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UNIQLO and The Museum of Modern Art, New York, NY

BCA10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA 2017

WEDNESDAY, OCTOBER 11, 2017

21c Museum Hotels Louisville, KY
Cardinal Health Dublin, OH
Guitar Center Inc. Westlake Village, CA
Halekulani Corporation Honolulu, HI
Houston Methodist Houston, TX
Humana Inc. Louisville, KY
Kaiser Permanente Colorado Denver, CO
Lincoln Financial Group Radnor, PA
Magic Hat Brewing Company South Burlington, VT
The Betsy-South Beach Miami Beach, FL

With presentations of the BCA Leadership Award
Raymond J. McGuire, Global Head of Corporate & Investment Banking, Citi, New York, NY

BCA pARTnership Award

UNIQLO and The Museum of Modern Art, New York, NY
“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.”

DAN ROYKAGELL, 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, toolkits 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 13th 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 demonstrates a great standard of excellence. Our BCA Leadership Award honoree, Raymond J. McGuire is an active leader and arts supporter whose business and philanthropic successes inspire, enlighten, and give hope to us all. Our BCA pARTnership Award, in its inaugural year, boasts two recipients, UNIQLO and The Museum of Modern Art, with collective long traditions of developing initiatives that improve community and quality of life.

Americans for the Arts has been a pioneer in cultivating arts leadership throughout the nation and retains a firm focus on advocating to the public and private sector for pro-arts policies and conducting research on the economic and social impact of the arts. For the first time since the initial BCA survey in 1969, Americans for the Arts has partnered with The Conference Board to conduct the quantitative BCA National Survey of Business Support for the Arts and we partnered with Shugoll Research on the qualitative data. The 2017 BCA Survey reiterates the message that companies value how the arts can advance employee engagement and creativity.

Our 2017 Arts & Economic Prosperity 5 Report shares that the arts and culture industry generated 4.6 million jobs with $27.5 billion in revenue from local, state, and federal government. These numbers are important—67% of businesses say they support the arts because of their impact on the economy and quality of life. As always, please visit us at www.pARTnershipMovement.org for more information on these reports and ideas on how you can partner with and support the arts in your community.

This year we also celebrate the life and legacy of David Rockefeller (1915-2017), a leader in the business, arts and philanthropic communities, who founded the Business Committee for the Arts in 1966. His now-famous speech, delivered to The Conference Board, implored other business leaders to join him in increasing business support for the arts.

Thank you to that legacy and to all of our honorees for furthering the impact of 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.

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In 2006, Laura Lee Brown and Steve Wilson founded the first 21c Museum Hotel, seeking to revitalize downtown Louisville with the fundamental belief that art can transform a community and drive commerce at the same time. Together, they created America’s largest multi-venue contemporary art museum, boutique hotel, and restaurant group that leverages the arts and historic preservation to create new cultural centers. Today, 21c Museum Hotels have helped revitalize the downtowns of Bentonville, Arkansas; Cincinnati, Ohio; Durham, North Carolina; Lexington, Kentucky; Nashville, Tennessee; Oklahoma City, Oklahoma; and soon Kansas City, Missouri.

Contemporary art is not decoration at 21c Museum Hotels, but the unique point of view from which its seven hotels and eight restaurants operate. 21c Museum Hotels executes business with a social mission by rehabilitating underappreciated properties and developing underutilized locations in urban cores. Furthermore, 21c brings new life to communities by becoming a catalyst for positive change with both economic opportunity and artistic engagement.

For more than a decade, 21c Museum Hotels has been committed to collecting, commissioning, and exhibiting thought-provoking contemporary art by living artists. 21c Museum Hotels contain more than 70,000 square feet of museum space, works from more than 2,500 established and emerging artists from around the world, and has commissioned more than 50 works of new art. Curated exhibitions and site-specific installations are on view to the public free of charge, 24 hours a day and seven days a week. By loaning and collaborating with renowned institutions such as the Brooklyn Museum of Art, each location exposes the local community to new artists while offering audiences fresh perspectives and new ideas.

21c Museum Hotels seek to create a cultural center in each city, engaging with community arts organizations to further this mission. 21c Museum Hotels offers in-kind donations of event space for local and national non-profit arts organizations. Properties hosted 1,500 community arts and cultural events in 2016 alone—including public art tours, lectures, yoga, musical and theatrical performances, and a plethora of other activities. Furthermore, the company commissioned in 2016 10 unique site-specific installations by emerging and established artists.

Arts partners throughout the years include Art 21, Art Prize, Moving Image, Creative Capital, Creative Time, Idea Festival, the University of Kentucky Art Museum, the University of Louisville Department of Fine Arts, University of Arkansas School of Art and Design, Spalding University, Arkansas Staged, FotoFocus, Click! Photo Biennial, Moogfest, Big Brothers/Big Sisters, PULSE art fair, and the Summer Arts Pass.

21c Museum Hotels’ team members embrace the organization’s mission of supporting the arts. For instance, employees across seven properties and six states actively participate in reviews of artwork by students and other emerging artists at local universities and arts councils. Others engage in arts-focused mentorships such as Big Brothers Big Sisters.

Diversity, equity, and inclusion are at the core of the organization’s mission. 21c Museum Hotels sparked conversation on North Carolina’s controversial House Bill 2 law concerning transgender bathrooms, installing new signage in single-occupant restrooms titled “We Don’t Care” created by artist Peregrine Honig. The work embodies the meaning of ‘all are welcome,’ and in line with the broader mission of 21c Museum Hotels, uses art to engage the community on an important issue.
CARDINAL HEALTH UNDERSTANDS that as a top Fortune 15 corporation with approximately 50,000 employees, it has a tremendous opportunity to influence communities where its employees live and work—and that translates into significant support for the arts.

