*

United Technologies Corporation (UTC) recognizes that the arts, like science and engineering, inspire and challenge what is possible and encourage life-long learning and creativity. UTC has a rich history of supporting the arts dating to the mid-1970s, when United Aircraft acquired Carrier Corporation and Otis Elevator Company and became United Technologies. The company has spent more than \$55 million on exhibitions in 13 countries on four continents. UTC was named to THE BCA 10 in 2005 and has received BCA's Business in the Arts Awards and Americans for the Arts' Corporate Citizenship Award.

During the past decade, UTC employees have given more than \$2 million to the United Arts Campaign of the Greater Hartford Art Council with support of the companies matching gift program. The company has matched more than \$4.8 million in gifts to the arts during the past 16 years.

UTC encourages its employees to become involved in their local communities, resulting in more than 50,000 hours of volunteer time annually. The Volunteer Grant Program provides \$250 to any qualified organization for which an employee volunteers at

least 60 hours per year. In 2009, UTC made more than 509 Volunteer Grants totaling nearly \$130,000.

Since 1980 UTC has sponsored more than 60 exhibits in the visual arts and more than 500 performances at cultural institutions. Sponsorships are both national and international, with performances and major exhibitions at the Museum of Fine Arts Boston, Detroit Symphony, Carnegie Hall, the National Gallery of Art, and the Metropolitan Museum of Art.

In 2005, to celebrate UTC's 25th anniversary of supporting the arts, the company underwrote a major exhibition of rarely seen drawings by Vincent van Gogh at the Metropolitan Museum of Art and commissioned three contemporary artists to create larger-than-life artwork in New York City.

The company also inaugurated Cities in Transition, an annual effort to commission new works by contemporary artists. In the first year of the program, three artists, Alex Katz, Gary Hume, and Lisa Sanditz, created paintings that were displayed as large-scale billboards in New York City. In 2006, UTC commissioned Chuck Close, Mitch Epstein, and

Dayanita Singh to document their reactions to the changing urban environment by photographing three cities.

A new initiative has employees using talents they've developed on the job to work with nonprofits on projects to increase operating efficiencies and performance. For example, to help the Mark Twain House stabilize operations, employees gave financial and strategic planning assistance, as well as an energy audit; they also provided an energy audit for Hartford Stage to evaluate and contain energy costs; and provided information technology improvements at Connecticut Public Television to enhance customer relations.

In 2009, UTC sponsored a series of 10 lectures titled Sustainable Communities in support of an exhibit of the same name. The lecture series presented prominent designers and developers in the green building community speaking on topics important to developing sustainable cities. UTC and Otis have donated almost \$700,000 to the National Building Museum since 2000.

Photos (opposite page, clockwise from top left) Hartford Symphony Orchestra, 2010/2011 POPS! Presenting Sponsor. • Mary Cassatt, The Boating Party, 1893/1894, oil on canvas. National Gallery of Art, Chester Dale Collection. • Diego Rivera, Chester Dale, 1945, oil on canvas. National Gallery of Art, Chester Dale Collection.

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Music Director

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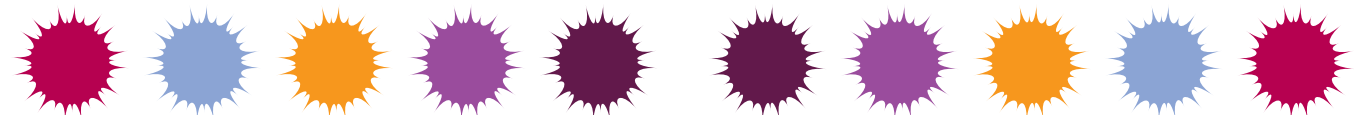
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WGBH programs are funded in part by: United Arts Hartford Foundation for Public Giving



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.
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AT&T
Bank of America Corporation
Chevron Corp.
Corning Incorporated
Deutsche Bank
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General Mills, Inc.
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Humana Inc.
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Johnson & Johnson
Lockheed Martin Corporation
MetLife

Movado Group, Inc.
Principal Financial Group
Prudential Financial, Inc.
Sara Lee Corporation
Target
Time Warner Inc.
UBS
United Technologies Corporation

CLARENCE OTIS, JR.



