BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA 2016
BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA

WEDNESDAY, OCTOBER 5, 2016

THE BCA 10

Austin Energy Austin, TX
Badger Meter Milwaukee, WI
CopperPoint Insurance Companies Phoenix, AZ
Dealer.com Burlington, VT
Dogfish Head Craft Brewery Milton, DE
Dunlap Codding Oklahoma City, OK
Johnson & Johnson New Brunswick, NJ
M Powered Strategies, Inc. Washington, DC
Northern Trust Chicago, IL
Procter & Gamble Cincinnati, OH

BCA Hall of Fame Award
Aetna Inc., Hartford, CT

BCA Leadership Award
Robert Buchsbaum, Chief Executive Officer, Blick Art Materials, Highland Park, IL
“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 indispensible 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

ABOUT AMERICANS FOR THE ARTS

Americans for the Arts is the nation’s leading nonprofit organization for advancing the arts in America. For 55 years, Americans for the Arts has been dedicated to building broad public support, strong leadership, and increased resources for the arts and arts education. In 2008, Americans for the Arts merged with the Business Committee for the Arts to continue to advance Rockefeller’s belief that the arts are essential to free enterprise and human achievement, and to encourage businesses to form alliances with the arts as an expression of their broader responsibility to their communities.

Americans for the Arts places an emphasis on building strong partnerships between the arts and business sectors to advance arts organizations, businesses, and the community. Through programs like the pARTnership Movement, the BCA 10, The David Rockefeller Lecture on Arts & Business, the BCA National Survey of Business Support for the Arts, professional development for local arts organizations, and resources to advance employee engagement through the arts, Americans for the Arts provides the leadership, tools, and research needed to promote this mission. Working with private sector partners like the BCA Executive Board, The Conference Board, and CECP, Americans for the Arts works to ensure that the message of how the arts transform communities reaches key decision makers. The private sector network of Business Committees for the Arts, Arts & Business Councils, United Arts Funds, and other local arts agencies advances this work on the local level.

WELCOME FROM THE PRESIDENT AND CEO OF AMERICANS FOR THE ARTS AND THE CHAIRMAN OF THE BUSINESS COMMITTEE FOR THE ARTS EXECUTIVE BOARD

Welcome to the 12th annual BCA 10 Awards. Tonight, we honor businesses across the country that are transforming their workplaces and communities by partnering with the arts. The value and impact of these arts partnerships has set a new standard of excellence. Our BCA Leadership Award honoree, Robert Buchsbaum’s business Blick Art Materials is immersed in supporting and advancing artists as the nation’s premier art supply source. Our BCA Hall of Fame Award recipient, Aetna Inc., has a long tradition of arts support and promoting volunteerism, forming partnerships, and funding initiatives aimed at improving the quality of life. All our honorees this year will join our celebrated list of companies that have shown that the arts matter to businesses from coast to coast.

For more than 55 years, Americans for the Arts has been a pioneer in cultivating arts leadership throughout the nation and retains a firm focus on advocating for arts policy and conducting research on the economic and social impact of the arts. Our recent public opinion poll shows that most Americans agree that arts institutions add value to our communities. Regardless of whether people engage with the arts or not, 87 percent believe they are important to quality of life, and 82 percent believe they are important to local businesses and the economy. Through the pARTnership Movement campaign, we are providing business leaders with in-depth case studies and resources to demonstrate how the arts are advancing business goals. We look forward to more conversations about this work, please join us at www.pARTnershipMovement.org to show your support.

Thank you to all of our honorees for prioritizing and advancing the arts in America. Your value to the arts in America is immeasurable and we look forward to continuing to work together for years to come.