Since 2008, Cardinal Health, a global, integrated healthcare services and products company, has donated nearly $8.75 million to arts organizations. Many of these organizations are in central Ohio, where Cardinal Health is headquartered. Among them are the Dublin Arts Council, Ohio’s BalletMet, Chamber Music Columbus, the Columbus Museum of Art, Columbus Symphony Orchestra, Columbus Children’s Theater, the Harmony Project, Jazz Arts Group, the King Arts Complex, Opera Columbus, the Lincoln Theater, ProMusica Chamber Orchestra, and the Wexner Center for the Arts at the Ohio State University.

Through the Dublin Arts Council, Cardinal Health supports the Sundays at Scioto summer concert series, which provides free concerts to more than 10,000 residents and visitors every summer. In addition, Cardinal Health regularly treats employees to free in-office performances by the Columbus Symphony, BalletMet, and ProMusica, and often offers reduced-priced tickets for off-site events.

Cardinal Health also is a key partner in the largest-ever initiative for marketing the arts in central Ohio. The “Art Makes Columbus/Columbus Makes Art” campaign is a progressive, influential, and collaborative community effort that promotes the diverse perspectives, depth of talent, and potential that make up the Columbus arts community.

At all levels, Cardinal Health employees are passionate about championing the arts, through donations, volunteerism, and pro-bono support. The company encourages that involvement, and matches each employee’s gifts, up to $2,000 per year per employee. It also provides leadership grants to arts organizations where employees serve as board members.

Cardinal Health’s culture of giving back to the arts begins with chairman, CEO, and classically trained opera singer, George Barrett, who frequently says that the arts influence his leadership style. Barrett is known for his patronage of the arts, and regularly mentors community arts leaders. He has advocated for increased government support for the arts by testifying before the Ohio House Finance Committee. In 2015, Barrett engaged the Cardinal Health Foundation, the Columbus Foundation, and anonymous donors in creating the Performing Arts Innovation Fund. This fund supports the Columbus Performing Arts Prize, which provides significant funding to arts leaders to pursue special projects and partnerships outside their usual purview.

In 2016, Barrett was honored with a Governor’s Award for the Arts by the Ohio Arts Council for his ongoing work to enhance the arts throughout the state. The same year, he received the ProMusica Chamber Orchestra’s Marjorie Lazarus Golden Baton Award for his dedication to the orchestra and to the arts in general. Barrett and Cardinal Health are proud to support the arts, recognizing that the arts contribute significantly to employees’ happiness and creativity and to the overall vitality, vibrancy, and quality of life that communities offer.

“My lifelong love of the arts makes this recognition from BCA deeply meaningful. The arts strengthen and enrich every community where our employees live and work, and they help us foster an environment where our employees feel they can express their truest and most creative self.”

—GEORGE BARRETT, CHAIRMAN AND CEO
Guitar Center Inc. was originally established in 1959 as an organ store, called The Organ Center. With the massive popularity of The Beatles, it became evident that the future of musical instrument retailing lay in guitars and amplifiers, not organs. Thus, a new retail opportunity, and the new Guitar Center, was born—stocked with Vox guitars and amplifiers.

From 1964, the business quickly grew to represent the world’s largest variety of musical instruments, stage lighting, recording software, studio gear, and much more, with more than 280 stores from coast to coast. From its very inception, Guitar Center Inc. has embodied arts and business through supporting music education and musicians. Today, it sustains a culture that allows artists to flourish by bringing their passion for music to life, every day. The retailer executes this vision by creating a culture that sustains a love for music through supporting performance opportunities.

Key benefits for employees include GAIN, a program that encourages employees to play more through gear discounts and via “Gig Leave,” which permits employees leave for participation in tours with large musical acts, solo concerts, and national talent competitions. Furthermore, the company also sponsors “Jam Nights” where employees team up to create one-night-only bands and perform for colleagues, friends, and families at a local venue.

Guitar Center also hosts nationwide contests, which give thousands of musicians a platform to develop and showcase their skills. These contests have presented opportunities for talented up-and-coming musicians to work with Top 40 Billboard Artists, such as Beyoncé, Zedd, Keith Urban, and many others.

The retailer is also the nation’s largest source of music education outside of the American educational system, and takes this position seriously. Its Music and Arts division provides lessons to more than 100,000 students annually and works closely with school administrators and teachers to support music education initiatives.

Guitar Center Inc. also provides monetary support and instruments to more than 400 schools, music programs, charities, and nonprofit organizations each year. Since 2008, Guitar Center Inc. has donated more than $2.5 million to nonprofit arts organizations. In 2016, Guitar Center Inc. contributed $375,000 of philanthropic support, which was entirely received by music education programs. The organization has also been a leader in donating collectible guitars autographed by artists such as Blink-182, Willie Nelson, and James Taylor to arts fundraising events.

Most recently, the retailer partnered with GRAMMY Award-winning singer-songwriter Colbie Caillat to provide PS 182 in New York with a generous donation of musical equipment benefiting 300–400 students. Other nonprofit organizations supported over the years by the retailer include Little Kids Rock, Girls Rock Camp, USO, Mr. Holland’s Opus, Girls Make Beats, MusiCares, and many other organizations. Guitar Center Inc. also supports employee volunteerism with local events such as ShredKids Cancer’s ShredFest and Rock the Cure. The retailer also uses its public persona to promote the arts on a national level, partnering with organizations such as the National PTA, National Association for Music Education (NAfME), and High School Nation to issue pro-music education press releases.

