BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA
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WEDNESDAY, OCTOBER 2, 2013

The BCA 10
Aspen Skiing Company Aspen, CO
Atlantic Salt, Inc. Staten Island, NY
Bacardi USA Inc. Coral Gables, FL
M&T Bank Buffalo, NY
Microsoft Redmond, WA
PNC Financial Services Group, Inc. Pittsburgh, PA
Premier Bank Dubuque, IA
Scholastic Inc. New York, NY
Turner Broadcasting System, Inc. Atlanta, GA
Yum! Brands, Inc. Louisville, KY

BCA Leadership Award
Michael B. McCallister, Chairman, Humana Inc.

BCA Hall of Fame
Northwestern Mutual, Milwaukee, WI
“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
Since its founding in 1947, The Aspen Skiing Company (ASC) has committed itself to investing in the cultural life of Aspen, CO. Through unique initiatives and a partnership with the Aspen Art Museum (AAM), ASC uses contemporary art to help fulfill its founding vision of making Aspen a place to renew the whole person in mind, body, and spirit. ASC continues its dedication to creating cultural experiences through art and the outdoors, emphasizing that public access to sculpture, paintings, photographs, and performance art is crucial for local constituents and employees, so that connections can be made among people, space, and art.

For the last eight years, ASC has forged a forward-thinking partnership with AAM, bringing contemporary artwork outside of the gallery walls and onto the mountain. Each year, the organizations collaborate and commission works from internationally renowned artists, integrating them throughout the four mountains—Aspen Mountain, Aspen Highlands, Buttermilk, and Snowmass. By placing public art in unexpected places, the institutions hope to reach diverse audiences ranging from those who do not typically engage with the arts to others who are avid collectors. They invite the public to connect with the arts in a fundamentally different manner than they are used to—in a way that’s vibrant and immediate.

One of the best examples of joint success between ASC and AAM has been placing commissioned artwork on lift tickets, turning the typically white utilitarian cards into unique, contemporary, wearable art.

As a demonstration of its passion for both art and the natural surroundings, ASC partners Paula and Jim Crown commissioned internationally renowned artist Walter Niedermayr to create a multi-site exhibition entitled The Aspen Series. Featuring large-scale photographs, banners, and video, the permanent exhibition depicts vast alpine landscapes shot from different vantage points and aerial locations. Guests and locals can visit the exhibition locations by foot, snowshoes, skis, or snowboard.

With art on display in many areas of the resort, ASC makes sure to engage its employees in the creation and ongoing presentation of the works. For the 2012-2013 season, employees were involved in the creation of a site-specific, multi-sensory installation by providing information to the artist that helped shape the final composition of the work. Ticket staff are trained by AAM on the artwork and artists on the lift tickets each year, allowing them to serve as docents, informing the public and learning more themselves. Additionally, ASC employees are encouraged to volunteer at local community organizations through the company volunteer program, which offers up to 16 hours of paid volunteer time. It is estimated that if all 900 full-time, year-round employees took advantage of this benefit, 15,500 hours of volunteer work valued at $330,000 would be donated to the local community.

“A core value of the Aspen Skiing Company business model is providing opportunities that define the uniquely Aspen experience—mind, body, and spirit. We support an initiative that brings our guests’ ‘art in unexpected places,’ and partner within the arts to foster connections between the cultures of skiing and art to engage, inspire, and to challenge expectations.”

-MIKE KAPLAN, PRESIDENT/CEO, ASPEN SKIING COMPANY
“Atlantic Salt supports the arts because they are an effective and fun way to communicate with our neighbors and community. Artistic interpretations of our marine industrial operations educate people about our business. The use of our terminal for LUMEN and other festivals creates a positive, physical engagement with the neighborhood.”

- SHELAGH MAHONEY, PRESIDENT, ATLANTIC SALT, INC.

Atlantic Salt, Inc. is a family-owned and operated marine terminal that unloads salt from vessels and distributes it for winter-time de-icing, and offers its unique resources for the arts community of Staten Island and beyond.

In 2005, Atlantic Salt assisted the Noble Maritime Collection in developing an art exhibition on the salt industry of New York City. Over the course of one year, the company worked with the museum and artists to cultivate the exhibition, providing materials, imagery, dock access, interviews, and supported an artist to travel to a salt mine in Northern Ireland. These artworks are now on permanent display in Atlantic Salt’s offices.

