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THE BCA 10: BEST COMPANIES SUPPORTING THE ARTS IN AMERICA

WEDNESDAY, OCTOBER 5, 2011

The BCA 10:

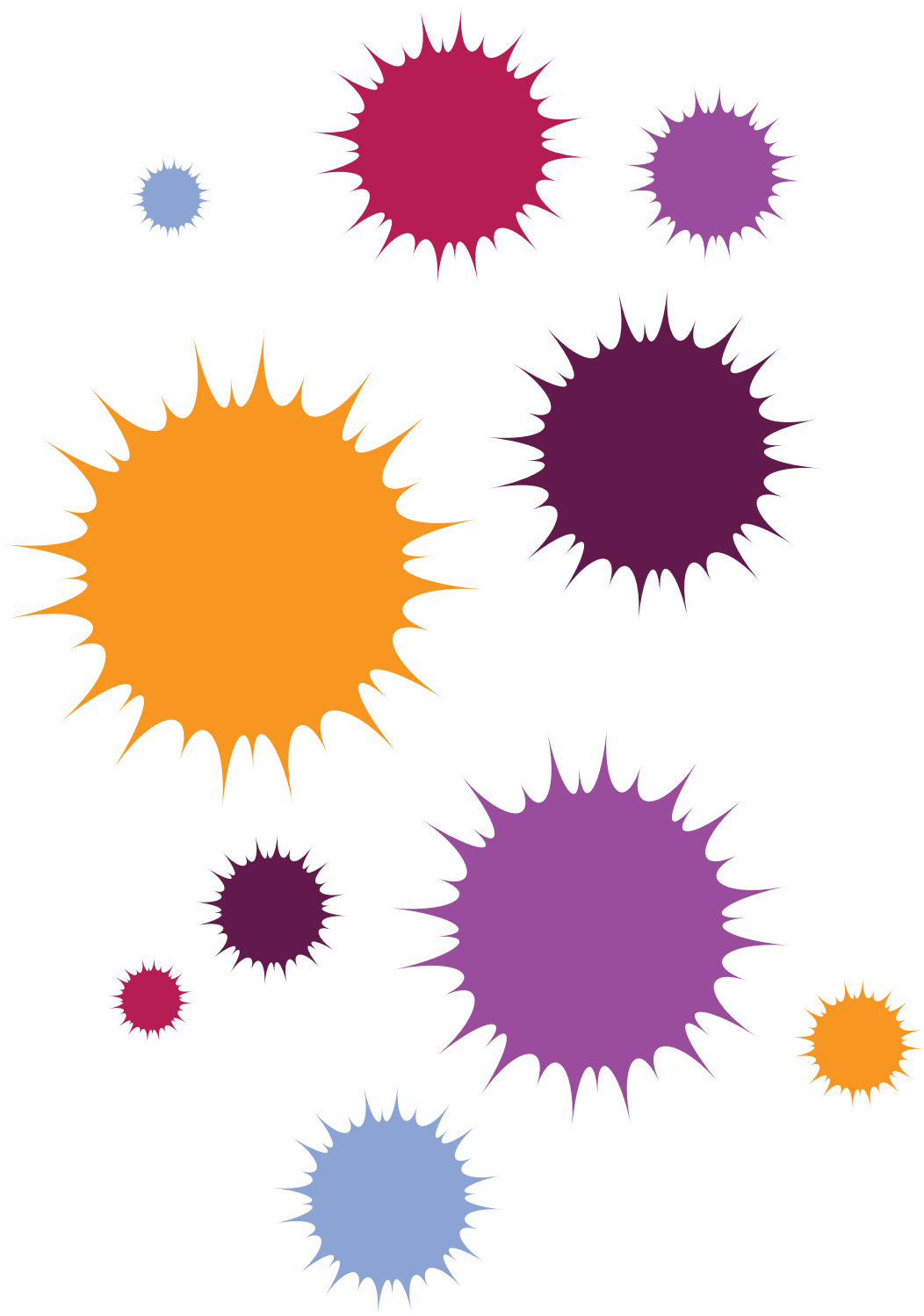
- **3M**, St. Paul, MN
- **Aetna**, Hartford, CT
- **Baker Botts L.L.P.**, Houston, TX
- **Booz Allen Hamilton**, McLean, VA
- **Corporate Office Properties Trust**, Columbia, MD
- **Macy's Inc.**, Cincinnati, OH, and New York, NY
- **Printing Partners**, Indianapolis, IN
- **Publicity Works**, Bowmansville, PA
- **Walt Disney World Resort**, Lake Buena Vista, FL
- **Wilde Lexus of Sarasota**, Sarasota, FL

Leadership Award:

Christopher Forbes, Vice Chairman, Forbes, Inc.

Hall of Fame:

Kohler Co., Kohler, WI



Salutations from the President of Americans for the Arts and the Business Committee for the Arts Executive Board Chairman.

Welcome to the seventh annual BCA 10 awards. Tonight we gather to celebrate your commitment to the arts and all of the steps you have taken to ensure the arts thrive and flourish in communities throughout America. All of our BCA 10 honorees serve as leaders in the business field, demonstrating the importance of the arts and showcasing the benefits gained when the arts are a prevalent force in society. We would like to recognize this year's BCA Leadership Award recipient, Christopher "Kip" Forbes, Vice Chairman of Forbes Inc., for his dedication to advancing the arts in creating Forbes Galleries and in strengthening the Business Committee for the Arts. Finally, we wish to honor Kohler Co. in its innovative efforts to support the arts through a live-in program that gives artists access to Kohler's warehouses and supplies. Without these outstanding companies and individuals, the arts surely would not have the same influence and reach in America today.

Last year Americans for the Arts celebrated its 50th anniversary; half a century was spent cultivating arts leadership, engaging arts policy, and conducting research that proves the vast economic and social impact of the arts. This year, Americans for the Arts continues in its efforts to join businesses with the arts by launching the pARTnership Movement, a campaign whose purpose is to send businesses the message that arts can build their competitive advantage. Through advertisements in business journals and newspapers, a website, articles and publications and a book detailing various case studies across the United States, the pARTnership Movement will raise awareness about the plentiful benefits businesses receive when they partner with arts organizations. Our BCA Executive Board has been supportive and helpful in advancing this mission.

We thank all of our honorees for leading by example in pairing with the arts and we thank you all for your work in advancing the arts in America.



A handwritten signature in black ink, appearing to read "Joe Dilg".

JOSEPH C. DILG
Managing Partner
Vinson & Elkins LLP



A handwritten signature in black ink, appearing to read "Bob Lynch".

ROBERT L. LYNCH
President & CEO
Americans for the Arts

“Our long-standing support of the arts reflects our passion for innovation and our commitment to building strong communities. We believe a vibrant arts community contributes to a strong business environment by enhancing the quality of life, providing creative outlets, and promoting cultural diversity.”

-GEORGE W. BUCKLEY, CHAIRMAN, PRESIDENT AND CEO, 3M

3M St. Paul, MN

3M believes that arts and culture programming, especially programs with strong educational outreach, helps improve the quality of life in communities. The company strives to promote creative expression and artistic cultural diversity by supporting arts organizations that enrich society through educational and community outreach. In 2010, 3M gave \$4.7 million in cash and made \$334,000 worth of in-kind donations to the arts.