Music and the arts are a gift… All across the country, music programs are getting cut due to budgetary concerns or lack of other resources, and we cannot sit idly by and let music slip away as a fundamental academic subject and extracurricular activity for our nation’s youth. Guitar Center is proud to do our part in helping make the arts more accessible in our communities nationwide.”

—RON JAPINGA, CEO

Self-nominated
Since its original establishment as a collection of guest bungalows in 1917 to now functioning as one of the world's top luxury resort companies, Halekulani Corporation understands its success is tied to the community in which it thrives.

Suggested by local fishermen, the name “Halekulani” was a fitting name for the business. Translated from its native Hawaiian, it means “House Befitting Heaven,” and this resort company more than lives up to its century-old name. It offers gracious hospitality, innovative and personalized guest services, and infuses the indigenous cultural qualities of Hawaii with its offerings to create once-in-a-lifetime experiences.

Halekulani Corporation sincerely believes that “the power of art can impassion and transform society,” and originally brought this vision to life via the leadership example of its founders, the Mitsui family. Widely-known for their patronage of artists since the 17th century, the Mitsui family patronized and collected the works of acclaimed painter Okyo Maruyama (1733-1795), founder of the iconic Maruyama School which is famous for its naturalism.

The tradition of supporting the arts continues to this day with the resort company’s Halekulani and Waikiki Parc Hotel properties, which have their own year-round dedicated art galleries specially curated by private collectors and the University of Hawaii Art Department. The galleries feature unique and exclusive works that employees, guests, and island residents alike are invited to enjoy.

For more than 20 years, the organization has partnered with Honolulu’s top arts and culture institutions to offer complimentary access to hotel guests in a program dubbed “For You, Everything”—spanning a variety of activities from dance performances to film, theater, and beyond. Employees have been included in the arts as well, via an Employee Enrichment Program for all staff. They are offered complimentary access to partner arts venues and institutions and enjoy special educational seminars and events.

Throughout the years, Halekulani Corporation has partnered with community arts organizations like the Hawaii International Film Festival, Honolulu Museum of Art, Bishop Museum, Shangri-La (Doris Duke Estate), Hawaii Opera Theater, the Hawaii Book and Music Festival, Hawaii Pops, Hawaii Symphony Orchestra, The Merwin Conservancy, and Iolani Palace.

Halekulani Corporation COO Peter Shaindlin is a former Chairman of the Board of Honolulu Symphony Orchestra, and a vocal supporter of the arts. He seeks hotel industry and government support through his standing membership and participation in the Hotel Owners’ Roundtable, a business forum group attended by key state and city officials and industry executives. Peter has also published articles in local newspapers and magazines on the necessity of community and government support for arts in Honolulu.

Halekulani Corporation has contributed millions of dollars to the arts over the past 20 years and continues to do so. In 2015, the corporation allocated more than half million dollars to its partners in the form of in-kind and cash contributions. Halekulani Corporation has gained illustrious recognition for providing each and every guest with hospitality excellence, and has been included in Travel & Leisure World’s Top Resorts, the Conde Nast Gold List, and the Leading Hotels of the World Cultural Excellence Award. Even the U.S. Congressional Record highlighted the organization’s legendary support of the arts and culture community in 2014.

Known for over a century for its culture of service excellence, Halekulani Corporation views art as the purest aspirational expression of perfection and beauty and serves as the ultimate inspiration to allow us to enrich the community within which we are fortunate to prosper.

—Peter Shaindlin, Chief Operating Officer

Photos (opposite page, clockwise from top left) Halekulani at night. • Merwin Blessing at Merwin Garden. • Light from Shadow. • Exhibit at Halekulani. • Exhibit at Halekulani. • Hawaii Pops. • Hawaii Symphony Orchestra. • Halekulani COO Peter Shaindlin. • Turnaround Arts Mentor musician Jake Shimabukuro (and his son) with Kalihi Kai Elementary students at a Turnaround Arts Hawai‘i event.

Nominated by Hawaii Arts Alliance
Houston Methodist, Houston, TX

"Houston Methodist is proud to support the arts in Houston through the Center for Performing Arts Medicine (CPAM). This innovative program is designed to meet the special health needs of performers while integrating the arts into our hospital environment—it plays a very important role in the healing process."

—DR. MARC L. BOOM, PRESIDENT AND CEO

Houston Methodist was originally established as a single hospital in 1919 and has since scaled into a world-class healthcare system firmly rooted in the belief that healing is not just about the body, but also the soul.

The healthcare organization comprises a leading academic medical center and seven community hospitals serving the Greater Houston area. Houston Methodist employs more than 20,000 individuals from dozens of countries around the world, and is dedicated to preserving their health in lock-step with that of patients and the overall community.

Houston Methodist believes that the cultural health of a city is just as vital as its physical health. Twenty years ago, Dr. C. Richard Staney established Houston Methodist’s Center for Performing Arts Medicine (CPAM) as a one-of-a-kind medical facility focused on specialized care for the needs of performing and visual artists. The group now encomasses more than 100 physicians working collaboratively to address the specific demands placed on artists, from physical therapy for dancers to on-call ear nose and throat care for opera singers. Houston Methodist offers this comprehensive care for pre-professional and professional artists via an Artist Card program, which serves more than 600 artists a year.