Since the exhibition, Atlantic Salt has continued to increase its involvement with the arts, organizing and supporting many arts events and installations in Staten Island and engaging with several New York City arts organizations through in-kind donations, advertising support, volunteerism, and providing use of their venue, equipment, and materials. The industrial dock has become a frequent arts venue in the summer, hosting festivals and performances through partnerships with artists and organizations large and small, including the Guggenheim Museum and the LUMEN film and performance art festival, which is organized by Staten Island Arts. The unique features of the venue allow artists to undertake projects that would not be feasible in more conventional arts venues, resulting in projects that challenge, intrigue, and excite guests, artists, and employees.

Committed to the local residents, Atlantic Salt ensures all events are free and accessible to the general public. The company goes the extra mile to organize a network of businesses that provide in-kind contributions, ensuring that the visiting public, which can range from 50 to 5,000 people, is not charged for any aspect of an event. Atlantic Salt’s artistic endeavors have generated a dialogue that has helped the community to better understand the company’s business, and helped the business understand broader community goals and how it can support them.

Employees play an important role in Atlantic Salt’s engagement with the arts through volunteerism. For all arts-related activities, festivals, and projects the company hosts, its employees may volunteer by coordinating event permits, advertising, and acquiring the many elements of the projects, to building the space for events or even building art installations with artists. The company’s involvement in the arts is a source of great pride for employees and they look forward to the summer months of arts related events all year round.

Atlantic Salt, Inc. is nominated by Staten Island Arts (formerly The Council on the Arts and Humanities for Staten Island).

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Since its founding in Santiago de Cuba in 1862, Bacardi has shown a strong commitment to the arts in the communities in which its employees live and work. The company believes exposure to the arts stimulates inquisitiveness and creativity.

Supporting both visual and performing arts, Bacardi contributes cash and in-kind gifts including beverages, raffle prize items, and marketing and advertising for gallery openings and events. In 2012, the company designated a significant portion of its philanthropic giving to the arts.

The Bacardi commitment to the arts is evident in its corporate offices and corporate culture. In its main office in the United States, Bacardi has a workplace art collection focused on Latin American and Caribbean art, which it displays in public spaces, hallways and collaboration areas for employees to enjoy. Working to expose employees to partnering arts organizations, Bacardi holds company meetings and press events at local arts venues and regularly offers employees tickets to exhibitions, shows, concerts, and award dinners at organizations the company sponsors.

The iconic brands in the Bacardi portfolio have partnered with the arts, as well. The brands often coordinate design competitions that attract well-known designers and students alike. Winning designs are exhibited and often included in national ad campaigns and other promotional materials. The Bacardi brand of Bombay Sapphire gin developed a design and film competition called “Artisan Series,” a nationwide search that aims to spot the next big names in the visual arts. The competition brought in more than 3,000 submissions in its second year, and the 2012 winner was exhibited at Art Basel in Miami.

Bacardi utilizes partnerships with arts organizations as a way to reach its core audience. Through a partnership with the Coral Gables Museum, Bacardi spearheaded an exhibition called Building Bacardi: Architecture, Art and Identity. Curated by Allan Shulman, professor at the School of Architecture at the University of Miami, the exhibit tells the story of Bacardi through the lens of the architecture and artworks it has commissioned and championed over a century and a half. Bacardi also identifies opportunities to support arts activities through marketing efforts, including music, documentary, painting, and dance.

Supporting the arts is our way of giving back at Bacardi. This sense of corporate responsibility has been at our foundation since the company was created more than 150 years ago. Arts programming enriches the lives of our employees and their families, our neighbors, and our business partners. The realm of the arts crosses borders and languages to bring people together in the name of beauty, knowledge, and community.”

-Robert Furniss-Roe, Regional President, Bacardi North America

Bacardi USA Inc. CORAL GABLES, FL Nominated by The Coral Gables Museum

“Becoming a part of the arts is an important way for brands to connect with the culture and the community. By partnering with arts organizations, Bacardi is able to develop its own identity and reach a broader audience. The company’s commitment to the arts is evident in its workplace art collection and events at local arts venues. The Bacardi brand of Bombay Sapphire developed a design and film competition called “Artisan Series,” which aims to spot the next big names in the visual arts. Bacardi also utilizes partnerships with arts organizations as a way to reach its core audience. Through a partnership with the Coral Gables Museum, Bacardi spearheaded an exhibition called Building Bacardi: Architecture, Art and Identity. Curated by Allan Shulman, professor at the School of Architecture at the University of Miami, the exhibit tells the story of Bacardi through the lens of the architecture and artworks it has commissioned and championed over a century and a half. Bacardi also identifies opportunities to support arts activities through marketing efforts, including music, documentary, painting, and dance.