EDGAR L. SMITH, JR.
Chairman and CEO, World Pac Paper, LLC
Chairman, BCA Executive Board

ROBERT L. LYNCH
President & CEO
Americans for the Arts
FOR 120 YEARS, AUSTIN ENERGY HAS BEEN A BEDROCK of its community as a local economic driver and primary supporter of Austin’s arts and culture. Each year, Austin Energy provides $9 million to the city’s Economic Development Department, amounting to two-thirds of that department’s entire budget. This funding is crucial to the local arts scene, as the Economic Development Department houses the Cultural Arts Division, which is responsible for Cultural Arts Funding Programs, Art in Public Places Program, community-based arts development, programs to assist the development of local creative industries, and initiatives designed to support and encourage the community’s unique cultural identity and vitality. Austin Energy also provides $50,000 annually in corporate sponsorships for the Long Center for the Performing Arts and $20,000 annually for Ballet Austin.

In addition to financial support of the city’s cultural departments, Austin Energy encourages an appreciation of the arts in company culture. Each year, employees regularly participate and win entries in the City of Austin’s National Arts Program Foundation artwork contest. The utility’s employee magazine and newsletter also consistently feature articles about employees who are involved in the arts.

Engaging in the community, Austin Energy works closely with thinkEAST, a mixed-use district for Austin’s creative community, to design sustainable modern architecture that offers affordable living, working, and flexible studio spaces for a wide range of Austin’s creative community. On the thinkEAST property, Austin Energy also participates in the Fusebox Festival—an annual hybrid arts festival which provides a space where artists and audiences can take risks, ask questions, and explore ideas together. The utility also works closely with the adjacent Eastside Memorial High School, recently hiring the school band to perform at Austin Energy’s regional science festival.

One of the most notable partnerships of Austin Energy is its continuing relationship with the arts group Forklift Danceworks. In 2013, Austin Energy supported the Forklift Danceworks production of PowerUP—a free performance featuring more than 60 linemen, electrical technicians, and Austin Energy employees. The collaborative work showcased the work of numerous Austin artists such as award-winning choreographers Allison Orr and Krissie Marty and Peter Bay, conductor for the Austin Symphony. The production was presented to 6,000 people and thousands more through a nationally broadcast documentary. Support by Austin Energy also led to funding for Forklift Danceworks from the National Endowment for the Arts, the MAP fund, Mid-America Arts Alliance, and numerous corporate sponsors.

"There is a transformational power in art. It has the power to create new experiences and to reveal commonalities between us all. Austin Energy views its support of the arts and its power in Austin as part of its ongoing role to better serve and sustain the community."

—MARK DOMEROSKI, INTERIM GENERAL MANAGER
BELIEVING IN A CULTURE OF CREATIVITY, INNOVATION, and design, Badger Meter is a strong supporter of the arts in Milwaukee, WI. A commitment to the arts has driven the development of new products and helped the company maintain a leadership position in the water utility metering market.

Every year, Badger Meter and its employees provide generous amounts of time and financial support to arts-related causes including the United Performing Arts Fund, the Milwaukee Repertory Theater, Milwaukee Youth Symphony Orchestra, Museum of Wisconsin Art, and the Milwaukee Art Museum. Employees are also encouraged and given opportunities to volunteer for arts-related causes and attend various performances. To engage with the arts community, Badger Meter often hosts receptions at cultural institutions such as the Milwaukee Art Museum.

At the head of efforts to champion the arts is CEO Richard Meeusen, a 2014 winner of the Mrs. Walter H. Stiemke Award for service to the arts. Mr. Meeusen is a key spokesperson for turning STEM education into STEAM, a movement that adds art and design to the widespread philosophy emphasizing education and innovation in science, technology, engineering, and math. Additionally, Mr. Meeusen has served on the board of the United Performing Arts Fund (UPAF) since 2004, with a role as Board Chair from 2010–2012, where he helped create initiatives such as UPAF Notable Women, a program dedicated to fulfilling the need for high-quality arts education for the next generation. His role in reconstituting the UPAF’s board of directors was instrumental in improving the effectiveness of the organization, leading to greater efficiencies and the ability to raise ever-increasing funds to support the region’s most important performing arts institutions.