In recent years, the programs of CPAM have expanded to include integration of the performing and visual arts into the hospital environment, where the power of the arts accelerate patient healing and provide holistic care. Houston Methodist's Margaret Alkek Williams Crain Garden Performance Series showcases more than 150 professional performances a year for patients and their families, ranging from gospel choirs to International dance troupes, across eight hospitals. The organization employs five full-time music therapists, five staff pianists, and coordinates with research teams in arts and medical specialties.

The organization values the well-being of employees and their families as well. Hospital staff are offered HR Arts Enrichment classes in topics such as creative writing and photography as a creative outlet and have an opportunity to participate in several annual photography exhibitions displayed throughout the hospitals. These events have strong participation, as nearly 1,000 images are submitted and vetted by a community arts jury annually.

Houston Methodist’s support for the arts reaches outside of hospitals and clinics and into the general population. Houston Methodist is the official healthcare provider and sponsor to Houston Grand Opera, the Houston Symphony, and the Houston Ballet. This partnership includes generous production support that helps make possible unforgettable performances that enhance the quality of life in the local community. The healthcare system also provides financial sponsorship for community arts organizations such as the American Festival of the Arts, Southwest Music Therapy Association, and the Texas Music Festival. Finally, employees are encouraged to volunteer within the community through the "I CARE in Action" program, which was established in 2012. Members of the organization’s leadership team are deeply committed to the role of the arts in the community and throughout the hospitals system, including its Chairmen Dr. Robert Jackson and Executive Sponsor, Carole Hackett R.N., VP Human Resources. In addition, Director for the Center for Performing Arts Medicine at Houston Methodist Todd Frazier is a composer and was recently awarded the Eastman School of Music’s Luminary Award presented to individuals who have made extraordinary national contributions to the music and arts community. Given Houston Methodist’s success in creating a patient-centered care environment and fostering healing through the power of the arts, it has been consistently recognized by U.S. News & World Report as one of the best hospitals in the country.
**Established in 1961,** Humana is a leading health and well-being company that has viewed the arts as an integral part of its culture. For over 40 years, Humana has seen the arts as an engine for positive impact in economic development, education and overall quality of life.

The organization believes the arts are crucial to fostering a culture of creative problem-solving. An investment in the arts pays long-term dividends in the form of a safer, healthier and more vibrant community.

Since 1975, Humana has contributed over $40 million to the arts in Louisville and around the country. The company’s corporate headquarters building was inspired by a culture of appreciation for arts and for innovation. Commissioned by architecture icon Michael Graves, the Humana corporate headquarters building is a design landmark for the community.

Humana prioritizes arts and health research by enlisting the support of creative economy producers as resources for advancing Humana’s Bold Goal initiative, which aims to achieve a 20 percent improvement in public health outcomes for Louisville and other cities by 2020. Outcomes are measured by the Centers for Disease Control and Prevention’s (CDC) Healthy Days Measure—which tracks perceived physical and mental health for populations over time.

Humana also supports the arts through donations and volunteerism. The company is a long-term underwriter for the Humana Festival of New American Plays at Actors Theatre of Louisville, a world-renowned event that has created Pulitzer Prize-winning plays and attracts over 34,000 patrons to the community annually. Humana has supported Actors Theatre of Louisville since 1975 – having the longest partnership between a corporation and an arts organization in the United States.

The company cultivates a sincere love for the arts within its employees. Every year, Humana hosts a two-week immersive experience for employees. The campus is transformed into an art-lover’s paradise, which includes live performances, art fairs and many other events, all while raising money for the Fund for the Arts. In 2016, a volunteer team from the Humana Digital Experience Center was inspired to create Arts Link, a mobile app for Fund for the Arts that deepens engagement across the arts and culture sectors all year.

In 2016 alone, Humana gifted Fund for the Arts $1.2 million, of which more than $835,000 was donated directly by employees. Humana has been giving to Louisville’s Fund for the Arts since 1977, contributing over $20 million to the organization through the years. Humana is the leading contributor to the arts in the Louisville area.

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Humana Inc. Louisville, KY

“Humana and our thousands of employees are proud of our long tradition of supporting the arts, in our hometown of Louisville, Kentucky, and throughout the country. We believe the arts play a vital role in making our communities active magnets for talent, as well as contributing meaningfully to quality of life and economic growth.”

—BRUCE D. BROUSSARD, PRESIDENT AND CHIEF EXECUTIVE OFFICER

Nominated by IDEAS xLab and Fund for the Arts

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Photos (opposite page, clockwise from top left): Natchez Total Fitness owners Bobby and Daphne Turner with Erik Eaker of Humana at the Fit for Life launch in Natchez, MS in 2015. • Associates from Humana’s IT team help bring the arts and technology together for Harold and the Purple Crayon. • Who’s got talent? Humana associates do! • Humana’s arts campaign topped $1 million for the first time in 2012 and has grown each year since. • Students performed a scene from ‘Annie’ during the annual Fund for the Arts Campaign luncheon. • Students perform a scene from ‘Airness’ during the annual Fund for the Arts Campaign luncheon. • A scene from ’Airness’ at the 2017 Humana Festival of New American Plays. • Humana associates show their painting talents during a Fund for the Arts Campaign event.
Kaiser Permanente Colorado is the state’s largest nonprofit health plan with more than 1,200 physicians providing comprehensive care to 680,000 members from 31 medical offices throughout the state.