Patrons (opposite page, clockwise from top left) Coral Gables Museum Director Jorge Hernandez, Board Chairman Arva Moore Parks, Allan Shulman, Coral Gables Museum Director Christine Rupp, and Bacardi USA Regional President, North America Robert Furniss-Roe. • Russell Simmons at the Bombay Sapphire Russell & Danny Simmons’ Rush Philanthropic Arts Foundation and Complex Media Annual Artisan Series Finals. • Jessica Busse Lastra, a Bacardi USA team member, leading an art class at Abriendo Puertas, a food canteen in Little Havana with programs for youth and elderly. • Peter Vela, Viced President, Bombay Sapphire; Tiffany Finn, Account Supervisor, RYAN Partnership, and Ned Duggan, Brand Managing Director, Bombay Sapphire at the Tribeca Film Festival. • Miami-based Abdul Delgado’s Beer Me was selected first place grand prize winner and the new marketing image for the brand.
HEALTHY COMMUNITIES ARE THE FOUNDATION OF SUCCESSFUL BUSINESSES. This belief lies at the heart of M&T Bank’s 157-year-old tradition of community banking. Recognizing that vibrant cultural institutions are a particularly vital component of strong communities, M&T has long supported the arts in its headquarters market, Buffalo, NY, and in all the communities it serves. M&T’s donations to arts organizations over the past 10 years totaled $34.5 million, and comprised 21% of its total charitable giving. M&T has proudly sponsored countless art exhibits, series and seasons across its seven-state footprint. Additionally, the bank seeks to help arts organizations expand their base of corporate and individual donors by offering matching grants during fundraising initiatives and capital campaigns. Notably, decisions about grants and sponsorships are made locally by the people in the bank who know their communities best.

Beyond its cash contributions, M&T gives generously through in-kind gifts and pro bono services as well. Hundreds of the bank’s employees provide volunteer leadership to arts organizations on boards of directors, committees, and at special events.

M&T Bank also endeavors to build audiences and promote public access for the arts. For example, M&T recently worked with a group of four museums located in a particular Buffalo neighborhood to provide free admission and special programs on “Free Fridays,” with each museum hosting on different Fridays every month. Attendance and membership at all four institutions have been energized as a result of the Free Friday program.

In addition to providing lead funding for the Buffalo Philharmonic Orchestra’s spring 2013 performance at Carnegie Hall, M&T Bank engaged a wide range of bank resources and relationships to supplement the orchestra’s efforts to raise funds, activate hometown audience support, increase public visibility, and ensure the inclusion of underserved communities. As a result, the orchestra secured more than three-quarter of a million dollars in sponsorship support, set a Carnegie Hall Spring for Music record with 1,500 in hometown attendance, and partnered with the United Way to bring more than 300 students from schools in low-income neighborhoods to the performance.

Art is even featured prominently in M&T’s own venues. Since 1969, on the plaza in front of its downtown Buffalo headquarters building—which was designed by Minoru Yamasaki and is graced with an original Harry Bertoia sculpture outside its main entrance—M&T has presented its own daily concert series called the M&T Plaza Event Series, believed to be the longest running corporate-sponsored event of its kind in the country. Several of its office buildings are frequently utilized by local galleries for art exhibits, and on the cover of its annual report, M&T features works of art with links to its communities.

“Healthy, vibrant arts and cultural organizations help create healthy, vibrant communities. We look to the arts for the creative quality and energy of their programs, as well as to teach our children, to build bridges among diverse communities, and to serve as catalysts for community revitalization and economic development. Our support of the arts is just good business.”

—ROBERT G. WILMERS, CHAIRMAN AND CEO, M&T BANK
MICROSOFT’S LONG-STANDING COMMITMENT TO SUPPORT ARTS AND CULTURE includes donations totaling $353 million in cash and software to arts organizations since 1995. Through direct grants, in-kind donations, employee giving, matching programs, and volunteerism, Microsoft contributed $44 million to the arts in 2012 alone.

In Washington state, Microsoft works to strengthen communities and improve the quality of life for current and future citizens—including its 40,000 employees there—by making the arts one of the company’s top four priority areas of investment. The company believes that excellent, diverse, and accessible programming in the visual and performing arts, and high-quality public television and radio programming are essential for vibrant communities.

Giving and volunteerism is an integral part of Microsoft’s culture, thanks in part to an employee giving program that provides a dollar for dollar company match for contributions and a $17 per hour match for volunteer work to eligible organizations. Through this program, U.S. Microsoft employees gave more than $105 million and volunteered more than 480,000 hours in 2012, $7.5 million of which were in volunteer matching funds distributed to U.S. nonprofits.