A focus on the arts is reflected in company culture as well. At its headquarters in Brown Deer, WI, Badger Meter features an iconic fountain sculpture and artwork in the reception area. Commissioned in 1957, these works were created by the Milwaukee-born, precisionist artist Edmund Lewandowski and students of the Layton School of Art. Furthermore, each holiday season, the company prominently displays a life-sized nativity scene created by local sculptor, designer, and craftsman Dick Wiken.

In 2015, employees participated in Present Music’s innovative community outreach program, Compose Milwaukee, to create The Discovery of Water, a concert written and performed by Badger Meter employees at the Milwaukee Art Museum. The performance featured orchestration of pouring water and percussion using glass bottles and bronze water meter bodies.

“We believe the arts improve our quality of life by offering important education opportunities for our children, boosting our economy, and engaging diverse audiences in our local communities. We are honored to receive this national recognition for our role in supporting and promoting the arts.”

-RICHARD A. MEEUSEN, CHAIRMAN, PRESIDENT, AND CEO
CopperPoint Insurance Companies Phoenix, AZ
Nominated by Arizona Citizens for the Arts

“CopperPoint Insurance Companies understands that a vibrant arts sector attracts and sustains businesses and workers, which promotes economic development and cultural enrichment. Support of cultural, arts, and educational organizations creates a well-balanced life experience for our employees, our customers, and our businesses.”

- MARC SCHMITTLEIN, PRESIDENT & CEO

At CopperPoint, art is a part of each day, as evidenced by the collection of framed art and photographic images on each of 14 floors of CopperPoint Tower and the contemporary music which plays in all public spaces in the building. The CopperPoints rock band, comprised of four employees, has performed at several events and several schools’ performing arts groups have been hired to provide musical entertainment for employee events. To spur employee creativity, CopperPoint hosts many hands-on artistic opportunities. Last year in honor of Earth Day, CopperPoint held a recycled art show in which employees, teams, or departments were encouraged to create art pieces using discarded materials. Each year, employees also have the opportunity to take free introductory ballet classes with Ballet Arizona.

One of the most defining characteristics of art integration into CopperPoint’s work since 2007 is the use of a “drawing out loud process” known as Graphic Facilitation which features the use of large-scale imagery to lead group discussions and literally draw the company’s annual goals and initiatives.

CopperPoint is proud to be recognized for the long-standing support of the arts community. This national honor represents the culmination of many years of local involvement both at the employee and corporate levels, and CopperPoint is proud of its ongoing tradition of giving back and enriching the communities it serves.

Photos (opposite page, clockwise from top left) Arizona Fallen Firefighters & Emergency Paramedics Memorial, Phoenix, AZ. EVP & CAO Rick DeGraw is Chair of the memorial commission. The memorial features 39 life-size bronze statues honoring 119 men and women who have given their lives in service in Arizona since 1902. • Rick DeGraw with the “Rat King” and The Nutcracker from Ballet Arizona’s The Nutcracker. • CopperPoint employee volunteer Laura Duran works with children at Machan Elementary in Phoenix. • Rick DeGraw and Phoenix Firefighter Teacher Tan Candylo present Sue Glawe of Blue Cross Blue Shield of Arizona with a Fallen Firefighter Memorial sponsor gift. • VP of Communications Judy Schumacher presents the Business Award for the 2016 Governor’s Arts Awards.

CopperPoint Insurance’s well-established commitment to the arts has fostered the development and growth of the arts community for many years. Since 2002, CopperPoint has supported the arts and culture entities, events, and programs through sponsorships, matching gifts, and donations to the community.

CopperPoint is currently the exclusive sponsor for Ballet Arizona’s The Nutcracker production and the Presenting Sponsor for Arizona Opera, providing grants to both groups. CopperPoint has also supported Act One, a nonprofit that provides field trips for Title One schools to arts organizations, allowing those children access they may not have without the program. On top of financial support, the company hosts an annual volunteer fair which has included the Children’s Museum of Phoenix, Arizona Citizens for the Arts, Ballet Arizona, Phoenix Symphony, and Free Arts of Arizona.

