

J. Barry Griswell, Chairman, BCA and Chairman, Principal Financial Group, Represented THE BCA TEN to Chris Chadwick, Vice President and General Manager of Boeing's Global Strike Systems Unit and COCA - Center of Creative Arts, Board member on January 5, 2008 at the Center of Creative Arts, St. Louis.

Good evening. Thanks for inviting me to join you this evening.

In October, several executives from Boeing Company traveled to New York - including Angel Ysaguirre from Boeing's global corporate citizenship office who's here tonight -- to join other business executives and arts leaders from around the country for the presentation of THE 2007 BCA TEN: Best Companies Supporting the Arts in America.

For those of you not familiar, BCA stands for Business Committee for the Arts. BCA is a national non-profit organization founded by David Rockefeller in 1967 to bring business and the arts together.

Since inception in 1967, business support for the arts in the United States has grown from \$22 million to a world-wide record \$3.16 billion in 2006.

But...as you well know, true support of the arts goes well beyond charitable contributions - it includes rolling up your sleeves, volunteering, education, advocacy and more.

The BCA has been recognizing businesses for decades but we revamped our recognition programs in 2005. Created by the Business Committee for the Arts -- and supported by Forbes Magazine -- THE BCA TEN recognizes 10 companies each year for their exceptional support of the arts beyond financial support - and positions them as national role models for other companies to follow.

Winners this year include such outstanding companies as Deutsche Bank, Masco, Qualcomm and The Travelers Companies...

Yet, among these, only Boeing has made THE BCA TEN two years in a row! Quite a feat when you consider this is only the third year we've named a Top-10 list!

In every community - no matter its size - there are so many pressures on business to support so many things. It is to Boeing's credit that it has developed a well-rounded community investment strategy that includes the arts.

Criteria for selection include a long-term commitment to the arts, community leadership, and the ability to get employees involved.

An independent panel of judges - three from business and three from the arts-- were impressed with Boeing's overall philosophy and engagement with the arts, with specific emphasis on:

- Boeing's emphasis on creating access through support of programs such as COCA's Urban Arts Program that engages children - many underserved - and provides them with

equal access to creative activities. And by the way, special thanks to COCA for nominating Boeing!

- Boeing's willingness to encourage volunteer resources and share expertise by providing Boeing employees who strengthen the operations of arts organizations and offer extra people-power at performances and special events - such as the Boeing volunteers who serve the St. Louis Regional Arts Commission's Arts Commandos program.
- Then there is Boeing's efforts to nurture innovation as illustrated in Chicago where Boeing gathered representatives of small jazz groups and community leaders and helped them develop an annual outdoor jazz festival that attracted 40,000 persons in its first year.
- And, finally, for Boeing's work to assess organization needs and finding appropriate resources. In Tacoma, Washington, Boeing partnered with Microsoft to streamline the marketing and fundraising efforts of five theaters in the area, enabling them to increase audiences and attract new support.

Truly, Boeing is a model of creativity and advocacy and effectiveness not only in this community, but throughout the United States.

Receiving The BCA Ten award this evening on behalf of Boeing is Chris Chadwick, vice president and general manager of Boeing's Global Strike Systems unit...and COCA board member.

Please join me in recognizing Boeing as one THE BCA TEN: *Best Companies Supporting the Arts in America*. Congratulations.

Judith A. Jedlicka, President, BCA, Re-presented THE BCA TEN to Paul Jacobs, Chief Executive Officer, Qualcomm on December 10, 2007 at the Museum of Contemporary Art San Diego

Good evening. Thanks for inviting me to join you this evening.

A few weeks ago Susan Laun – Vice President of Human Resources and Corporate Giving for Qualcomm – was in New York with other business executives and arts leaders from around the country for the presentation of this year's THE BCA TEN: Best Companies Supporting the Arts in America. And, as many of you know, she stepped to the podium on behalf of Qualcomm – as the company was named one of this year's BCA TEN.

THE BCA TEN is a relatively new program – it's three years old. It was created by the Business Committee for the Arts and is supported by Forbes Magazine– to recognize companies for their exceptional support of the arts – and position them as national role models for other companies to follow.

If you are not familiar with BCA it stands for Business Committee for the Arts. BCA is a national not-for-profit organization founded by David Rockefeller in 1967 to bring business and

the arts together. Since BCA was established, business support for the arts in the United States has grown from \$22 million to a world-wide record \$3.16 billion in 2006.

As you may imagine there were several very large companies on THE BCA TEN this year including Boeing, Deutsche Bank, Masco and The Travelers Companies. Qualcomm was in very good company – or perhaps these companies were lucky to be listed with Qualcomm!

In every community – no matter its size – there are so many pressures on business to support so many things. It is to Qualcomm’s credit that it has developed a well-rounded community investment strategy that includes the arts. In asking the company executives why they support the arts they told us that they do so “to create a vibrant, culturally-rich community that is a desirable place in which to live and work.” They also emphasized their support of arts education and outreach programs in their quest to help young persons develop innovative thinking skills. And they spoke about providing resources that allowed artists and arts organizations to create and serve all people.

Qualcomm is a company that also makes a connection with the arts and its business. The company’s Chief Executive Officer, Dr. Paul Jacobs told us, “As a company driven by innovation, Qualcomm values and encourages creativity and imagination. Our support of the arts helps advance these principles that have been at the core of our success.” Clearly, Qualcomm get it!

Qualcomm was selected for this year’s BCA TEN by a panel of six judges – three from business and three from the arts. They were impressed with how the company:

- Engages employees with the arts through its free and discounted ticket initiative.
- Encourages employees to make gifts to the arts that the company matches.
- Encourages employees to volunteer for the arts through the Qualcomm Cares programs.

The judges were also impressed with Qualcomm’s support of:

- Arts education programs in public schools in underserved areas.
- Teacher training and development in art instruction.
- Support of programs such as the educational and outreach efforts of Lamb’s Theatre Players Theater and the San Diego Public Library.
- The San Diego Symphony’s ticket outreach program that enables individuals from qualifying community-based not-for-profits to attend concerts.
- As well as its general and special project support of The Old Globe, the La Jolla Playhouse, the San Diego Opera and many smaller arts organizations.

And, and in particular for support of programs and exhibitions of this Museum of Contemporary Arts – both in San Diego and La Jolla – including “Free Under 25” – an initiative designed to attract young museumgoers.

And last – but not least – for building its new state-of-the-art lecture hall that it makes available to many arts organizations that do not have a performance venue in the area.

So today I made a special trip across our country to once again honor Qualcomm for its many exemplary investments in the arts. As an active participant in the arts the company's Chief Executive Officer – Paul Jacobs – realizes the intrinsic value of the arts and the value that the arts bring to the community and his business. He understands that the arts provide a forum for ideas, they enable us to share our experiences, they bring us together in good times and bad, they are economic drivers, and they enrich our lives – and they leave a legacy that will last for generations to come.

So Paul, it is with great pleasure and much admiration – as well as a great big thanks – that I once again – before a community that loves you and all the employees at Qualcomm– recognize Qualcomm as one THE BCA TEN: *Best Companies Supporting the Arts in America*. Congratulations.