3M is a strong supporter of several museums, in the past year donating \$1.1 million in cash, products, and grants to museums, such as the Smithsonian Institution, the National Museum of the American Indian, the Children's Museum of the Upstate in Greenville, SC, and the

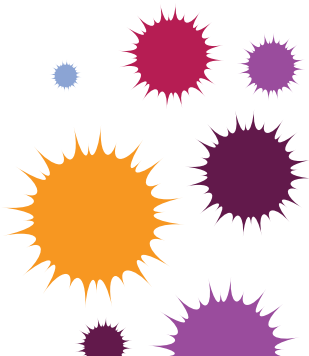
Museum of African Art. With 3M's support, the Minneapolis Institute of Arts (MIA) presented an unprecedented exhibit that displayed 60 exceptional pieces from the Louvre's collection in Paris, including works by Leonardo da Vinci, Michelangelo, and Vermeer. The MIA's educational outreach provided teacher workshops, online resources, free guided tours for 7,000 K–12 students, and Parent Ambassador Training Program, reaching 6,300 additional students.

A 3M Foundation capital grant helped create the City of Columbia's Center for the Arts in Missouri, an artistic hub of local and national performing arts groups, visual artists, and a new generation of audiences. The primary home of the Missouri Symphony, the new

center includes the Youth Orchestra, Children's Choir, and the Columbia Art League, offering group classes in all aspects of visual arts for young and old alike.

3M also supports History Theatre in St. Paul, MN, one of the few organizations in the country that develops and produces original plays on its main stage. The education program helps students connect the history they learn about in the classroom to the plays they see at History Theatre that bring history to life. Supported by 3M, the theater provides study guides, lesson plans, and group activities for students, encouraging them to explore and understand history.

Photos (opposite page, clockwise from top left) A tapescape at the Children's Museum of Southern Minnesota in Mankato was created from a donation of 3M tape. • The International Children's Festival at Ordway Center for the Performing Arts is a main attraction in downtown St. Paul, MN. • 3M supports "learning through play" at the Minnesota Children's Museum. • 3M supports the Guthrie Theater capital campaign. • 3M provided capital campaign support at the Minnesota Orchestra and also provided an in-kind donation of graphics for the building wrap. • The Arts Midwest WorldFest tours midwestern states bringing world ensembles to schools and communities—this one in New Ulm, MN, where 3M has a plant.





“Aetna has a long tradition of celebrating art, culture, and diversity in communities where our employees work and live. We also acknowledge that the arts can play a vital role in promoting health and wellness. That’s why through our sponsorships, employee fundraising, and volunteerism, Aetna ensures the arts continue to thrive.”

- MARK T. BERTOLINI, CHAIRMAN, CEO AND PRESIDENT, AETNA

AETNA *Hartford, CT*

Since 2006, Aetna and its charitable giving arm, the Aetna Foundation, has contributed more than \$4.9 million to arts programs nationwide, sponsoring dozens of major exhibitions and performances. Headquartered in Hartford, CT, Aetna has directed more than 70 percent of its arts funding toward Connecticut cultural institutions, supporting 257 programs, events, and activities. Aetna is one of the founding funders of the Greater Hartford Arts Council (GHAC), having been a leader and core supporter since GHAC was established in 1971.

Aetna also lends significant leadership to arts organizations’ programming and fundraising efforts. The company was among the first in its hometown to host an arts-focused workplace giving campaign in 1995 and to enter the “\$100,000 Club,” a special designation given by the GHAC to companies whose employees raise more than \$100,000 a year for the arts. Aetna’s workplace giving has raised \$1,220,156 for the arts. As for volunteer work, Aetna employees have logged more than 2.3 million volunteer hours since 2003.

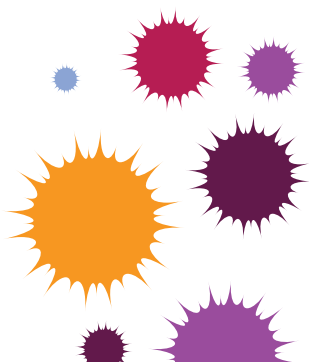
Aetna supports many arts organizations directly and focuses on initiatives that explore the spirit of hope, health, and diversity. The company’s support of Hartford-based organizations include the Tony Award-winning Hartford Stage’s where the Aetna New Voices Fellowship program, which has helped launch the careers of many Broadway writers, directors and performers; The Amistad Center for Arts and Culture’s Young Americans series by artist Sheila Pree Bright; TheaterWorks world premiere of *High*, starring Kathleen Turner, which made its debut on Broadway in April; the Greater Hartford Festival of Jazz; Free Saturdays at the Wadsworth Atheneum; the Masterworks Series at the Hartford Symphony Orchestra and Hartford Student Poetry Outreach at the Hill-Stead Museum.

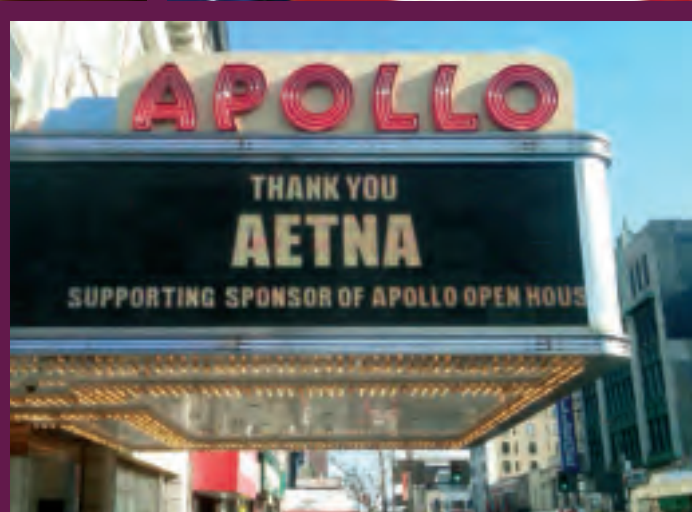
As part of its efforts to reduce obesity rates, particularly among minority populations that face the highest risk, Aetna and the Aetna Foundation recently awarded grants to the Dance Theatre of Harlem in New York, The Joffrey Ballet in Chicago, Dance Out Diabetes in

San Francisco, and the Charter Oak Cultural Center in Hartford to offer dance-oriented health and fitness programs for children and families who live in underserved areas. Aetna has sponsored the acclaimed Apollo Theater’s Family Day and in Atlanta helped to create *The Adventures of Little Noodle*, produced by the Center for Puppetry Arts, part of the Center’s Healthy Children/Prevent Childhood Obesity Initiative. With GHAC, the company produced a 2010 symposium showcasing the Foundation for Art and Healing. A larger initiative is in development to explore the growing connection between arts and wellness.

From music to dance, fine arts to performing arts, Aetna believes that the arts can enhance one’s personal wellbeing, revitalize a community, and create a world that bridges cultures and differences.

Photos (opposite page, clockwise from top left) Hartford Stage’s “Resurrection” written and directed by Aetna’s New Voices Fellow Daniel Beatty. • Image from the Young Americans series by Sheila Pree Bright, an Atlanta based artist-photographer and first artist-in-residence at The Amistad Center for Art & Culture, a program made possible by Aetna. The exhibition of the series and the catalogue were a collaboration between The Amistad Center for Art & Culture and the High Museum in Atlanta with Aetna support. The exhibition subsequently traveled across the country. • Family Day at the nationally acclaimed Apollo Theater. • Aetna and the Connecticut Forum—The Glorious, Mysterious BrainPicture includes Steven Pinker, Temple Grandin and Paul Bloom. • Double Exposure: African Americans Before and Behind the Camera. Albert Chong, Cousin Shirley, 1986, Chromogenic color print, 40 x 30 inches. • Noodle Family.