The organization has worked to improve the lives and health of all Coloradans for more than 48 years. In line with its mission, Kaiser Permanente proudly directed more than $118 million in 2016 to community benefit programs to improve the health of all Coloradans.

Kaiser Permanente Colorado stands for total health—mind, body, and spirit. The organization understands that the arts play a vital role in the development of its workforce and the health of the communities it serves.

For 26 years, Kaiser Permanente Colorado has supported the Colorado Business Committee for the Arts, facilitating programming within the organization that cultivates employee creativity and connectedness.

Kaiser Permanente Colorado utilizes the arts to inspire employees to share their passions and foster community engagement—creating a better workplace and working environment. Each year, the organization supports the Colorado Business Committee for the Arts “On My Own Time” employee Art Show. It has engaged Kaiser Permanente Colorado employees for nearly two decades, featuring the art work of more than 1,000 workers. Some employee art is even a part of a permanent collection of works displayed in medical and administrative buildings.

Kaiser Permanente Colorado also uses the arts to create a discussion forum for engaging social issues. Employees banded together to create the Kaiser Permanente Art Board after a controversial art work invoked conversations on race and social justice. The board focuses on discussing and developing programs that promote art as a vital healing power within the organization.

Improving the health of the local community is critically important to Kaiser Permanente Colorado as well. With this in mind, the organization created an Arts Integrated Resources Department (AIR), which works with schools, businesses, and other community stakeholders to leverage the arts as a tool for improving educational and health outcomes. For 32 years, the organization has led award-winning theatrical productions, experiential workshops, and youth engagement initiatives for students and community groups across the state, reaching more than 128,000 people in 2016.

Kaiser Permanente Colorado has contributed millions of dollars to the Colorado arts community over the years. It has donated numerous grants to local organizations, such as a $150,000 grant to the Denver Art Museum and a three-year, $500,000 grant to the Denver Botanic Gardens.

Multiple organizations within Colorado have benefited from partnerships with Kaiser Permanente Colorado, including the Denver Art Museum, the Denver Botanic Gardens, Think 360 Arts, the Longmont Museum, the Scientific and Cultural Facilities District (SCFD), Cleo Parker Robinson Dance, and the Colorado Ballet.

Executive leadership within Kaiser Permanente Colorado has maintained a solid presence in nonprofit arts boards over the years. Organizations with Kaiser Permanente Colorado executive leadership representation include the Colorado Ballet, the Denver Art Museum, the Denver Botanic Gardens, Cleo Parker Robinson Dance, and the Colorado Business Committee for the Arts.

“We’re honored Americans for the Arts has recognized our work to support the arts in Colorado. The arts have long been recognized for their power to connect individuals, heal communities, and raise awareness of public health issues. Kaiser Permanente’s work nationwide reflects this connection every day—from our educational theater performances to our youth engagement programs—to improve the health of the communities we serve.”

—BECHARA CHOUCAIR, MD, KAISER PERMANENTE CHIEF COMMUNITY HEALTH OFFICER

Kaiser Permanente Colorado
Denver, CO

Nominated by the Colorado Business Committee for the Arts

Photos (opposite page, clockwise from top left) This five-story tall kinetic art piece from Colorado artist John King promotes health by encouraging patients to take the stairs while playing with the art installation. • (two photos in right corner) Kaiser Permanente Colorado’s Arts Integrated Resources department puts on “When You’re Seeing Stars” (active) and “The Amazing Food Detective” (retired)—plays like these are available for free to schools across the state. This play is just one of many award-winning theatrical productions, experiential learning workshops and youth engagement initiatives for young people and adults in schools and community groups across Colorado. • Kaiser Permanente Colorado announced a new year grant called “Free for Kids” for the Denver Art Museum. The grant funded general admission for all children, including school tours and other youth group visits.

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Lincoln Financial Group First Began as a Life Insurance Company in 1905, Operating as the First Company in the World to Carry Abraham Lincoln’s Name and the Ideals It Embodies. Lincoln Financial’s Deep Connection to the Communities it Serves Has Been with It Since Its Founding. It Supports the Arts Because It Believes They Can Shape and Inspire Young Minds, Transform Lives and Enrich the Workplace.

Lincoln Financial Proudly Stands Equally in Support of Access to the Arts and Arts Education. Lincoln Understands the Importance of Exposing the Youngest Audiences to Various Art Forms to Ignite Their Interests and Improve Their Academic Performance.


In the 1930s Lincoln Financial Began to Acquire Unique Works of Art, Which Today Exceed 1,000 in Number. The Largest Collections Are Hosted in the Fort Wayne, Greensboro and Concord Offices, Featuring Paintings, Prints, Wall Hangings and Sculptures.

Lincoln Financial Has Cultivated Employee Engagement That Celebrates Culture and Heritage in the Community. For Instance, the Fort Wayne and Hartford Offices Have Active Employee-Led United Arts Campaigns Which Support Arts and Cultural Organizations.

In Greensboro, N.C., Hundreds of Employees Volunteer for the National Folk Festival (NFF) Each Year. Lincoln Financial Was a Leader in Supporting the City’s Bid to Host This Prestigious National Event, Stepping Forward as the First Organization to Offer Financial and In-Kind Sponsorship.

Lincoln Financial Has Been a Long-Standing Partner to the Arts in the Communities in Which It Has a Major Business Presence, Supporting Many Cornerstone Organizations Through the Years Such as the Philadelphia Museum of Art, the Fort Wayne Philharmonic, the Eastern Music Festival in Greensboro, N.C., the Bushnell Center for Performing Arts in Hartford, Conn., Joslyn Art Museum in Omaha, Neb., and the Concord Community Music School.