“Darden is committed to making a positive difference in the communities where we live and work. One of the many ways we do that is through our support of the arts. The sharing of artistic talent and heritage promotes cultural diversity and enhances the American story, serving as an inspiration for current and future generations.”

BCA LEADERSHIP AWARD: Clarence Otis, Jr., Chairman and CEO, Darden Restaurants, Inc., Orlando, FL

Darden is the world's largest full-service restaurant company with annual sales of more than \$7 billion. Through subsidiaries, Darden owns and operates 1,800 Red Lobster, Olive Garden, LongHorn Steakhouse, The Capital Grille, Bahama Breeze, and Seasons 52 restaurants in North America; employs approximately 180,000 people; and serves 400 million meals annually. Clarence Otis joined the company in 1995 and was named CEO in 2004.

Clarence Otis has been inspired by the arts since his childhood. He grew up in Los Angeles near the Watts Towers Arts Center, which served as the hub for the Los Angeles black arts movement in the 1970s. The artists, painters, and actors who congregated at the Towers made Otis aware of the diversity of African-American art and culture. As a result of these early experiences, he understands the role the arts can play in encouraging diversity in the workplace and in the community.

Darden Restaurants believes in supporting the community through grants, food donations, and employee volunteer time. Darden has made a \$5 million commitment to help build the Dr. P. Phillips

Orlando Performing Arts Center in downtown Orlando. The company also provides support to several Central Florida arts organizations as part of its Good Neighbor program, including: Orlando Philharmonic, Orlando Ballet, Orlando Shakespeare Theatre, Orlando Repertory Theatre, the Zora Neale Hurston Festival of the Arts and Humanities, and the Mennello Museum of American Art.

Clarence Otis and his wife, Jacqueline Bradley, have assembled a collection of works by black contemporary artists. The Cornell Fine Arts Museum at Rollins College featured art from their collection in 2007. They are also supporters of the Studio Museum in Harlem and hosted a fundraising event for the Orlando Philharmonic and the Negro Spiritual Scholarship Foundation in their home.

Darden employees generously donate nearly \$100,000 annually to United Arts of Central Florida. Through its foundation, Darden matches these funds and makes additional cultural grants to United Arts and more than 20 cultural organizations, making Darden the largest corporate supporter of arts and culture in the region.

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

2010

Clarence Otis, Jr.
Chairman and CEO
Darden Restaurants, Inc.

2009

Thomas A. James
Chairman and Chief Executive Officer
Raymond James Financial

2008

James R. Houghton
Chairman Emeritus
Corning Incorporated

2007

Henry W. Bloch
Honorary Chairman and Co-Founder
H&R Block, Inc.