“Arts programs are essential to our communities. We make it a priority to support these programs with volunteer time, board participation, and financial contributions.”

—WALT SMITH, MANAGING PARTNER, BAKER BOTTS L.L.P.

BAKER BOTTS L.L.P. *Houston, TX*

A major supporter of the arts since the 19th century, Baker Botts, an international law firm, strives to be a good corporate citizen, helping arts organizations thrive and providing opportunities for its employees and clients to increase their exposure to all forms of art. Supporting these organizations brings valuable perspectives, experiences, and talents to the firm which allows Baker Botts to be more creative, effective, and ultimately successful in the practice of law. Baker Botts provides extensive pro bono legal services and financial contributions to a variety of arts organizations, including Houston Grand Opera, Houston Symphony, Houston Ballet, Alley Theatre, Museum of Fine Arts Houston, Contemporary Arts Museum Houston, Hobby Center for the Performing Arts, and Rice University—just to name a few.

Baker Botts is dedicated to providing opportunities for employees and clients to increase

their involvement and exposure to the arts. Each winter, the Houston office hosts a family holiday event tied to its support of local performing arts organizations. These events have taken place in conjunction with productions such as *The Nutcracker* at Houston Ballet, and *The Grinch* at Theater Under The Stars followed by an exclusive on-stage reception. These unique experiences allow Baker Botts to introduce the arts to a new generation and foster an early appreciation for the arts.

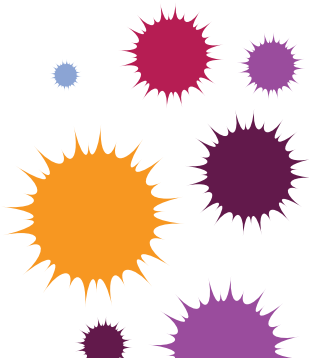
Baker Botts understands the importance of exposing youth to the arts, and they provide arts education opportunities for K-12 students. The firm's Dallas office has sponsored Julius H. Dorsey Elementary School in the Pleasant Grove area of Dallas since 1993 in conjunction with the Dallas Independent School District Partners in Education Program. Among other activities, Baker Botts participates in the arts

and crafts program that addresses the artistic needs of kindergartners who do not have access to art classes.

Baker Botts also incorporates the arts in conjunction with its diversity initiatives. In celebration of Hispanic Heritage Month in 2011, Baker Botts will display an art exhibit by Artists of the Americas. The exhibit will include original artworks by distinguished, internationally emerging artists from Latin America whose works have been recognized by prominent cultural institutions and will be featured in several of Baker Botts' domestic offices.

Baker Botts is dedicated to providing unparalleled support to organizations benefiting people in the vibrant cities in which they office. Baker Botts' involvement with the arts is a fundamental part of the firm's activity and culture.

Photos (opposite page, clockwise from top left) Photo of Jan van der Ploeg's wall painting #177 Wave in Baker Botts L.L.P. Houston office. • Houston Ballet's The Nutcracker. Dancers shown are Emily Bowen and Alex Pandiscio; Photographer: Amitava Sarkar. • Artwork by Cheney Friedman, Baker Botts employee, for the "On My Own time" art competition in Baker Botts L.L.P. Dallas office (honorable mention.) • Baker Botts Enterprising Women's Series Intimate Evening with the Arts, featuring the Houston Symphony. • How the Grinch Stole Christmas Family Holiday Event at Theatre Under the Stars. • Houston Grand Opera's 2010/11 production of Donizetti's Lucia di Lammermoor. Pictured are Albina Shagimuratova as Lucia and Scott Hendricks as Enrico Ashton; Photographer: Felix Sanchez. • Stanley Bahorek as Wolfgang Amadeus Mozart and Jeffrey Bean as Antonio Salieri in The Alley Theatre's Amadeus. Photo by Jann Whaley.





“The arts inspire each of us in different ways, provoke thought, spur creativity, and connect us with one another in a shared experience. These are essential qualities of a strong and successful business as well.”

-RALPH W. SHRADER, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, BOOZ ALLEN HAMILTON

BOOZ ALLEN HAMILTON *McLean, VA*

For the past 90 years, Booz Allen Hamilton has donated millions of dollars to and volunteered thousands of hours for arts nonprofits and programs, including nearly 40 organizations in the previous fiscal year alone. Major funding examples include the Norman Rockwell exhibition at the Smithsonian American Art Museum in 2010, the Edward Hopper exhibition at the National Gallery of Art in 2007, Imagination Stage, National Museum of Natural History, Evidence Dance Company, and the Studio Museum located in Harlem.

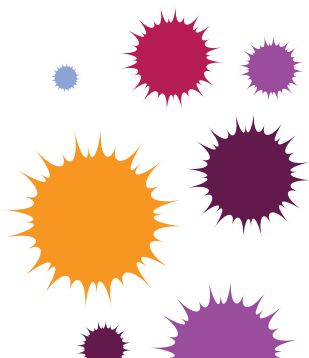
The firm is actively involved in the goals of arts nonprofits by providing financial contributions as well as pro bono consulting and ad and marketing support. For the Rockwell exhibition, members of the firm's communications team worked tirelessly with the museum staff to develop a full-scale, Booz Allen Hamilton-funded advertising campaign. Booz Allen employees shared their intellectual resources to enhance

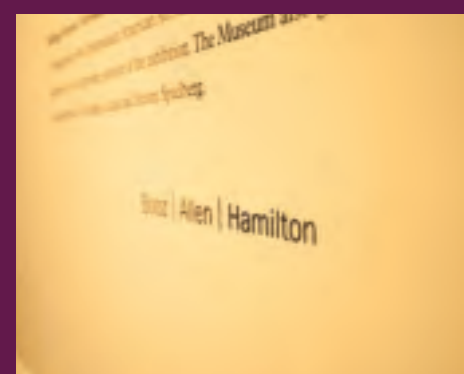
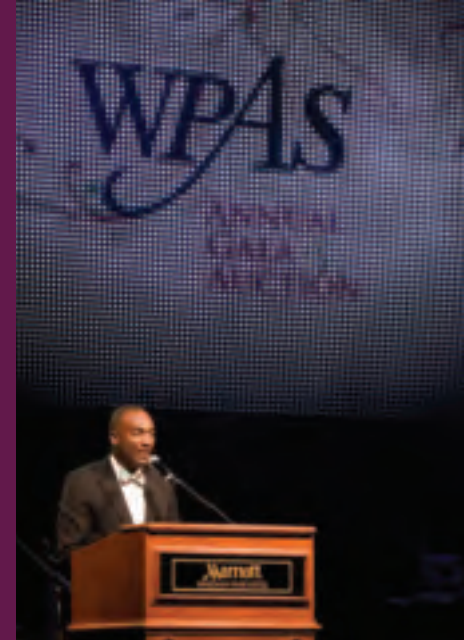
the museum's advertising reach and media placement. The Smithsonian American Art Museum reported that, thanks to the firm's support, 706,000 people visited the museum during the exhibition period, a 52 percent increase in attendance during the same period from the following previous year.