Lincoln Financial Helps Revitalize Communities by Supporting Innovative Projects That Create Change. Since 2000, the Foundation Has Awarded $485,000 to The Greater Hartford Arts Council’s Neighborhood Studios Program, Which Offers Six-Week Summer Apprenticeship Programs to Approximately 100 Youth Within the Hartford, Conn., Region. The Program Prepares Students for Today’s Creative Workplace. The Red River Theaters, an Independent Cinema Supported by the Lincoln Financial Foundation in Concord, N.H., Generates an Estimated $10 Million in Annual Local Economic Impact. In 2016, the Foundation Contributed $1.5 Million in Grants to the Arts, Representing 15% of All Foundation-Wide Charitable Giving.

“We Believe Providing Access to Arts Education and Cultural Activities Are Fundamental to Helping Our Communities Grow and Thrive. Exposure to the Arts Provides Young Minds With a Springboard to Academic Achievement, Innovation and Creative Thinking. We Are Honored to Have Received This Award, But More Importantly, We Are Grateful for the Chance to Recognize Our Grantees’ Dedication to Using the Arts to Broaden the Education of Our Country’s Children. We Look Forward to Our Continued Partnership in Building Stronger Communities and Making the Arts Available for Generations to Come.”

—DENNIS R. GLASS, PRESIDENT AND CEO
SINCE ITS FOUNDING IN 1994, Magic Hat Brewing Company has been a major supporter of the arts within its home-town of Burlington, Vermont—by putting a performance in every bottle. The organization creates more than 150,000 barrels of beer each year, with each bottle consisting of a distinctive, artfully inspired flavor profile and label.

Upon opening, Magic Hat Brewing Company offered free performance spaces where local theaters and music groups were welcome to rehearse. The brewery also hosted fundraising events for producing local Vermont-made films, such as Stranger in the Kingdom and Spread Fred among others. The brewery also regularly creates and hosts fundraising events for local arts organizations. For instance, artists are invited to come to the on-site Magic Hat Brewery Artifactory, a beer tasting and art space, to create unique pieces of art in the annual Wall to Canvas competition benefiting the Shelburne Craft School.

In the past five years, Magic Hat Brewing Company held a call to Vermont artists to create an original design to be featured on a bottle of its annual beer release at Art Hop Ale. Benefits from the sale of the beer have gone to the South End Arts & Business Association and the winning artist has been financially compensated for their work, celebrated with publicity and gifted a gallery space at the Artifactory.

Within the company, Magic Hat Brewing Company fosters an appreciation for the arts through employee volunteerism and community engagement. Employees are encouraged to volunteer at least eight hours a year on company time, and there is no upper limit to hours they can dedicate to assisting arts organizations. Many of the employees themselves are visual artists or musicians in their own time and even present works within the on-site brewery gallery.

Leaders within Magic Hat Brewing Company are committed arts patrons and supporters themselves. For instance, Lisa Kelly, the company’s Brand Manager, sits on the board of the South End Arts & Business Association.

Over the years, Magic Hat Brewing Company has supported numerous community organizations, including the Shelburne Craft School, Big Heavy World, the Vermont Food Bank, Headcount, and the South End Arts & Business Association.
Since its opening in 2009, The Betsy-South Beach has held a strong belief in the arts as an essential unifier. Family-owned and independently operated by Jonathan Plutzik and Lesley Goldwasser, The Betsy-South Beach champions the arts, while delivering luxury hotel service: From hotel walls and halls that display world recognized artists, to curated musical selections in public spaces, reading libraries in every room, and an artist in residence program that has welcomed 500 visiting creatives. The Betsy uses a creative lens to create an embracing environment. This lens is formally known as the PACE (Philanthropy, Arts, Culture, and Education) program, and is used to bring artists and cultural events to the hotel, as well to welcome guests from around the world. The Betsy-South Beach’s PACE program has spurred partnerships with hundreds of non-profit organizations since opening and has sponsored thousands of events.

A recent expansion allowed The Betsy to introduce two new pieces of public art including The Betsy Poetry Rail and The Betsy Orb. The Rail celebrates the work of 12 poets that shaped Miami, including Langston Hughes, Mohamed Ali, Richard Blanco, Julie Marie Wade, and Hyam Plutzik (father of the owner, a three-time finalist for the Pulitzer Prize in poetry, whose work is celebrated many ways in the hotel, including its tag line: Expect no more. This is happiness.) The Orb provides an outdoor venue for the projection of art—and serves as the bridge between two historically significant sections of the property, created by a major architectural voice.

The Betsy is a two-time recipient of a Knight Foundation Art Challenge Grant and a current finalist for a third. Through this partnership and others, The Betsy has created and/or presented major culture programs such as The Betsy’s A Cappella Festival, Writers for Young Readers, Escribe Aqui/Write Here IberoAmerican Cultural Initiative, The Betsy’s Yiddish Salons and Exile Writer’s Program, and TRANSART, a program that honors transgender creative voices. The hotel is also regarded as an incubator for nascent arts and culture leaders and programs.

Since 2011, The Betsy has been the Host Hotel for O, Miami—the Poetry Festival. For four years, it has also served as a lead sponsor for many cultural programs dedicated to LGBTQ voices, such as Celebrate Orgullo (with Unity Coalition/Unida Coalition) and Reading Queer. In 2012, The Betsy launched a Writers Room, dedicated to inspiring and nurturing those who work with words. Since the opening of the Writers Room, The Betsy has hosted nearly 500 artists in residence and public appearances, including Pulitzer Prize winning columnist Thomas Friedman and Poets Laurnate such as Robert Pinsky and Billy Collins.