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

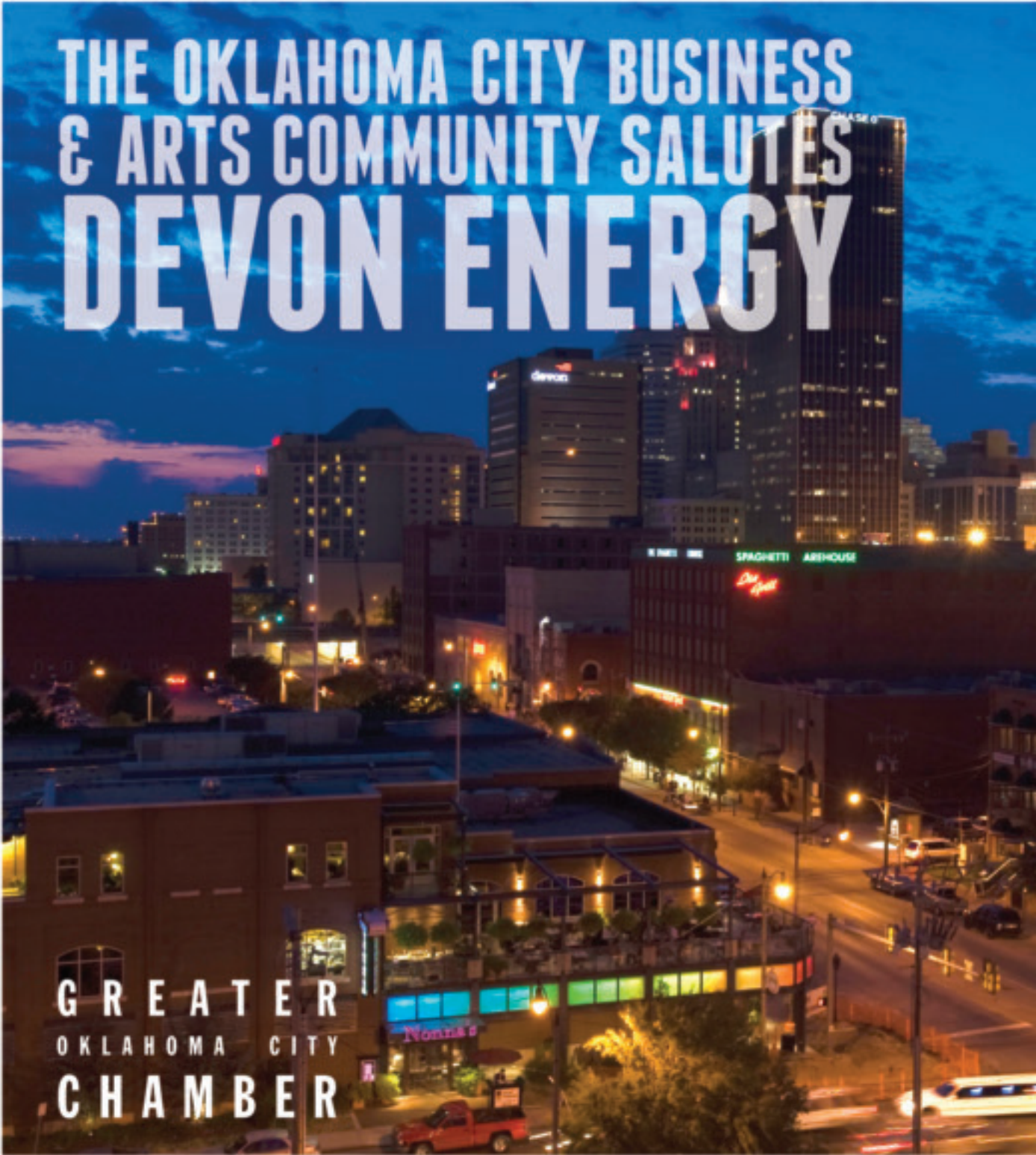
1993

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

*Award not presented in 1996

Orlando Philharmonic Music Director conducts the orchestra on April 17, 2010 at the Bob Carr Performing Arts Center during the world premiere of "The Circle Closes" by composer Dr. Stella Sung. Photo Credit: Orlando Philharmonic Orchestra