Committed to the promotion of a quality education, many of Booz Allen's Hamilton's arts-related sponsorships often contain a component for students. For the Rockwell exhibition, the firm's funding allowed the museum to implement a new format for their teachers' kits in order to reach more schools. In fact, 4,500 teachers accessed the Rockwell materials and more than 6,000 students toured the exhibition. In addition, Booz Allen Hamilton has provided thousands of Girl Scouts and Boy Scouts special opportunities to visit museums in order to instill a lifelong appreciation for the arts in America's youth.

Booz Allen Hamilton develops an audience within the company, fostering an appreciation for the arts and supporting employees who volunteer their personal time to arts nonprofits. The firm holds Friends & Family Day at the museums they partner with, allowing employees to visit the exhibitions before the museum opens to the general public. Booz Allen Hamilton also purchases annual seasons of corporate seats at Wolf Trap, Warner Theater, National Theater, Strathmore, and the Kennedy Center and provides free tickets for employees via lottery every month so that, on an ongoing basis, employees enjoy and support the arts. To recognize the volunteer efforts of its employees at arts organizations, the firm provides an unlimited number of cash contributions in the form of Volunteer Service Grants.

Photos (opposite page, clockwise from top left) A young boy enjoys the art at the Booz Allen sponsored Rockwell Family Day at the Smithsonian American Art Museum. • The U.S. Air Force Band of Flight and the Dayton Philharmonic Orchestra's joint Patriot Day Concert is sponsored by Booz Allen Hamilton. Credit: Dan Patterson. • Booz Allen Hamilton SVP Reggie Van Lee addresses the audience at the Washington Performing Arts Society Annual Gala. • Booz Allen Hamilton was the sponsor of the Norman Rockwell exhibition at the Smithsonian American Art Museum, July 2010 to January 2011. • 2nd Graders at the Strathmore Student Concert Series. Credit: Jim Saah.





“COPT’s core purpose is ‘Creating Environments That Inspire Success’ and we consider art an essential contributor in defining that purpose. We believe it is important to invest in the environments in which our tenants spend a significant amount of time. By adding art pieces to our business parks, we create healthier corporate climates that play a key role in workforce recruitment and retention.”

—RANDALL M. GRIFFIN, CHIEF EXECUTIVE OFFICER, CORPORATE OFFICE PROPERTIES TRUST

CORPORATE OFFICE PROPERTIES TRUST *Columbia, MD*

Corporate Office Properties Trust (COPT) began supporting the arts in 1995. Its total contributions are approaching \$5 million, including costs of artwork purchased or commissioned, corporate contributions to arts organizations, and scholarship funds for students. Through its Corporate Contributions program, COPT made cash contributions to creative arts organizations totaling \$56,700 in 2010, placing the arts at the highest category of beneficiaries in dollar contributions from the program. COPT also will increase the number of its outdoor sculptures this coming year; COPT has approximately \$1.5 million budgeted for 14 sculptures that will be installed in properties across four states.

COPT takes pride in commissioning artworks that make its communities more aesthetically pleasing places to live and work. COPT collaborates

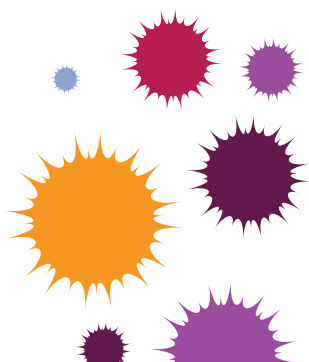
with artists to commission or purchase original artworks and has placed more than 600 pieces, including sculptures, paintings, tapestries, and photographs, in its buildings across five states. By commissioning and purchasing art pieces, both outdoors for its business parks and indoors for its office buildings, COPT creates environments that foster an ongoing appreciation for the arts.

COPT also supports local arts programs by holding ceremonies for the unveiling of its outdoor sculptures, engaging the local community. Tenants, brokers, clients, the media, elected state and county officials, and community members are all invited to attend sculpture unveilings. In conjunction with these events, the company engages in programming at local schools. For the dedication of *Volition*, a 40-foot sculpture

at The National Business Park, COPT worked with Maryland Hall for Creative Arts to place students’ drawings or paintings of the sculpture on display at the dedication event.

In addition to commissioning specific works of art to support individual artists, COPT cultivates an appreciation for the arts with its staff. COPT employees serve on the boards of art organizations. Additionally, COPT makes tickets to museums available and encourages employees to attend arts events at local venues where they hold corporate memberships, including The Walters Art Museum, Baltimore Museum of Art, CenterStage, Olney Theatre, Baltimore Symphony Orchestra, Columbia Festival of the Arts, and Columbia Pro Cantare.

Photos (opposite page, clockwise from top left) Corporate Office Properties Trust’s core purpose is “Creating Environments That Inspire Success” and it considers art an essential contributor in defining that purpose. By adding art pieces—both outdoors in its business parks and indoors in its buildings—COPT creates environments that inspire success. One such art piece is the 40-foot sculpture “Volition” by Rodney Carroll, which was installed and dedicated in Maryland in October 2007. • COPT believes it is important to invest in the environments in which its tenants spend a significant amount of time. Nearly 100,000 people enter COPT’s buildings each day and virtually all have art in them. Art in COPT’s spaces has a multiplier effect in the community and helps artists secure other work. • COPT proactively commissions and/or purchases original artwork for its buildings and business parks, such as “Trinity”, by Hans Van de Bovenkamp. This sculpture enriches the outdoor space within a three-building complex in The National Business Park in Maryland. The sculpture was dedicated in March 2000. • John Leopold, Anne Arundel County Executive; Rodney Carroll, artist; and Rand Griffin, CEO Corporate Office Properties Trust. • COPT involves local school children, the artists and local elected officials in the process of creating and dedicating large outdoor sculptures. The dedication of Volition in October 2007 included sponsoring a competition among students to render the sculpture and displaying their artwork at a COPT event, as well as inviting local school children to perform.





“Macy’s, Inc. believes that a strong arts culture can inspire, educate and entertain widely diverse audiences in our communities—touching each individual in deeply meaningful ways. Our company has consistently and passionately supported programs that make the arts accessible to everyone, and we are proud of the success of Macy’s and Bloomingdale’s in enriching the quality of life where our customers and associates live and work.”

-TERRY J. LUNDGREN, CHAIRMAN, PRESIDENT AND CEO, MACY’S, INC.

MACY’S INC. *Cincinnati, OH, and New York, NY*

Strongly rooted in the local communities of each of its 850 stores, Macy’s, Inc. recognizes that putting a strong emphasis on the arts creates a vibrant and energetic society. Macy’s works hard to make a difference in each community nationwide—supporting arts organizations and programs in hundreds of cities in every region of the United States, including Atlanta, Dallas, Seattle, Portland, Charleston, Kansas City, and Irvine. Macy’s largest type of support to arts organizations is in the form of direct cash contributions, totaling nearly \$50 million since 1993. In 2010, approximately \$4.8 million, more than 22 percent of its philanthropic contributions, went to arts nonprofits.

In addition to hundreds of programs across the United States, Macy’s sponsored the Summer HD Festival for the Metropolitan Opera in New York City in 2010 which screened 10 of the Met’s Live

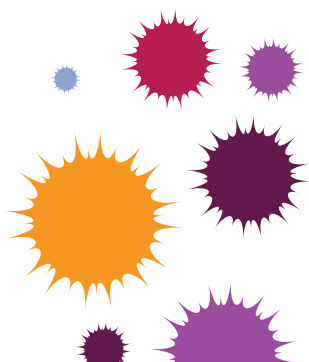
in HD performances in Lincoln Plaza. Macy’s Herald Square store in New York City dedicated a display window to the Met for the month to promote the Summer HD Festival. In 2011, Macy’s had a similar partnership with Lincoln Center to sponsor Midsummer Night Swing, an iconic summer event in New York City.