In 1987, Microsoft began a workplace art collection whose mission was to create an inspiring work environment that fosters creativity and innovation. Today, this collection supports the mission through employee programming and collection stewardship practices designed to reflect and advance Microsoft’s culture, values, and corporate citizenship. Housed in 180 buildings around the world, the collection has expanded to include almost 5,000 paintings, sculptures, works on paper, photographs, ceramics, studio glass, and multimedia works.

Microsoft is helping to increase access to arts education around the world through the company-wide initiative Microsoft YouthSpark, which creates opportunities for hundreds of millions of young people around the world to further their education, including arts education, gain employment, or start a business. In addition, arts and culture is one of the key project themes supported and promoted on Microsoft’s micro-giving portal, Give for Youth, focused solely on supporting youth globally via giving for youth causes.

“Microsoft is honored to support arts and culture organizations across the U.S. and around the world, which provide so much richness to all of our communities.”

-LORI HARNICK, GENERAL MANAGER, CITIZENSHIP AND PUBLIC AFFAIRS, MICROSOFT
PNC BELIEVES THAT THE ARTS ARE AN ECONOMIC DRIVER—creating jobs, boosting tourism, and connecting with broader audiences to help sustain arts organizations and invigorate the business districts around them. The company also believes that the arts help children develop cognitive skills important to long-term learning and prepare them to become part of a more modern and creative workforce.

At the height of the economic downturn in 2009, PNC introduced a groundbreaking program in Philadelphia and Southern New Jersey to support the arts—PNC Arts Alive! The program’s goal is to broaden arts audiences through new programming, marketing and use of technology. In its initial year, the program helped increase audiences by an average of 70 percent. Following its great success in Philadelphia and Southern New Jersey, PNC Arts Alive! has expanded to two new regions—Columbus and Central Ohio and the St. Louis/Southern Illinois area—with total program funding of $9.5 million.

PNC Arts Alive! grantees are awarded funds to make the arts more accessible to diverse audiences by offering free and discounted arts programming, public events that introduce the arts in unexpected ways, ticket subsidy programs to fill houses, mobile and pop-up art-making, and innovative programs that engage and build young audiences. Grantees are also supported with the full backing of PNC’s Client and Community Relations departments, including ongoing management advice, a marketing tool kit, promotion of Arts Alive! events throughout the bank’s extensive retail network, and in some cases, access to the branches to host programs.

Volunteerism is a large part of PNC’s culture. The company has a progressive policy that permits 40 hours a year of paid time off to volunteer for PNC Grow Up Great initiatives, which help prepare children from birth to age five for success in school and life. PNC employee volunteers often use their time to assist in schools when the cultural partners conduct in-classroom education during the school year. Employees also volunteer at celebrations for Head Start students, where the work the students completed with the cultural partners is on display and the students participate in end-of-year activities such as the St. Louis Symphony’s “Instrument Playground.”

With Arts Alive!, PNC continues its advocacy for the arts and arts education among the business community. One example is the company’s sponsorship of a research study that provides information on the health, breadth, and diversity of the Philadelphia region’s cultural sector. As such, it influences other companies’ support as well as public policy around the arts.

“PNC Financial Services Group, Inc.  Pittsburg, PA  Nominated by African Musical Arts Inc. and the Saint Louis Symphony in St. Louis, the Greater Columbus Arts Council, and the Greater Philadelphia Cultural Alliance

"The PNC Foundation has always believed that engagement in the arts enriches lives and builds stronger, more vibrant communities. PNC Arts Alive has proven to be a successful initiative to make the visual and performing arts more accessible and a hallmark of innovation, creativity, and community engagement."

-EVA T. BLUM, EXECUTIVE VICE PRESIDENT AND DIRECTOR OF COMMUNITY AFFAIRS, PNC BANK

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“We believe arts and culture not only improve our community’s broader economic outlook, but create a welcoming sense of place and desirable quality of life. Premier Bank understands the essential role creativity has in growing businesses and spurring innovation. We promote the growth, education, health and overall well-being of the Dubuque community.”

—JEFFREY MOZENA, PRESIDENT AND CEO, PREMIER BANK

PREMIER BANK OF DUBUQUE, IA, IS DEDICATED TO THE ARTS and culture of its local community, believing the arts not only improve a community’s broader economic outlook, but also are essential to the creativity needed for growing businesses and spurring innovation.

Since its inception 15 years ago, Premier Bank has allocated 40 percent of the company’s annual philanthropic budget to support arts and culture. Premier gives to local organizations and initiatives through monetary contributions, in-kind donations, volunteerism, advertising, sponsorship, and marketing.