In 2015, former President and CEO Donald Smith, Jr. was recognized by Arizona Opera as the Inaugural Member of its Crystal Key Society, and CopperPoint was honored with the Business Award for the Governor’s Arts Awards, recognizing its significant contributions to the arts community. In 2014, CopperPoint executives and employees reported engagement in leadership roles of 70 nonprofits including the West Valley Arts Council and the Frank Lloyd Wright Foundation.

CopperPoint Insurance Companies
Phoenix, AZ
Nominated by Arizona Citizens for the Arts

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Dealer.com Burlington, VT  Nominated by South End Arts & Business Association

“Dealer.com is uniquely committed to a culture of creativity, community involvement, and sustainability—it’s been part of our organizational DNA since day one. Our close connection to the arts in Burlington has had a tremendously positive impact on the community and our company. We are very proud of the work we do to bring the community together through the arts and arts education.”

-WAYNE PASTORE, SENIOR VICE PRESIDENT

Dealer.com has been supporting the arts with grants and sponsorships since 2009, not only as a leader in automotive marketing, but also as a leader in arts advocacy. In 2015, the company gave $190,000 to arts-related causes and was the lead sponsor of Burlington’s Discover Jazz Festival, SEABA’s Art Hop, and BCA Festival of Fools.

The Dealer.com offices have eight rotating art walls which feature different local artists every three months. Exhibiting since 2013, the walls have displayed 50 artists and facilitated more than $166,000 in art sales, which go entirely to the individual artists. Dealer.com does not take commission in the spirit of its mission to have artists be paid a livable wage. Dealer.com commits to purchasing at least one piece from each artist to add to its corporate art collection. To further the impact of the Art Wall program, Dealer.com has taken its art walls to local businesses and nonprofit partners, helping form partnerships with no-commission agreements for the artists.

Dealer.com also serves as a patron of the arts community by commissioning eight large-scale pieces around Burlington and in the office, including the silos “Inside Out,” which are the largest public art canvas in the state of Vermont. Dealer.com also has an interactive DUPLO Lego Table, “Crazy Town,” which invites the community to participate in the building of a miniature community block by block, celebrating a design that reflects the unique people who contributed to it. A recent grant partnership with the Chittenden Solid Waste District (CSWD) has provided 100 percent of the funding for commissioning six local artists to paint six of CSWD’s 22-foot-long recycling containers to draw attention to the importance of reducing waste.

Employees at Dealer.com are regularly engaged in the arts with numerous employee photo contests, an employee-curated Instagram Wall, the opportunity to participate in the Art Wall Program, and beyond. Many employees, including senior leadership, sit on the boards of Burlington community art organizations such as the Burlington City Arts (BCA) and South End Arts & Business Association (SEABA).

When working on public art projects, Dealer.com provides all materials, professional photography, video, marketing, and press to further engage the community with the project, bringing more appreciation and attention to the artists. Dealer.com also recognizes the importance of arts education through its support of nonprofit Friends For A Dog, which provides art workshops for the King Street Center kids.

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-WAYNE PASTORE, SENIOR VICE PRESIDENT
“Art is an essential component to good living, and we’re proud to support the people who are making Delaware a better place to live and work.”

- SAM CALAGIONE, FOUNDER AND PRESIDENT
“Arts and creativity organizations enrich us. By opening our doors to artists and creators, we gain immeasurable benefits. Together, we help foster a spirit of generosity, inclusiveness, and volunteerism throughout our communities. Our lives are richer for our connection to the arts and creativity organizations with which we are intertwined.”