Macy’s actively expands the reach and audience of arts and culture institutions, ensuring access for diverse and multicultural audiences. In 2008, Macy’s served as the presenting sponsor of Freedom’s Sisters, the first comprehensive traveling exhibition that saluted women in the Civil Rights movement and honored 20 remarkable African-American women who made significant contributions to all Americans. Macy’s also initiates several programs that provide a complimentary arts experience, like its Museum Adventure Pass presented by

Macy’s program. The program is a partnership between Macy’s, libraries, and cultural institutions in Chicago, Detroit, and Minneapolis. Library cardholders simply visit their participating local library and present their library card to receive free tickets for two to four people to any of the local participating arts and culture institutions.

Firmly committed to promoting the influence of the arts in society through education, Macy’s’ donations for arts education programs totaled more than \$1 million in 2010. Macy’s supports and helped create the Cincinnati Arts & Technology Center, a nationally recognized program for innovation in exposing urban youth to the arts like graphics, photography, and CAD design. Macy’s created the center as a tool to help motivate inner-city youth stay in school, graduate, and pursue higher education and careers in the arts.

Photos (opposite page, clockwise from top left) Bloomingdale’s has been a major supporter of the New Museum of contemporary art since the opening of its new downtown location in December 2007. • In summer 2011, Macy’s was lead sponsor of “Midsummer Night Swing,” an iconic summer event in New York City produced by Lincoln Center for the Performing Arts. • Macy’s supports the Adopt-A-School program of the St. Louis Symphony Orchestra, which is a partnership between the orchestra and area schools featuring regular visits to the classrooms by orchestra musicians and provides the schools with free tickets to the symphony’s Educational Concerts. • Bloomingdale’s is a major supporter of the Children’s Museum of the Arts in New York City, particularly the Free Art Island Outpost art camps on Governor’s Island. • Macy’s is the presenting sponsor of “Sampler Weekends” in Cincinnati for ArtsWave, the organization that conducts an annual consolidated, citywide campaign to raise funds for local arts organizations. • Splash Dance, pictured here, was one of 150 free events hosted at 76 venues for six weekend days. • To help support the “Arts for All” campaign of the Saginaw Art Museum, in Michigan, a grant from Macy’s enables the museum to offer “Macy’s Free Fridays.” • Macy’s sponsors “Macy’s Second Mondays” at The Henry Ford museum in Detroit, which provides monthly programming specifically targeted to mothers and their toddler-aged children. • In October 2010, Macy’s joined with the Opera Company of Philadelphia and the Knight Foundation to bring a “Random Act of Culture” to the downtown Macy’s store in Philadelphia. • More than 650 singers performed an exuberant rendition of the Hallelujah Chorus in the midst of crowded shoppers on the store’s first floor.





“Printing Partners understands that a strong and vibrant arts community is good for business. Our arts organizations, through performances and educational outreach, promote a creative environment that attracts business, creates jobs, and promotes life long learning.”

-MICHAEL O'BRIEN, PRESIDENT, PRINTING PARTNERS

PRINTING PARTNERS *Indianapolis, IN*

Printing Partners, Inc. has a strong commitment to the arts—from its in-kind gifts and employee involvement programs to its monetary donations. In 2010, it donated more than \$200,000 to several arts organizations including the Indiana Repertory Theatre, Indianapolis Symphony Orchestra, Storytelling Arts, and the Center for the Performing Arts. In 2004, Printing Partners formalized its arts support with the creation of Partners Grants. Printing Partners gives these grants to clients who can use the credit for any marketing or development program. Since the program's inception, Printing Partners has contributed more than \$2.5 million to arts and other nonprofit organizations.

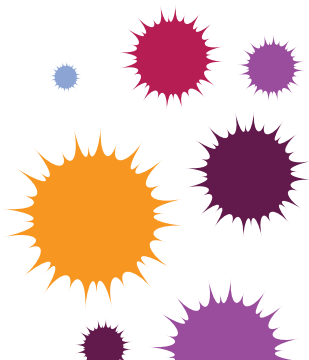
Printing Partners provides employees and their families with tickets to attend local arts performances and events, which offer excellent opportunities for employees to network and entertain clients. Each year since 2008, Printing

Partners has purchased 200 tickets for Marsh Symphony on the Prairie, the Indianapolis Symphony Orchestra's outdoor summer concert series. Throughout the summer, salespeople at Printing Partners choose performances to attend with clients, creating a unique business experience for clients and a memorable atmosphere for all.

A long-standing supporter of arts education, Printing Partners works to make arts more accessible to schools. The company often gives students access to free tickets to arts performances and also underwrites an annual fundraiser for St. Joan of Arc School. The fundraiser, Grow the Arts, raises money exclusively for arts programs and education at St. Joan of Arc School. Printing Partners sponsors the event by printing invitations and note cards of student art and by making prints of students' original artwork.

Committed to perpetuating the goals of local arts groups, Printing Partners created Partners' Night at the Indiana Repertory Theatre. Before the season begins, the theater selects four performances per show in which the theater anticipates it will have a surplus of unfilled seats. Printing Partners then promotes these four shows in its newsletter and website as “Partners' Nights” and distributes a special promotion code with which anyone can purchase an online ticket for only \$10. This program allows members of the community to purchase tickets to a high-quality theatrical performance for an affordable price, expanding the number of people who have access to the arts, while also helping the theater keep a full audience.

Photos (opposite page, clockwise from top left) As part of its sponsor activation, Printing Partners prints magnets promoting the events it sponsors. • Michael Feinstein performed during a reception for sponsors at the Palladium at the Center for the Performing Arts. • As title sponsor of the Indianapolis Symphony Orchestra Pops, Printing Partners celebrated the Symphony's 2010 Opening Gala. (Left to right) Joel and Mary O'Brien, Jackie Nytes, Michael O'Brien, former Indiana First Lady Judy O'Bannon, and Jane Gehlhausen, Director of International & Cultural Affairs, City of Indianapolis. • One of many sponsor benefits with the Indianapolis Symphony Orchestra is exposure in their program. • As part of a Printing Partners IRT Radio Show sponsorship, owner Joel O'Brien appeared on stage as Robin. • Printing Partners' *Nutcracker* sponsorship with the Indianapolis School of Ballet provided an opportunity for local Girl Scouts to attend a preview performance.



2011-2012

Going Solo Festival!