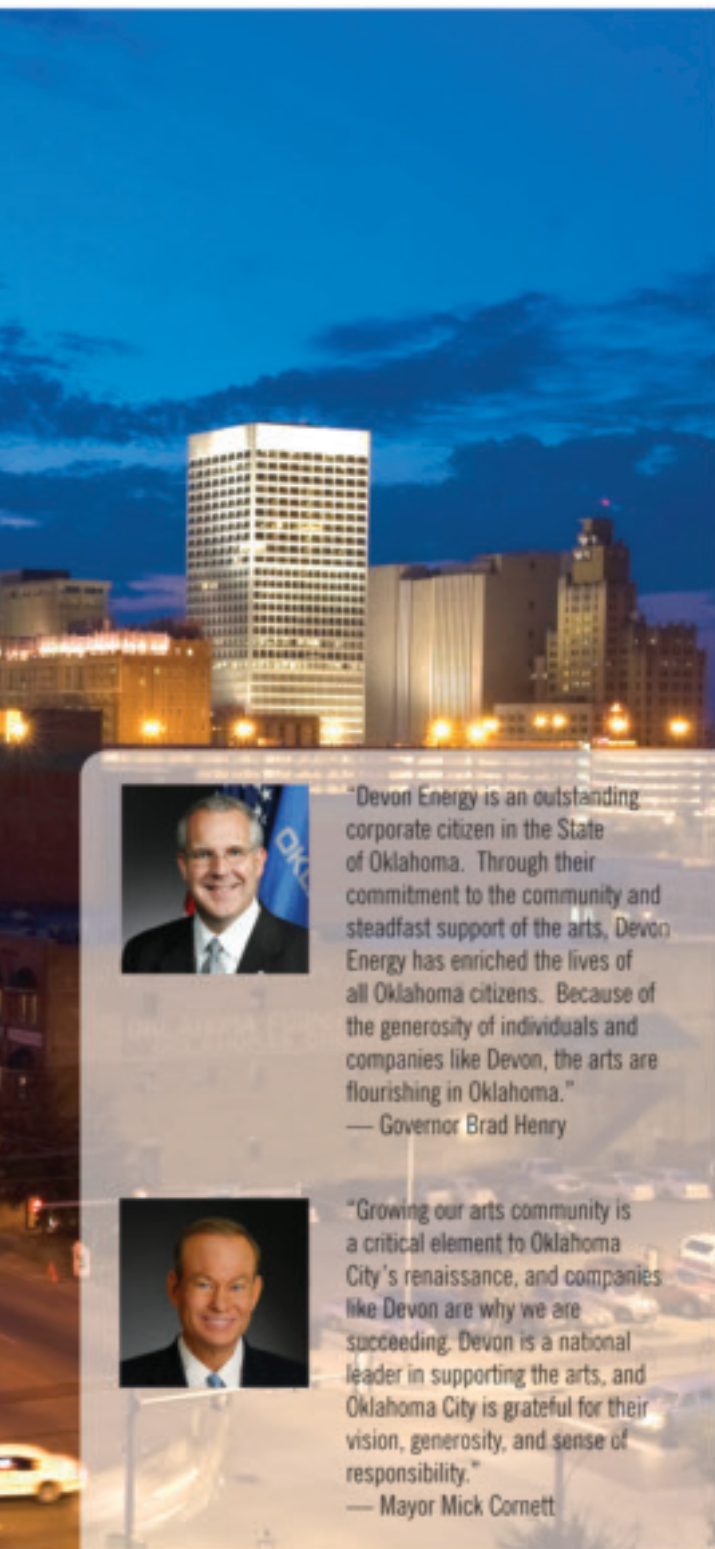


A nighttime photograph of the Oklahoma City skyline. The sky is a deep blue with some clouds. Several skyscrapers are visible, including the Chase Tower on the right, which is illuminated. Other buildings have various lights on, including a red neon sign that says "Spaghetti" and another that says "Nonna's". In the foreground, there are lower buildings and streets with some traffic. The overall scene is a vibrant city at night.

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— Governor Brad Henry



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— Mayor Mick Cornett

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D ENLIVEN THE COMMUNITY.**



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the
arts in
Oklahoma



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CLARENCE OTIS

CHAIRMAN AND CEO OF DARDEN RESTAURANTS

*Winner of the
2010 BCA TEN Leadership Award*



Arts enrich

V&E celebrates the brilliance of the arts community and salutes the 2010 winners of THE BCA TEN. These exceptional companies enrich our world through their support and involvement in the arts.

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Bravo!

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United Arts OF CENTRAL FLORIDA

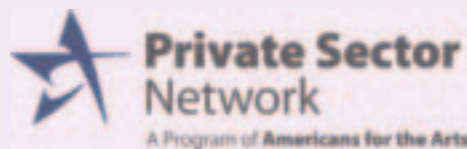
Congratulations to Clarence Otis Jr.