-DOUGLAS J. SOROCCO, DIRECTOR AND SHAREHOLDER

THE SOUL OF A COMMUNITY IS DIRECTLY RELATABLE TO how its citizens support creativity and the arts. This is a core belief of Dunlap Codding, an intellectual property law firm based in Oklahoma. This idea is exemplified by the firm’s construction of a large indoor/outdoor gathering place that encourages artistic expression. Dunlap Codding offers the use of this space free of charge to anyone within the community who wishes to create or bring people together.

Since 2013, the firm has hosted and facilitated more than 150 arts programs and has donated approximately $100,000 in direct support to arts organizations. Last year, 50 percent of Dunlap Codding’s overall charitable giving was dedicated solely to the arts. The firm also donates food, drink, and volunteer time to arts programs and offers pro bono legal services and counseling to artists, musicians, and arts organizations.

Through its support of the local arts, Dunlap Codding has become “the firm” that Millennials wish to join and stay with, as evidenced by a turnover rate lower than the industry average. Support for the arts extends to activism, as members of the firm continue to invest financial resources and time to advocate for arts funding at the Oklahoma State Capital.
FOR JOHNSON & JOHNSON, PROVIDING SUPPORT FOR the arts has been integral to its philanthropic and community-based work for decades. A critical event, the 1983 completion of the I.M. Pei-designed Johnson & Johnson World Headquarters building in New Brunswick, New Jersey, sparked a rebirth of the City of New Brunswick, while carrying forward a tradition of modernist architecture pioneered by General Robert Wood Johnson in the 1920s. The new headquarters complex also inspired the development of the Corporate Art Program, which for more than 30 years has educated, engaged, and inspired employees while connecting with the local community. The Art Program presents exhibitions and sponsors programming related to social, cultural, and artistic issues relevant to Johnson & Johnson and its key stakeholders. Lectures by local artists and special cultural events are organized by Art Program staff as additional employee benefits. The Corporate Art collection holds more than 3,000 pieces of art, most of them photographs or works on paper created by living artists. Most of the collection is currently installed throughout the World Headquarters building and the New Brunswick campus in public spaces and employee offices. While highlighting the work of living and local artists, the collection also includes works by celebrated artists such as Andy Warhol, Alex Katz, Chuck Close, and Henry Moore, whose bronze sculpture Draped Reclining Mother and Child sits proudly in front of the main entrance, and a major work by New Jersey-based sculptor George Segal, known for using Johnson & Johnson plaster bandages in his figurative installations. As a part of the company’s commitment to the revitalization of New Brunswick, Johnson & Johnson supports key cultural institutions including the State Theatre of New Jersey, George Street Playhouse, Crossroads Theatre Company, and the New Brunswick Cultural Center. Through philanthropic support and employee volunteerism, Johnson & Johnson helps to sustain these organizations, which play a key role in the vitality and economic success of the city. In addition, arts education programs are an important part of developing new audiences for the arts. One such program—DancePOWER—a partnership with American Repertory Ballet, integrates dance instruction into the school curriculum, allowing students to increase their critical appreciation of the arts while gaining a deeper understanding and respect for diverse values and cultures. Nationally, Johnson & Johnson has supported growth and development in arts and health for more than 15 years, including most recently serving on a steering committee that created the National Initiative for Arts and Health in the Military. In addition, since 2014 Johnson & Johnson has partnered with the Veterans Health Administration Office of Patient Centered Care, Americans for the Arts, and the National Center for Creative Aging to integrate the arts into the VA’s “whole health” model to help veterans achieve greater health and accomplish goals that are important to them.

"At Johnson & Johnson, we believe that the arts play a critical role in creating healthy and vital communities. Our Corporate Art Program strives to foster a workplace that educates, engages, and inspires. In our local community of New Brunswick, NJ, cultural programming has played a pivotal role in the city’s revitalization. We are honored to be recognized for this work."

- ALEX GORSKY, CHAIRMAN AND CEO

M Powered Strategies (MPS) holds a long-standing and deep appreciation for community engagement with the arts. The DC-based change management consulting firm has been a corporate sponsor for Washington, DC’s Shakespeare Theatre Company since 2008, donating more than $140,000 for a variety of programs that promote accessibility to the performing arts.