Last

Nobody Don't Like

I Love to Eat

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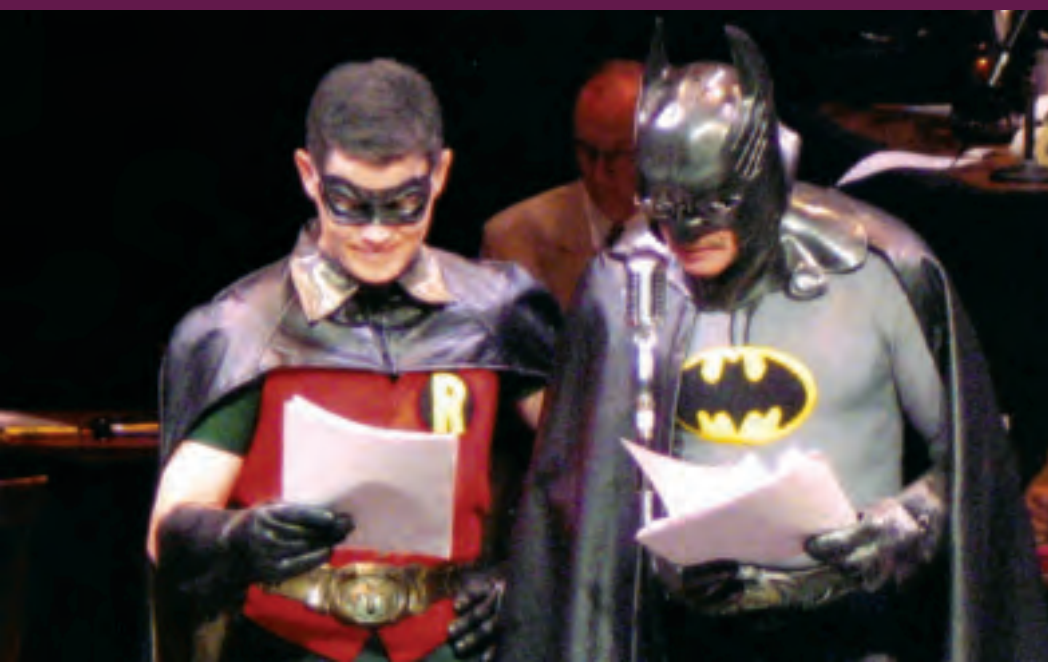
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-TRISH DOLL, OWNER, PUBLICITY WORKS

PUBLICITY WORKS *Bowmansville, PA*

Firmly believing in the benefits of arts education and programs, award-winning Publicity Works focuses on creating arts-friendly relationships and environments and donating time and services to foster and maintain arts programs in its community. A violinist and owner of the company, Trish Doll, creates an artistic work atmosphere by serenading clientele with her violin during business meetings. In its community, Publicity Works supports the arts through a variety of ways: via hospice certification, providing pro bono music therapy services to hospice patients and families, advocating for local youth arts programs, and incorporating arts media and events into proposals for clients.

Recently, Publicity Works took action to halt the budget cuts of the local school board, which planned to eliminate the school district's

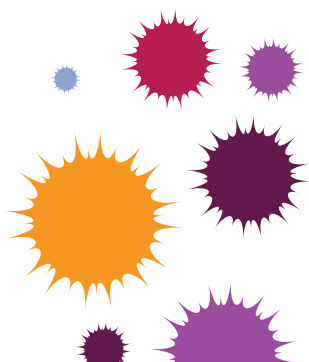
classical strings program. The grassroots initiative, spearheaded by Publicity Works, was labeled “Save Our Strings” and unified supporters who understood the importance of preserving the music program. Fueled with a passion for the arts and armed with PR tactics, Publicity Works reversed the decision of the school board and led the community in saving the valuable strings music program.

Publicity Works also publicized and organized a monumental arts event in its community for civil war authors. The local orchestra performed Civil War music of the famous spectacle, *A Lincoln Portrait* composed by Aaron Copland, during which an actor recited a composed speech by Abraham Lincoln to provide the audience with a unique, artistically patriotic experience. Publicity Works helped create enthusiasm and

interest for the arts within its community, as the event generated the largest audience attendance in the orchestra's history.

In hosting a number of community fundraisers for school art programs and by organizing initiatives like “Save Our Strings,” Publicity Works has planted the seeds for a coalition of arts, local government, and businesses in order to promote a higher appreciation for, and cultivation in, the arts within its community. Trish Doll was also honored for her work with two Governor Proclamations, acknowledging her dedication for setting a standard of excellence for the community and other business leaders statewide.

Photos (opposite page, clockwise from top left) A Lincoln Portrait benefit concert organized by Trish Doll, Publicity Works, pro bono, to foster the arts and promote Civil War authors. • Trish Doll receiving the 2011 Central Pennsylvania “25 Women of Influence Award.” • Trish Doll in the classroom. • Trish Doll as violinist and her advocacy for school string music preservation through her ‘Save Our Strings’ (SOS) initiative. • Two agency ads supporting the SOS initiative to encourage string music lessons and classical music appreciation. • Trish performing violin in A Lincoln Portrait concert. • Company brochure depicting its arts-based signature.





“Whether music, dance, painting, or poetry, the arts do two things that have always been close to our hearts at Disney—they capture the imagination and tell us a story. As a company whose roots are in storytelling, we consider the arts essential to both our business and our community. That’s why Walt himself initiated the Disney tradition of supporting the arts...and why we are eager and proud to carry on that tradition.”

—MEG CROFTON, PRESIDENT, WALT DISNEY PARKS & RESORTS OPERATIONS, U.S. & FRANCE

WALT DISNEY WORLD RESORT *Lake Buena Vista, FL*

Since the Walt Disney World Resort’s 1971 opening, it has honored the spirit of corporate citizenship by giving back to the local arts community. Disney uses a multifaceted approach in supporting the arts—from donating cash sponsorships and in-kind products to sharing the knowledge and expertise of its cast members—in order to make the most meaningful impact. Among these contributions is a \$12.5 million capital investment in the Dr. Phillips Center for the Performing Arts, Disney’s largest gift to a Central Florida arts organization. In 2010, the Walt Disney World Resort gave more than \$350,000 in cash and more than \$215,000 in in-kind products to the local arts community, including \$107,000 in grants through their Disney Helping Kids Shine program that recognizes art organizations that engage and impact children.

In promoting employee volunteerism, last year Disney catalogued more than 6,700 volunteer service hours for arts and culture organizations,

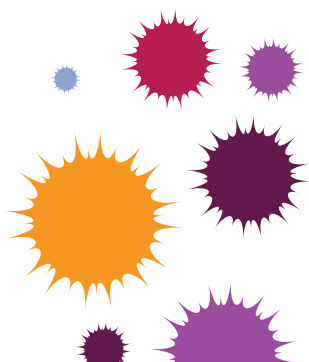
with hundreds more in board of directors and pro bono service. Disney also offers cast members an outlet for their creativity and a chance to showcase their talents while performing great music for worthy causes; this “cast club” is known as Encore! Cast Choir and Orchestra. Founded in 2002 and including several hundred singers, musicians, dancers and production team members, at least half of the group has jobs outside of the company’s entertainment division and aren’t performers by trade. In addition, Encore! donates funds from its ticket sales to local arts charities, raising more than \$165,000 to date.

Disney also assists arts and culture organizations with fundraising opportunities. Housed in a permanent theater located at the Walt Disney World Resort, Cirque du Soleil’s La Nouba company and Orlando Ballet teamed up for a project in which performers from both organizations worked together to choreograph 10 original movements. Presented as an evening

fundraiser, the production’s proceeds benefited the ballet and donations were matched by Cirque up to \$10,000. Additionally, Disney recently hosted its seasonal community networking breakfast at the Orlando Museum of Art, further exposing the guests to the museum and demonstrating the organizations’ longtime relationship.