The Betsy is a leader in advancing arts education. Four years ago, The Betsy’s A Cappella Festival came to life, in partnership with the Adrienne Arsht Center and the Miami Dade County Public Schools. Last year, The Betsy created a satellite Writers Room in a local underserved neighborhood with partnership with local poets and writers. Both projects have received national recognition. The Betsy’s founders Lesley Goldwasser and Jonathan Plutzik with Deborah Plutzik Briggs, are active on community arts boards, serving organizations such as the Miami Music Festival and Miami Beach Urban Studios, and mentoring young professionals.

The Betsy-South Beach has emerged as one of top hotels in the world inspired by literature by CNN, WSJ, and USA Today, recognition by Condé Nast (in 2017) as “One of the Greatest Hotels in the World,” and “The Top Resort Hotel in Miami Beach” by Travel + Leisure (2017).

―Jonathan Plutzik, Owner
GLOBAL APPAREL RETAILER, UNIQLO, believes in truly great clothes—clothes that meet the demands of a wide group of people around the world and which play a role in changing customers’ lifestyles. The company, with more than 1,800 stores worldwide, oversees the entire clothes-making process from procurement of materials, product planning, development, design, and manufacture through distribution and retail to inventory management. Their casual basics can be worn by anyone, of any age and on any day, including a line of graphic T-shirts, featuring designs from the worlds of fine art, music, and culture.

With the world’s finest collection of modern and contemporary art and a dynamic exhibition program, The Museum of Modern Art (MoMA) is a place for discovery and engagement that fuels creativity and ignites minds. Each year, MoMA inspires millions of visitors from around the world through its collection and exhibitions; the efforts of its Library and Archives, conservation labs, and study centers; and education programs for arts enthusiasts of all ages and experiences.

In their different fields of expertise, UNIQLO and MoMA share a passion for quality, innovation, and spreading the joy of art around the world, and it is through these shared values that a dynamic partnership was born. Since May 2013, UNIQLO has been the sponsor of UNIQLO Free Friday Nights, providing free access every Friday evening to the Museum’s renowned collection of modern art, special exhibitions, and film programs to millions of New Yorkers and visitors from around the world. By sponsoring UNIQLO Free Friday Nights, the company continues to make possible free access to the public, promoting wider appreciation for modern art and design.

In March 2014, UNIQLO first launched ‘SPRZ NY’ (abbreviation for Surprise New York), a product line which includes specially designed clothing and accessories inspired by artwork from the Museum’s collection, which are labeled as ‘MoMA Special Edition’ designs. At that time the second floor of UNIQLO’s Fifth Avenue Global Flagship Store was remodeled to accommodate this new style of partnership, and the floor became known as the ‘SPRZ NY Store.’ UNIQLO continues to launch new MoMA Special Edition designs throughout the year and sell them in UNIQLO stores worldwide including the uniqlo.com online store. Additionally, MoMA’s retail channels, including MoMA Design Store and store.moma.org, sell select ‘SPRZ NY’ products. The result of this retail partnership has been T-shirt designs featuring the artwork of renowned artists such as Keith Haring, Jean-Michel Basquiat, Yayoi Kusama, and Sol LeWitt, as well as the photographers Stephen Shore, Robert Mapplethorpe, and Man Ray. The partnership has also offered T-shirts highlighting graphic designers including Paula Scher and Massimo Vignelli. UNIQLO acknowledges the joy in encouraging people to discover art through T-shirts as the company wishes to make art more accessible through casual clothing and other items from the SPRZ NY project.

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The partnership not only enhances the MoMA and UNIQLO brands and fuels traffic across Manhattan’s 53rd Street, but it also creates an innovative and personalized experience for shoppers and museum visitors alike. For UNIQLO, the partnership brings vibrancy to the workplace and helps communicate marketing messages in engaging ways.

“We are honored to be recognized by Americans for the Arts and to be celebrating our fourth year of partnership with The Museum of Modern Art. Our mission is to create truly great clothing that meets the demands of a wide range of people around the world—and that is accessible to all. The Free Friday Nights program is an extension of this philosophy in art, and we’re proud to have enabled so many visitors to enjoy the incredible art that MoMA offers.”

—HIROSHI TAKI, CEO, UNIQLO USA

“Our partnership was born out of a shared commitment to design and innovation and a desire to bring modern and contemporary art to the world. UNIQLO has been a fantastic collaborator and supporter of The Museum of Modern Art and together we have engaged new audiences with access to our collection and to exciting and ever-changing products. We’re thrilled to continue working together towards this goal.”

—RUTH SHAPIRO, DIRECTOR OF SALES AND BUSINESS DEVELOPMENT, MoMA
A contemporary art collector, active arts leader and philanthropist, Raymond J. McGuire says his primary reason for supporting education and the arts is because they engage, inspire, enlighten and give hope to the aspirations of our youth to be the best in their careers and lifelong endeavors.

Raised in Dayton, Ohio, by his social-worker mother, McGuire completed his studies at Harvard College, A.B. 1979. Between college and graduate school, Mr. McGuire attended the University of Nice, France, while on a Rotary Fellowship. Mr. McGuire continued his education and received dual J.D. and MBA degrees from Harvard Law and Business Schools, respectively. Additionally, Mr. McGuire received several educational acknowledgments, including a L.H.D. from Pratt Institute (2011) and a L.H.D from Dominican College (2017).