With our deep gratitude to Darden Restaurants
for nourishing and delighting Central Florida
by believing that *The Arts Matter!*

THE *Arts* MATTER

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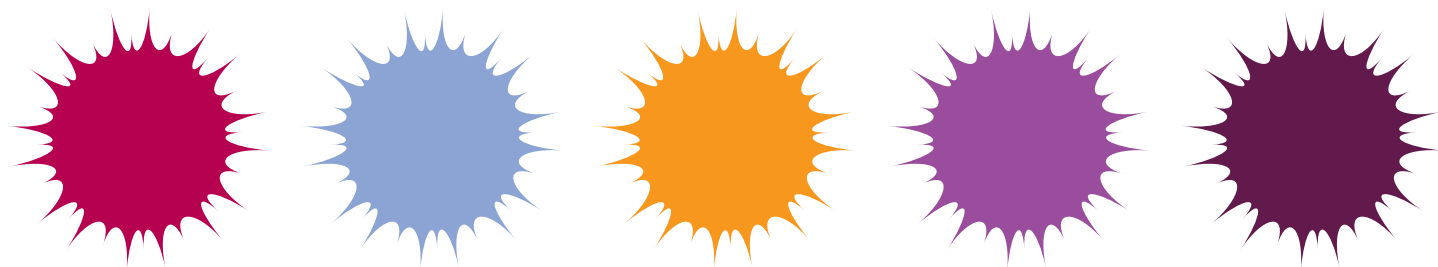
PRIVATE SECTOR NETWORK



Americans for the Arts is committed to building private-sector support for the arts. A network of Arts & Business Council affiliates and Business Committee for the Arts affiliates works to achieve this goal on the local level.

Across the country, the Private Sector Network has been hard at work recognizing business leaders in their communities for key contributions to the arts; offering leadership training, seminars, and workshops to business and arts professionals; and producing forums and panel discussions to stimulate conversation about the intersection between business and the arts locally.

The Private Sector Council - comprised of United Arts Funds, Arts & Business Councils, and Business Committee for the Arts - is an advisory group charged with helping Americans for the Arts develop and implement private sector advocacy programs, and to serve as leaders to other local arts agencies seeking to connect with the private sector.



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Denver, Colorado

Hill Country Business Committee for the Arts
Boerne, Texas

Durham Arts Council Business Committee
for the Arts
Durham, North Carolina

Montgomery Area Business Committee
for the Arts
Montgomery, Alabama

New Hampshire Business Committee
for the Arts
Concord, New Hampshire

North Texas Business Council for the Arts
Dallas, Texas

Northwest Business for Culture and the Arts
Portland, Oregon

Potomac Business Committee for the Arts
Woodbridge, Virginia

Southern Arizona Business Committee
for the Arts
Tucson, Arizona

Tampa Bay Businesses for Culture and the Arts
Tampa, Florida

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Arts & Business Council of New York
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Arts & Business Council of Rhode Island
Providence, Rhode Island

Arts & Business Council of Sacramento
Sacramento, California

“In our increasingly mechanized and computerized world, the arts afford a measure of consolation and reassurance to our individuality, a measure of beauty and human emotion that can reach and move most men. They are indispensable to the achievement of our great underlying concern for the individual, for the fullest development of the potential hidden in every human being.”

DAVID ROCKEFELLER, Founding Address, Business Committee for the Arts, Inc., September 20, 1966

THE BCA TEN 2005 - 2009



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Kansas City, Missouri

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Applied Materials
Santa Clara, California

Arketype Inc.
Green Bay, Wisconsin

Bison Financial Group
Lafayette, Indiana

The Boeing Company
Chicago, Illinois

The Boldt Company
Appleton, Wisconsin

Brainforest Inc.
Chicago, Illinois

Brown-Forman Corporation
Louisville, Kentucky

Deere & Company
Moline, Illinois

Deutsche Bank
New York, New York

Dollar Bank
Pittsburgh, Pennsylvania

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