Committed to promoting arts education and youth programming, Disney’s annual trustee investment in United Arts of Central Florida helps ensure that nearly 550,000 public school students in Lake, Orange, Osceola, and Seminole counties benefit from arts and culture field trips and immersive experiences. Disney further invests in the children of its community as the primary sponsor of the A Gift For Music afterschool program. Since its 1999 inception the program has provided free instruction on stringed instruments to 7,200 students, and is currently offered in six Title I schools.

Photos (opposite page, clockwise from top left) With 3,000 performing roles at the Walt Disney World Resort alone, Metro Orlando is called home by the nation’s fourth largest creative talent base after New York, Los Angeles, and Nashville. • Walt Disney World’s support of the Orlando Ballet includes nearly \$75,000 in grant funding for a children’s program, equipment loans for staged productions, and the business expertise of a senior Disney executive serving on the board of directors. In 2010-2011 Disney’s marketing division developed a branding campaign, including a series of photos such as the example depicted here, which capitalizes on the ballet’s updated, dynamic image. • Mickey Mouse joins a young patient at the Walt Disney Pavilion at Florida Hospital for Children, to experience the soothing, interactive lobby designed and created by Disney Imagineers. • Performing great music for worthy causes, the Encore! Cast Choir and Orchestra showcases talent during an annual series of concerts. The troupe, founded in 2002, has grown to include several hundred performers and a full production team, at least half of whom are not performers by trade. Concert proceeds are donated to Central Florida charities, with the 2011 shows benefiting the Dr. Phillips Center for the Performing Arts. • Disney has pledged \$12.5 million to sponsor the largest hall within the Dr. Phillips Center for the Performing Arts, currently under development in downtown Orlando. Designed by acclaimed architect Barton Myers, the center is expected to create 3,000 local construction jobs and will serve as a cultural hub for the Central Florida region when it opens in fall 2014.





“The diversity and exceptional quality of cultural and performance arts are why many people have chosen this area. The Wilde Automotive Family actively supports those who live and work in and visit this community and the values most important to them. The arts are fundamental to our humanity... they inspire us, foster creativity, and help us learn about ourselves and the world around us.”

-MARK WILDE, PRESIDENT, WILDE AUTOMOTIVE FAMILY

WILDE LEXUS OF SARASOTA *Sarasota, FL*

Community involvement with the arts is a vital part of Wilde Lexus of Sarasota's core values and mission. Wilde is located in Sarasota County, FL—a community known for its wealth of cultural amenities, organizations, initiatives, and events. The company recognizes the importance of the arts to the economy and character of Sarasota, and bolsters its community by maintaining substantial partnerships with arts and culture organizations throughout the year. As an active member of Sarasota County, Wilde Automotive Family has donated approximately \$3 million to the arts since it opened its doors more than 20 years ago.

The Wilde Automotive Family is involved in and supports more than 50 nonprofit organizations, efforts, and initiatives every year, including the Van Wezel Performing Arts Hall, the Asolo Repertory Theatre, the Sarasota Orchestra, Sarasota Film Festival, and Season of Sculpture—five of the area's largest arts organizations.

More than 85 percent of Wilde's partnerships are based on cash donations as well as time donated by willing employees. The Wilde Automotive Family gave nearly a quarter of a million dollars to the arts in 2010, approximately 85 percent of its annual philanthropic giving.

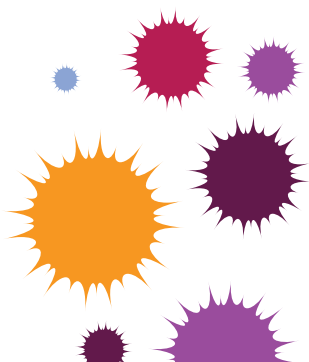
The Wilde Automotive Family has supported the Van Wezel, sponsoring the diverse group of performing arts that comprise the “Broadway Series” for the past nine years. Van Wezel attendees are welcomed with a Wilde display of new Lexus models outside and a product specialist and literature inside.

Wilde is especially interested in community arts groups that foster strong arts education programs, working closely with underserved schools and at-risk youth groups. The Van Wezel Performing Arts Hall offers acclaimed programs that introduce public school students to the world's great thinkers, performers, and

artists. Some of these programs offer residency programs in area schools, participatory workshops, lectures, demonstrations, and master classes for both students and teachers. Wilde firmly believes that the arts are a vital, life-affirming force in society and that all children should be given the opportunity to experience the arts in a personal way.

Each year, Wilde designs partnership campaigns that creatively mix interactions between area-based arts and culture organizations. Wilde Automotive integrates the efforts of multiple groups by hosting special fundraisers for topical issues and concerns at arts venues. Wilde has raised funds at arts events for hurricane victims, low income children with medical needs, underserved school programs, and other charitable efforts, helping to make the arts a solution to contemporary problems.

Photos (opposite page, clockwise from top left) 2011 Sarasota Film Festival. • 2011 Sarasota Film Festival. • 2011 Sarasota Film Festival (Geena Davis, right, is interviewed by USA TODAY film writer Susan Wloszczyna.) • 2011 Van Wezel's Wilde Lexus marquee display.





“The works of John Ruskin are ingrained in the fabric of this company. ‘Life without labor is guilt. Labor without art is brutality.’ We literally bring a sense of the arts to everything we do—from KOHLER plumbing and power, hospitality and golf, from Baker and McGuire furniture to the Arts/Industry program on our factory floor. The arts refresh lives and inspire distinction.”

—HERBERT V. KOHLER, JR., CHAIRMAN AND CEO, KOHLER CO.

BCA HALL OF FAME: KOHLER CO. *Kohler, WI*

Over its 138 years, KOHLER has expanded from plumbing products into a global, multi-industry leader, driving innovation and a single level of quality in each of its core businesses. Kohler Co.'s support of the arts stems, in part, from the value it places on design, innovation, and craftsmanship in every product. The importance of the arts is palpable as soon as you enter its corporate headquarters in Wisconsin, where a vibrant mural created in 1925 by Arthur Covey depicts the life of the factory.

Through the years, Kohler Co. has funded the arts at museums, performing arts centers, art schools, and universities across the country. Over four decades ago, the company began to support an unusual and spirited grassroots effort that “makes real the power of the arts to transform lives and strengthen communities.” Named John Michael Kohler Arts Center (JMKAC) because of its beginnings in the 1882 home of Kohler Co.'s founder, JMKAC is an independent organization, nationally acclaimed today for the creative exchange it generates between an international community of artists and a broad, diverse public —through remarkable

exhibitions, collections, residency programs, performing and media arts, and a wide range of arts education opportunities.

Among the Arts Center's most well known programs is Arts/Industry, a unique collaboration with Kohler Co. that takes place in the manufacturing plant at the company's headquarters. Arts/Industry makes the facilities and technologies of the company's Pottery, Iron and Brass Foundries and Enamel Shop available annually to approximately 16 artists from around the world. More than 500 artists, generally four at a time, have been involved since 1974.

In residencies of two to six months, the artists are able to explore new ways of thinking and working and to create bodies of work that are not possible in their own studios. Works have included sculptural and functional forms, murals, temporary installations and major public art commissions for parks, convention centers and other sites from Oregon to North Carolina. Studio space in the factory is accessible to the artists 24 hours a day, seven days a week. They also receive free materials, use of equipment,

technical assistance, photographic services, housing, round-trip transportation from their homes, and modest honoraria.