MPS is Shakespeare Theatre Company's first and only “Accessibility Sponsor.” The firm proudly provides this sponsorship every year to support hearing-impaired device maintenance, American Sign Language interpreted performances, and USO Metro Nights Out, increasing accessibility for all to enjoy the arts.

While most consulting firms regularly provide sports or concert tickets to their employees, MPS has instead oriented company culture toward the performing arts. Full-time staff, as well as MPS partner firms, are frequently offered tickets to the Shakespeare Theatre Company—a benefit many accept with great enthusiasm. For MPS consulting apprentices, a highlight of the six-month program is dinner and a show at the Shakespeare Theatre Company with the MPS Management Team. The apprenticeship graduation ceremonies are also held at the Harman Center for the Arts, which hosts Shakespeare Theatre Company’s productions.

All MPS employees are encouraged to attend performances and experience the cultural and professional development benefits of exposure to the arts. The firm has also recently announced plans to send its consultants to improv classes or Shakespeare Theatre Company classes for a new take on developing facilitation techniques, further engaging employees in the world of the arts.

M Powered Strategies President J. Kendall Lott recognizes the importance of engaging with the arts. He has produced two episodes of the Project Management Point of View podcast about the arts and museum curation to connect project management professionals to new spaces and ideas. Lott has also served as an adviser, representative, and board member of Arts for Peace, an initiative started in 2009 by the United Nations World Association of Former UN Interns and Fellows, which aims to inspire a culture of peace through the arts.

MPS is a small business and a relatively young firm, but strongly encourages a corporate culture of volunteerism, service, and community engagement. MPS is proud to support the Shakespeare Theatre Company and believes that every person has the right to experience the magic of Shakespeare and the beauty of the performing arts.

"Exposure to the performing arts is part of being a well-rounded member of society. At M Powered Strategies, we support accessibility programs at the Shakespeare Theatre Company for service members, the hearing impaired, and young professionals. Everyone can benefit from experiencing live the brilliance and relevance of Shakespeare.”

-J. KENDALL LOTT, PRESIDENT

M Powered Strategies Inc. Washington, DC Nominated by Shakespeare Theatre Company


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At Northern Trust, we share our clients’ passion for the arts—and the spirit of giving back that is so deeply engrained in the performing arts community.”

-DAVID BLOWERS, PRESIDENT, NORTHERN TRUST WEALTH MANAGEMENT – EAST REGION
With its continuous sponsorship of the Cincinnati arts community, Procter & Gamble is extremely familiar with the ripple effect that supporting the arts has on business and the community. The multinational manufacturer of family, personal, and household care products has partnered with ArtsWave since 1949. P&G executives have filled leadership roles on ArtsWave’s Board of Directors and Campaign Cabinet and continue to do so. In the last 10 years alone, P&G and its employees have contributed $20.9 million to ArtsWave and have contributed millions of dollars to arts education through a variety of partners.

Many P&G executives volunteer in leadership roles for ArtsWave and a variety of arts organizations’ boards across Greater Cincinnati and also provide pro bono assistance in a variety of areas. The company is a consistent partner for the region’s arts sector. In 2015, for instance, P&G became the presenting sponsor of the two-day Cincinnati Music Festival held at Paul Brown Stadium which attracts more than 50,000 people each year.

Employees at P&G are engaged in the arts through its annual company sing-off which has blossomed into a similar regional event named CincySings. The event includes thousands of P&G employees, as well as employees from other participating companies, expressing their creativity and talent for a good cause. CincySings has gradually expanded to include a semi-finals, online fan voting, and a major sponsor. The company will also integrate the arts into its culture by often buying blocks of tickets to arts events for its employees, building audience while creating connections between employees and the community.