Each year, Premier Bank invests in several organizations and festivals that enhance the community and passes the city’s cultural character on to future generations. By supporting events and initiatives ranging from month-long art exhibitions and talent competitions, to street festivals and the cofounding of a print and online arts calendar, the bank demonstrates its commitment to the belief that “we all thrive in an environment that is built around education and culture. We are enthusiastic about our city’s arts scene and proud to support it.”

Premier believes its employees are what make its involvement in the arts overwhelmingly successful. Devoting hundreds of hours to arts and culture initiatives, each employee has a volunteer hour goal, which they all willingly surpass. To applaud their efforts, Premier allows up to half of the volunteer hours to be used during the work day, and provides free passes to the many arts and culture events taking place in the community. The Bank has found that its commitment to participation, education, and cultural enlightenment keeps employees engaged on an academic level and creates high employee retention.

Premier Bank incorporates numerous arts opportunities into the relationships it builds with its customers. Special events and private receptions before large performances or exhibition openings and participatory art workshops are some ways Premier offers its customers exclusive opportunities to experience and enjoy art in their community. Several original artist collections along with local artists’ works are displayed inside Premier Bank branches for customers and employees to enjoy.

Premier is particularly enthusiastic about promoting arts and cultural education for area youth. As an example, Jeffrey Mozena, President and CEO of Premier Bank, welcomed Zambian artist Mwamba Mulangala into his home for one month so students would be able to experience what Mulangala had to offer face-to-face.

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—JEFFREY MOZENA, PRESIDENT AND CEO, PREMIER BANK

Premier Bank
DUBUQUE, IA
Nominated by Matter Creative Center

Photos (opposite page, clockwise from top left): The Premier-sponsored Dubuque Irish Hooley, a day-long celebration of all things Irish with music, food, Irish dancing, and cultural exhibits, photo courtesy of Digital Dubuque. A young artist in Matter’s Building Lab builds to her heart’s content using LEGO® bricks. The Frank Lloyd Wright inspired architecture of Premier Bank buildings, along with the artist collections inside, showcase a genuine love and interest for the arts. Artist Mwamba Mulangala of Zambia was a guest in the home of President and CEO Jeffrey Mozena, photo courtesy of Dave Kettering and reprinted with permission by the Telegraph Herald. The Premier-sponsored VOICES from the Warehouse District, a month-long art exhibit and cultural event located in a re-purposed 15,000 square foot gallery space within Dubuque’s Historic Millwork District.
FOR MORE THAN 90 YEARS, Scholastic Inc., through financial support, in-kind donations, pro bono services, and employee volunteer hours, has contributed to the literary talents, artistic works, and recognition of children and teens. As the world’s largest publisher and distributor of children’s books, Scholastic has contributed tens of millions of dollars to the arts since the company was founded in 1920. Scholastic further encourages a love of reading, writing, and art in areas of need by donating millions of books and resources through book grants.

In 1923, just three years after founding Scholastic, Maurice R. Robinson created the Scholastic Art & Writing Awards to recognize the exceptional creative talents of our nation’s youth. Mr. Robinson firmly believed it was important “to give those high school students who demonstrate superior talent and achievement in things of the spirit and of the mind at least a fraction of the honors and rewards accorded to their athletic classmates for demonstrating their bodily skills.” Scholastic ran the Awards in-house until 1994, when a committed board of directors was assembled to start the nonprofit organization Alliance for Young Artists & Writers, which broadened the scope of the program and raised more money for scholarships. In the past five years alone, teens nationwide have submitted more than 900,000 original works, and more than $45 million in scholarships has been earmarked for top regional and national Awards winners by partnering colleges. Scholastic has published several novels by teen writers discovered through the Awards and a number of winners have gone on to successful publishing careers, many of them with Scholastic.

Each year in the program’s history, Scholastic employees have donated hundreds of thousands of hours to the Arts & Writing Awards. From the very first year and continuing to today, they give their time and expertise by judging art and writing submissions, as well as providing operational, technical, legal, and public relations support. In 2012 alone, more than 150 employees volunteered their time to regional and national judging. More volunteers assist in the production of the Awards ceremony, held each year at Carnegie Hall in New York City. Scholastic has received tremendously positive feedback from staff involvement with the Alliance, finding that the partnership acts as a great tool to keep employees engaged in the workplace. Scholastic’s headquarters in New York City is lined with a collection of student artwork and the lobby of the building houses a rotating exhibition of current award-winning student work.

Beyond the Scholastic Art & Writing Awards, the company believes in the power of art to inspire children to further their literacy skills and embrace reading. This is embodied in the company’s global literacy campaign to support every child’s right to read, Read Every Day. Lead a Better Life., which includes engaging renowned children’s illustrators to create their artistic interpretation of the campaign message through posters.