The value of Arts/Industry to Kohler Co. and the region is manifold. The artists' involvement in the factory and the community energize the associates, and a creative synergy develops not only with the designers but also with engineers, slip casters, enameling specialists, etc. The cross-pollination leads, at times, to innovative ideas regarding products. In addition, each artist spends one day per month in education programming at JMKAC and schools and universities.

The artists generally produce relatively large bodies of work that belong to them. Each artist is asked to give one work to the company and one to JMKAC. These pieces are exhibited at JMKAC, throughout Kohler Co.'s Wisconsin campus and at its Kohler Design Center, a showcase for the company's products. Works have been shown in museums and galleries worldwide. The company's collection made its global debut in China in 2009 at Beijing's notable 798 Art Zone.

*Photos (opposite page, clockwise from top left) Matt Nolen's *The Social History of Architecture*, John Michael Kohler Arts Center washroom. • Ann Agee creating a John Michael Kohler Arts Center washroom. • Olen Hsu in the Pottery Studios. • Kim Cridler in the Foundry Studios. • Jim Neel's *Babel* at John Michael Kohler Arts Center. • Shawn Busse's *Metronome*, ceramic and iron. • An “As I See It” print ad for Flipside shower. • Artistic portrayal for high-tech toilet, Numi.*



CHRISTOPHER “KIP” FORBES



“My siblings and I inherited our late father’s enthusiasm for and commitment to the arts. Like him we believe that supporting the arts and the artists is a rewarding and enriching experience for all in ways which can’t be measured.”

BCA LEADERSHIP AWARD: Christopher “Kip” Forbes, Vice Chairman, Forbes, Inc., New York, NY

Forbes, Inc. is a private media company which delivers business information to millions of executives and investors worldwide. Its leading publication, *Forbes*, together with *Forbes Asia* and *Europe* has a global following of more than five million readers. The company’s website, *Forbes.com*, is a leading news website and, along with its other online publications, reaches nearly 20 million business decision-makers each month. Christopher Forbes is the vice chairman of Forbes, Inc. where he shares responsibility for the advertising and promotion departments.

Christopher “Kip” Forbes attributes his artistic upbringing to his father, Malcolm Forbes. An avid collector of Faberge eggs and other rare items, Forbes’s father fostered his appreciation for the arts and his understanding of the arts’ importance to society. Christopher Forbes graduated from Princeton University in 1972 with a bachelor’s of arts in art history. While an undergraduate at Princeton, Forbes was a curator of The Forbes Collection and acquired the largest collection of English 19th-century paintings in North America. In 1985, Forbes transformed the ground floor of the Forbes, Inc. offices into The Forbes Magazine Galleries, which both distinguished it from other companies and provided an arts-rich work environment. Early on in his career, Forbes understood the mutually beneficial relationship between business and the arts and constantly worked to promote it.

Christopher Forbes expanded the program at the Forbes Galleries to showcase the artistic talents of employees, hosting not only employee

art shows, but also literary readings and performing arts events. The galleries promoted new connections between employees who may not have had the opportunity to work closely beforehand. Forbes believes that “the arts not only make for a more stimulating and creative work environment, but they also have a direct impact on the bottom line.”

Christopher Forbes consistently demonstrates artful leadership. He serves on the board of several arts nonprofits, including The Brooklyn Museum, The Newark Museum, The Friends of New Jersey State Museum, The New York Academy of Art, The Victorian Society in America, and The Advisory Committee of the Department of European Decorative Arts of the Museum of Fine Arts in Boston, just to name a few. Forbes also played a major role in the strengthening and development of the Business Committee for the Arts (BCA), serving as a member of its board for nearly two decades. Forbes then went on to help develop BCA’s programming to ensure that the business community increased its support of art institutions, organizations, and the presence of art in the workplace.

Under Forbes’s leadership, Forbes, Inc. was a pioneer supporter of BCA’s business and arts awards, now known as The BCA 10: Best Companies Supporting the Arts in America, working to bolster art support from businesses nationwide. As a business leader who has profited from employee and customer loyalty, Forbes believes he has a responsibility to give back to those individuals and their communities by supporting an integral and vital part of society—the arts.

Photos (opposite page, clockwise from top left) American Artist and Forbes Inc. collaborated to produce a special issue on painters in Normandy France. Ten artists were invited to paint at the Forbes family Chateau de Balleroy in Normandy. The artwork was later exhibited at the Forbes Galleries in New York City. • Banner outside of the Forbes Galleries. • Watercolor Magazine, an American Artist publication, and Forbes Inc. collaborated on a special issue focused on painting in Colorado. • Cover of American Artist’s special Normandy issue. • Christopher Forbes and guest at the Forbes Magazine Galleries After Hours: Executive Creativity exhibition. • Art work hanging inside the offices of Forbes Inc. • The Defining Moment: Victorian Narrative Paintings from the Forbes Magazine Collection exhibition book for the national tour.





Aetna is honored to be recognized by The BCA 10 for our support of the arts. Congratulations to all the 2011 Honorees for making a difference.

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"I think all artists-

whether they paint, write, sing or play music, write for the theatre or movies, make poetry or sculpture - all of these are, first of all, pleasure-givers. People who like to bring delight to other people, and hereby gain pleasure and satisfaction for themselves." - Walt Disney

WALT DISNEY World Resort

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We draw creativity from diversity. ©Disney 2011

ArtsWave thanks Macy's for its extraordinary support of the music, dance, theatre, museums, festivals, and more that make the Greater Cincinnati area a great place to live.



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Life without labor is guilt.
Labor without art is brutality.

John Ruskin

KOHLER.



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to 3M on its well-deserved award from Americans for the Arts.



The Guthrie is grateful for the tremendous and long-standing support we have received from the 3M Foundation that has allowed the Guthrie to become a truly national center for theater arts and education. As a lead donor to the Guthrie's capital campaign, 3M helped us build our landmark new home on the Mississippi. Today, funding from 3M makes it possible for tens of thousands of middle and high school students to attend our productions each season and allows us to enhance their appreciation of theater through discussions, workshops and tours.



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President Joyce F. Brown and the FIT community join BCA in celebrating Macy's and all the evening's honorees.

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Baker Botts has a long tradition of giving back to the communities in which we live and work. We encourage our lawyers to participate in pro bono, charitable and other community activities because, quite simply, it's the right thing to do. Our lawyers are actively involved with more than 150 local charities and donate thousands of hours in pro bono legal services each year.

We proudly support the Business Committee for the Arts, a division of Americans for the Arts, and congratulate the 2011 BCA TEN honorees.

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*Applaud all that you do
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CONGRATULATION TO KIP FORBES AND ALL OF TONIGHT'S EXEMPLARY HONOREES.

ABOUT AMERICANS FOR THE ARTS



Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 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. In 2008, Americans for the Arts merged with the Business Committee for

the Arts, founded by David Rockefeller in 1967, to ensure that the arts flourish in America by encouraging, inspiring and stimulating business support to the arts in the workplace, in education and in the community.

As the strongest national private sector arts advocacy organization in the country, Americans for the Arts places an emphasis on building partnerships between the arts and business sectors through such programs as Business Volunteers for the Arts; the BCA Triennial Survey; National Survey of Business Support to the Arts; and The BCA 10 Awards. Americans for the Arts works with a network of Business Committee for the Arts, Arts & Business Councils, United Arts Funds and other local arts agencies across the country to advance this work on the local level. Our private sector work is assisted by the support of the Business Committee for the Arts Executive Board, a group of key business leaders that provide insight and support for these programs.

“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.,

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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.

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