One of the most notable arts initiatives taken on by P&G is the funding of a major public art project produced by Art-Works Cincinnati called “Cincy Ink,” a crowd-sourced poem about the city from the perspective of hundreds of residents, which was then transcribed on large-scale murals around the city. P&G also sponsors popular community-wide events such as Lumenocity, the World Choir Games, and the Cincinnati Music Festival. Beyond the Cincinnati area, P&G has used its brands, including Crest, Gain, and Pampers to launch public arts projects in Los Angeles, New York, and other cities.

Arts education is also a priority at P&G, investing a quarter-million dollars annually into programs that bring the arts into underserved schools across the region such as the Cincinnati Shakespeare Company, Ensemble Theatre, Taft Museum, Cincinnati Ballet, and the Cincinnati Opera.

“Every day at P&G, we strive to improve people’s lives with our brands and products, as well as improve the communities where we live and work. Supporting the arts produces ripple effects of benefits that help communities thrive and make them great places to live.”

—DAVID TAYLOR, CEO
Aetna builds healthy communities by promoting volunteerism, forming partnerships, and funding initiatives to improve the quality of life for its employees and customers. Supporting the arts and people with an artistic background aligns with Aetna’s goal of creating a talented, diverse workforce to sustain its leadership position while building healthier communities.

Since 2006, Aetna has contributed more than $7 million supporting over 437 national and local arts programs, events, and activities. Aetna’s employees are committed to providing leadership to arts organizations’ programming and fundraising efforts. It was among the first to host a workplace giving campaign in 1995 and to enter the “$100,000 Club,” a special designation by the Greater Hartford Arts Council given to companies whose employees raise more than $100,000 per year for the arts. Since the designation, its employees have given over $1.5 million to the arts. Since 2003, Aetna and its employees have logged more than 4.3 million volunteer hours for numerous arts and non-arts initiatives. Currently, its employees perform with local arts organizations, hold house art and talent shows, occasionally listen to its employee gospel choir and celebrate its award-winning jazz band, which has jammed at numerous events including BCA 10 galas.

Nationally, Aetna and the Aetna Foundation have granted the Adventures of Little Noodle, produced by Atlanta’s Center for Puppetry Arts as part of the Center’s childhood obesity Initiative; the Sphinx Virtuosi tour which enables musicians to inspire children to explore classical music as a possible career while promoting healthy behaviors; the nationally acclaimed 105 Voices of History choir comprised of Aetna student health ambassadors from Historically Black Colleges and Universities who use music to address various health issues on their campuses. Locally, Aetna supports Hartford-based organizations including The Greater Hartford Arts Council, The Connecticut Forum, Wadsworth Atheneum Museum of Art, The Bushnell, The Amistad Center for Art & Culture and TheaterWorks. Finally, the Tony Award winning Hartford Stage and its Aetna New Voices Fellows’ partnership, has won a Pulitzer Prize and helped to launch new works from writers and directors that are being produced on stages nationally and internationally.

Headquartered in Hartford, CT, Aetna and its employees continue to think of new ways to expand its commitment to the arts. Mindfulness in the workplace and the support of science, technology, engineering, the arts and math (STEAM) provide a platform for the arts to play a vital role in developing the next generation of leaders. From music to dance, fine arts to performing arts, Aetna believes the arts can enhance one’s personal wellbeing, revitalize a community and create a world that bridges cultures and differences.

A 2011 BCA 10 honoree, Aetna is thrilled to receive the prestigious 2016 Hall of Fame award.

Aetna is committed to building healthy communities across the country, and to promoting a healthy lifestyle for everyone. The arts are an important part of enhancing the overall well-being of people and their communities, and we are honored to have the Business Committee for the Arts recognize Aetna’s leadership in this area.

- MARK T. BERTOLINI CHAIRMAN AND CEO
I am honored to be named BCA’s 2016 Leadership Award honoree, in recognition of Blick’s long history of advocating for and supporting the arts. We look forward to continuing our support of the Arts Action Fund in creating opportunities for every American to participate in and appreciate the arts.