"Creative, innovative thinking, the hallmark of artists and writers, is fundamental to building economic strength, and new and better ways of seeing the world. The Scholastic Art & Writing Awards validates the creativity of students in their teens to encourage them on a path to contribute great ideas that will benefit society."

-DICK ROBINSON, PRESIDENT AND CEO, SCHOLASTIC INC.
TURNER BROADCASTING SYSTEM, INC. BELIEVES THAT a community filled with the arts fosters creativity in the workplace and drives business. With creativity and innovation at the forefront of the company’s focus, Turner Broadcasting makes the arts a top priority. The company is working to make Atlanta, home to Turner Broadcasting headquarters, a creative city by supporting a wide range of nonprofit organizations that involve emerging works, artists, and programming.

Dedicating 50 percent of its philanthropic support to the arts, Turner Broadcasting has made more than $25 million in financial contributions over the last 15 years and regularly gives back through volunteerism, in-kind gifts, and promotions. Recognizing the skills of its employees as major assets for both the company and the community, Turner Broadcasting strategically utilizes its personnel to work with area arts organizations with the goal of creating change and making a difference. As an example, Turner Studios has partnered with arts organizations to create public service announcements, helping with fundraising and promotions on local television networks. Turner also promotes its nonprofit partner organizations’ upcoming shows and offers discounts to its thousands of employees.

Turner Broadcasting invests significant time, effort, and resources to help employees interact with the arts. The company consistently brings the arts to its main campus for employees’ enjoyment. Turner has hosted performances from the Atlanta Symphony, guest speakers from the Atlanta Celebrates Photography exhibit, and an annual holiday performance by local theater groups. Turner also holds employee events and outings at area arts organizations and uses artwork from VSA Arts of Georgia to line the hallways of its headquarters. For the past four years, Turner has held a holiday art fair for VSA Arts, selling artwork from disabled or economically disadvantaged artists. The company has also contracted with arts organizations for skills-based trainings that improve team building and creativity among employees.

Volunteerism is a large focus in the Turner Broadcasting culture. Each employee receives 40 hours paid time off annually to volunteer. The company actively seeks volunteer opportunities with its arts partners, promoting them to employees through daily e-mails. Through a board placement program, the company offers training in nonprofit board service and matches each participant with an area organization. Once an employee has given 30 hours of volunteer service to an arts organization, Turner will provide up to $500 from its Volunteer Grants Program. The company also has a Matching Grants Program, matching each employee’s contribution to arts organizations and other qualified nonprofits.

Turner creates true partnerships with arts organizations, meeting with them regularly to review the most strategic ways in which they can help each other. The company is proactive in supporting and creating arts-related activities and focuses a great deal on innovation, experimental art, and programs that help area youth.

“Turner Voices, our company’s signature corporate philanthropy program, marries our deep ties to our Atlanta hometown with our commitment to next-generation storytellers and their power to impact our community in profoundly positive ways.”

-PHIL KENT, CEO AND CHAIRMAN, TURNER BROADCASTING SYSTEM, INC.
BELIEVING A DIVERSE AND ENERGETIC CITY HELPS TO ATTRACT AND RETAIN TOP TALENT from all over the world, Yum! Brands, Inc. is a strong supporter of the arts in Louisville, KY. In addition to annually donating more than $700,000 to local arts organizations, Yum! also provides marketing and advertising support, and pro-bono leadership and expertise to the organizations receiving support from the Yum! Brands Foundation.

The most significant arts-related project supported by the company is the Yum! Family Series, which provides family-friendly programming through a partnership with the Funds for the Arts and seven local arts organizations. Initiated by Yum! Brands to encourage family-friendly arts programming and to promote greater access to the arts, the program allows families outside of the company to experience arts programs at a greatly reduced cost. The sponsorship offers a broad range of families access to the arts, particularly those individuals who would not otherwise have an opportunity because of economic disadvantage.

With an emphasis on education, programs of the Yum! Family Series provide field trip opportunities for local students. Some programs also include student performers and provide high-level training in orchestra, theater, choir, and performing arts. The Yum! Family series also provides quality after-school programs for at-risk youth through after-school tutoring, theater, and choir programs.

Yum! Brands also incorporates the arts into the company’s culture by encouraging employees who are passionate about the arts to get involved, allowing them time off to do so. The company also generously matches employee gifts to the arts on a dollar for dollar basis, and provides board support on behalf of employees serving on local arts and culture boards. This year, Yum! Brands launched a global volunteer program to promote volunteerism in local communities. Within this new program, if an employee team partners with an arts organization and wins the company competition, the partner organization receives an unrestricted grant.