-ROBERT BUCHSBAUM CHIEF EXECUTIVE OFFICER, BLICK ART MATERIALS, HIGHLAND PARK, IL
CONGRATULATIONS TO OUR FRIENDS AT AETNA ON BEING HONORED WITH THE 2016 BCA HALL OF FAME AWARD.

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M Powered Strategies proudly sponsors accessibility programs at the Washington, DC Shakespeare Theater Company and is honored to be recognized by Americans for the Arts.

Congratulations to all 2016 BCA 10 Award winners. We join you in our continued support for great art that captures the imagination and enriches lives.

THE OKLAHOMA CITY BUSINESS & ARTS COMMUNITY SALUTES DUNLAP CODDING

A STANDING OVATION FOR NORTHERN TRUST FROM THE ALLEY THEATRE

CONGRATULATIONS

On behalf of all of us at Ballet Arizona, we thank you for the meaningful work you provide in our community. Our work would not be possible without you and we are deeply grateful for your support these past 10 years.

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When businesses partner with the arts, everyone profits. Because the arts inspire new ideas, fresh thinking and creative collaboration. Just think, it’s exactly what you’re looking for from the people who work with you every day.

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Congratulations to BCA Leadership Award honoree
Robert Buchsbaum

With gratitude for your generous commitment to arts education.
—The Alliance for Young Artists & Writers and its Board of Directors

Building a healthier world®

Aetna is proud to support Americans for the Arts and is honored to receive the BCA Hall of Fame Award.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna).
Six Ways to Use the Arts to Boost Employee Engagement

Businesses large and small use the arts to foster creativity, innovation, and a culture of trust.

**Corporate Arts Challenge**
Encourage your employees to show their creative sides and build teamwork with a friendly singing or arts competition.

**Arts-Based Training**
Use the arts to teach innovation, interpersonal skills, public speaking, and more.

**Employee Art Shows**
Provide a space for your employees to showcase their artistic talents.

**Skills-Based Volunteering**
Your employees have valuable skills that arts organizations need! Encourage them to volunteer.

**Team Volunteering**
Gather a group of enthusiastic employees for an arts activity, like painting a mural at a local community center.

**Artist Residencies**
Embed an artist in your company, and let him or her challenge you and your employees to think in new ways.

The Arts Boost Employee Engagement

**Businesses do better when their employees are engaged, and the arts can do just that.**

So what do the numbers say?

Only 65.9% of employees felt engaged in 2014.

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**ADD THE ARTS and...**

59% of businesses said the arts increased employee creativity and growth!


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- Relieve workplace stress
- Promote better mental health

**Office Culture**
- Foster a desirable work environment
- Increase efficiency and morale

**Human Resources**
- Recruit and retain employees, especially Millennials
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**Operations**
- Build your competitive advantage as a business
- Encourage critical thinking and innovation

**Public Relations**
- Forge connections with new customers
- Make the community a better place

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BCA LEADERSHIP AWARD RECIPIENTS

The BCA Leadership Award, selected by the BCA Executive Board, 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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BCA HALL OF FAME RECIPIENTS

The BCA Hall of Fame Award, selected by the BCA Executive Board, recognizes companies for their exceptional leadership, vision, and long-term commitment to supporting the arts. These companies have been inducted into the Hall of Fame since it was established in 1992.

Altria Group, Inc. • American Express Company • AT&T • Bank of America Corporation • The Boeing Company • Chevron Corp. • Corning Incorporated • Deutsche Bank • Duke Energy • ExxonMobil Corporation • Ford Motor Company • General Mills, Inc. • Hallmark Cards, Inc. • Humana Inc. • J.P. Morgan Chase & Co. • John Deere • Johnson & Johnson • Kohler Co. • Lockheed Martin Corporation • MetLife • Movado • Northwestern Mutual • Principal Financial Group • Prudential Financial, Inc. • Sara Lee Corporation • Target • Time Warner Inc. • UBS • United Technologies Corporation