Bringing the arts into the office, the company occasionally hosts team-building events that incorporate an artistic component, knowing it allows employees to truly tap into their personal creativity and bring that back to the business. Yum! Brands is also proud to have a corporate band that is part of the culture team and is highlighted at monthly meetings and events. Opportunities to support and engage with the local arts are communicated regularly to employees. All employees of Yum! Brands are encouraged to take advantage of the many arts performances and exhibits available in their local communities.

“At Yum! Brands, Inc. we believe in the power of the arts to educate, inspire, and empower all students, especially those who are classified as ‘at-risk’. Working with our local Fund for the Arts organization, we created the Yum! Family Series to leverage the arts and make a difference in the lives of children in our community.”

-JONATHAN BLUM, CHIEF PUBLIC AFFAIRS OFFICER, YUM! BRANDS, INC.
“We are honored to be selected for the BCA Hall of Fame. Northwestern Mutual believes in the long-term benefits of sponsoring arts in the community. The arts inspire us to think differently and use new skills in all kinds of work. Our Foundation takes great pride in fostering and supporting an arts scene that not only provides entertainment, but also economic growth.”

-John E. Schlifske, Chairman, President and CEO, Northwestern Mutual

Northwestern Mutual, headquartered in Milwaukee, is the nation’s largest direct provider of individual life insurance. As the largest corporate contributor to the arts in the state of Wisconsin, Northwestern Mutual has supported numerous successful partnerships in the arts over the past 25 years. The company believes that the arts are important to attract and retain talented employees, and that they contribute positively to economic development. In 2008, the company was a BCA 10: Best Businesses Partnering with the Arts in America honoree.

Each year, Northwestern Mutual sponsors a workplace giving campaign for the United Performing Arts Fund (UPAF) of Milwaukee, mobilizing its employees through volunteer and fundraising opportunities. This year, former president Skip Poliner, who retired this summer, chaired the campaign, helping to spearhead the largest campaign in UPAF history. The company was responsible for the largest corporate donation ever to the campaign, $786,000, and employees contributed an additional $810,000. Combined, the Northwestern Mutual community surpassed the $1.6 million mark. The company was honored with the newly created Epic Award for its record-setting contributions.

Northwestern Mutual has a history of supporting local museums that celebrate the arts. This summer, the company sponsored 30 Americans at the Milwaukee Art Museum (MAM). The exhibit is a dynamic exploration of contemporary American art by African-American artists from 1970-present. Also at the museum, the Foundation has been the presenting sponsor of MAM After Dark, a monthly event that gives after-hours access to the museum. At the Betty Brinn Children’s Museum, the company sponsors The Adventures of Mr. POTATO HEAD—an exhibit designed to help children ages three-to-eight develop school readiness and academic skills that provides the museum with additional revenue when rented to other institutions across the country. Even the company’s home office serves as a museum, thanks to the company’s art-purchasing program, which brings paintings to the many walls of the business.

We are honored to be selected for the BCA Hall of Fame. Northwestern Mutual believes in the long-term benefits of sponsoring arts in the community. The arts inspire us to think differently and use new skills in all kinds of work. Our Foundation takes great pride in fostering and supporting an arts scene that not only provides entertainment, but also economic growth.”

-John E. Schlifske, Chairman, President and CEO, Northwestern Mutual
Joining Humana in 1974, Michael B. McCallister served as Humana’s Chief Executive Officer from 2000 until his retirement in December 2012. He has been Chairman of Humana’s board of directors since 2010 and also serves as Chairman of the Humana Foundation. In 2000, during McCallister’s tenure as Humana’s CEO, the company was inducted into the BCA Hall of Fame.

In 2006, during McCallister’s tenure as Humana’s CEO, the company was inducted into the BCA Hall of Fame. As Humana’s President and CEO from 2000 to 2012, McCallister led the company to a leadership position in the health-benefits industry, and also set a standard for philanthropic giving. Under McCallister’s leadership, Humana has partnered with many arts organizations over the years that have developed innovative programs, enriching the communities where Humana associates work and live. Most notable is the Humana Festival of New American Plays at Actors Theatre of Louisville. The award-winning Festival is the leading event of its kind, bringing new plays into the national spotlight and celebrating the American playwright. Since its founding in 1976, more than 400 plays have been produced, representing the works of more than 200 American playwrights. This relationship between Actors Theatre and the Humana Foundation is the longest-running partnership between a corporation and a theater company in the country.

In 2012, Humana’s Fund for the Arts campaign generated a record donation of more than $1 million, the largest single monetary gift the Fund has received since it was founded in 1949, and the first time any organization raised $1 million in a single fund campaign. Impressively, the $1 million included more than $679,000 from Humana associates with $325,000 coming from the Humana Foundation. About a quarter of Louisville’s more than 11,000 Humana associates contributed to the campaign. Under McCallister’s leadership, Humana has consistently been the top workplace campaign contributor to the Fund.

To support employee volunteerism, in 2008 McCallister initiated the Humana Foundation’s Spirit of Philanthropy Award to honor a group or department of associates who display exceptional commitment to the community. Awardees are personally recognized by McCallister in a special ceremony and are given the opportunity to select a nonprofit organization to receive a $25,000 grant from the Humana Foundation.

McCallister serves on the board of directors for AT&T, Fifth Third Bank, Bellarmine University, and the PGA Foundation Trustee board. He also serves on the College of Administration and Business Advisory Board for Louisiana Tech University, his alma mater.

"At Humana, supporting the arts is a fundamental part of our culture. We recognize that vibrant arts organizations make our communities better places to live, work, and raise a family. This also helps Humana recruit and retain top-notch talent. I’m proud of Humana’s long-standing support of the arts, including the thousands of Humana associates who donate their resources to this cause.”
We Salute

Atlanta’s arts and cultural organizations salute Turner Broadcasting System, Inc. for its ongoing and continuous support of the arts in the Southeast.

Congratulations on the honor of becoming one of the BCA 10: Best Companies Supporting the Arts in America.
CONGRATULATIONS, MICROSOFT!

The Seattle Art Museum is proud to recognize Microsoft’s generous and ongoing contributions to bringing world-class art to the Pacific Northwest.

In the past decade alone, Microsoft has supported SAM in innumerable ways, from technical assistance to sponsorship of over a dozen special exhibitions.

Thank you, Microsoft, and congratulations on being named one of the BCA Top Ten.
Honor yesterday
Celebrate today
Champion tomorrow
Support the Arts

Bacardi U.S.A. is proud to be recognized for our support of the arts, and congratulates the 2013 honorees for their exceptional commitment to bringing the arts to our communities.

Center Stage joins Americans for the Arts in thanking
M&T Bank
for its generous and ongoing support of the arts.

CONGRATULATIONS on being recognized as one of 10 companies in the US for outstanding contributions to the arts at this year’s BCA 10:
Best Businesses Partnering with the Arts in America

We never miss a beat... Thanks to
The Bay-Atlantic Symphony has flourished due to our partnership with PNC Arts Alive. New programs, more locations, larger audiences ...

PNC Keeps the Music Playing...

PNC Arts Alive
Bay Atlantic Symphony.org

Congratulations M&T BANK!

Arts Services Initiative of Western New York (ASI) congratulates M&T Bank, recognized by Americans for the Arts as one of the top corporate supporters of arts in the nation. ASI, the region’s leader in capacity building, advocacy, and collaboration for the cultural sector applauds M&T’s daily demonstration of the principle that “when the arts succeed, we all succeed.”

M&T is a leading sponsor of many arts and cultural organizations in Western New York, and is partnering with ASI on the Arts Access program to make arts and culture accessible to all. Their support sets the standard of excellence in Buffalo, and serves as a role model for others to follow. Learn more at www.mtb.com or www.facebook.com/mandibank for updates on their partnerships with local arts organizations. Learn more about ASI at www.asiwny.org and about Arts Access at www.arts-access.org.

Arts Services Initiative applauds M&T Bank for their leadership in making the arts an accessible and integral part of our community!
extend our congratulations to

PNC

our champion for the arts in Cincinnati for their recognition as one of The BCA 10: Best Businesses Partnering with the Arts in America

We salute Americans for the Arts.

Premier Bank is honored to be a BCA 10 recipient. We applaud the efforts of local, regional, and national arts organizations for their passion in cultivating creativity for generations to come. As businesses, we all have a responsibility to support the future of the arts.

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TWO awards, ONE Great American City!

Yum! Brands, Inc.
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BCA LEADERSHIP AWARD

Michael B. McCallister
Chairman, Humana Inc.
Chairman, Humana Foundation

Louisville, Kentucky

CONGRATULATIONS!

FUND FOR THE ARTS

The BCA Executive Board of Americans for the Arts applauds

John and Mary Pappajohn

Recipients of the Eli & Edythe Broad Award for Philanthropy in the Arts

at the National Arts Awards on October 21

*Photo courtesy of Brian Smale*