McGuire has held roles at a number of important firms, achieving business and philanthropic successes that amplified each other. Currently, he is the Global Head of Corporate & Investment Banking at Citi, the leading global bank. Citi does business with the world’s largest multinational corporations, institutions and sovereigns (as well as approximately 200 million customers) in more than 160 countries and jurisdictions.

McGuire presently serves on numerous boards, including the Alex Hillman Family Foundation, the American Museum of Natural History, the Carnegie Endowment for International Peace, the Citi Foundation, the De La Salle Academy (Chairman Emeritus), the Harvard Club of New York, the Hotchkiss School (Vice President), the New York City Police Foundation, the New York-Presbyterian Hospital, the New York Public Library (Executive Committee and Co-Chairman Nominating Committee), the Studio Museum in Harlem (Chairman) and the Whitney Museum of American Art (Executive Committee). In the past, he has served on the boards of the FAPE (Foundation for Art and Preservation in Embassies), the Howard Gilman Foundation, the International Center of Photography (President), the Joseph & Claire Flom Foundation, Lincoln Center for the Performing Arts and the San Remo Tenants’ Corporation (President).

McGuire serves on New York City Mayor Bill de Blasio’s Cultural Affairs Advisory Commission, which comprises appointees from cultural and artistic organizations and practices. The Commission advises Mayor de Blasio and the Commissioner of Cultural Affairs on issues affecting NYC’s cultural community.

There is no short list of honors, awards and recognition for McGuire’s accomplishments. He has received numerous honors, including the Theodore Roosevelt Award from the Legal Aid Society, the Humanitarian Leadership Award from the Council of Urban Professionals and the Frederick Douglas Award from the New York Urban League. He was also recognized by New York’s Avenue Magazine as one of New York’s “50 Smartest.” Morehouse College inducted McGuire as one of the inaugural members of the Martin Luther King, Jr. International Board of Renaissance Leaders. He has been honored by the Make-A-Wish Foundation, Art for Life Foundation and Studio in a School. He has also been honored with Harvard Business School’s African-American Student Union’s Professional Achievement Award and the Harvard Business School Club of New York’s John C. Whitehead Social Enterprise Award.

“The arts make invaluable educational and cultural contributions to the communities we serve. Citi has a long history of supporting the arts. We are committed to continue enabling their progress as powerful tools to engage societies around the world.”

—RAYMOND J. MCGUIRE, GLOBAL HEAD OF CORPORATE & INVESTMENT BANKING, CITI
MEET MIKE, THE PICASSO OF ACCOUNTING

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

Join the PARTNERSHIP MOVEMENT today and see how partnering with the Arts is good business.

Proud to Call Them One of Us

CONGRATULATIONS GEORGE BARRETT AND CARDINAL HEALTH
A BCA 10 Best Business Partnering with the Arts in America

Their commitment to furthering the arts in the workplace, community and education in the Columbus Region has made Cardinal Health a leader that the Columbus Partnership and Columbus 2020 are proud to call One of Us.

George Barrett, Chairman & CEO, Cardinal Health

columbuspartnership.com
columbusregion.com
Congratulations to

Cardinal Health

on being named a 2017 BCA10 Honoree

Cardinal Health’s support of the arts deserves another round of applause!

Congratulations

We are pleased to support Americans for the Arts and congratulate tonight’s honorees, including Raymond J. McGuire.

Cravath, Swaine & Moore LLP
CONGRATULATIONS
21c!
VISIONARIES+VOICES

ALL IN FOR GOOD
ALL IN FOR THE ARTS
At Cardinal Health, we know that supporting the arts means fostering creativity and innovation—and strengthening our communities.

We’re honored to be among the 2017 BCA 10, and we congratulate all the award winners.

CONGRATULATIONS TO
GUITAR CENTER
ON YOUR BCA 10 HONOR!

The arts make communities healthier and happier. Humana is a proud sponsor of Americans for the Arts.

Cardinal Health®

Halekulani
2017 BCA 10 HONOREE
Congratulations to Halekulani! The arts are alive and strong in Hawai’i thanks to the unwavering commitment, dedication and support from this local icon. Mahalo!

The 2017-2018 Halekulani Masterworks Season
hissymphony.org

Hawai’i Symphony Orchestra

BRAVO HALEKULANI:
2017 BCA 10 HONOREE

Keeping elite performers in the spotlight. That’s the difference between practicing medicine and leading it.

At Hawaii Pacific Health, our programs in helping artists achieve peak performance, seen in and out of the arts, are at the forefront of our mission. As one of the nation’s leading comprehensive health systems, at HPFH, we believe that empowering our own artists to perform at their highest levels will have a powerful impact on our community. The Performing Arts Medicine has developed a series of programs supporting the health needs of performers of every discipline.

We know artists and their unique needs while bringing the same level of specialized care to every patient we serve.

hpfhartsmedicine.org/PAHM

PROMO:
National PTA
everychild.hasvoice®

CONGRATULATIONS TO
GUITAR CENTER
ON YOUR BCA 10 HONOR!

Guitar Center Lessons generously supports Reflections, National PTA’s signature arts in education student recognition program.

We are grateful for your unwavering commitment to the arts, and for helping all children realize their potential.

PTA.ORG/REFLECTIONS

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Congratulations to Lincoln Financial Group
on receiving the BCA 10 award

Congratulations to the 2017 BCA 10 honorees for their exceptional involvement with the ARTS that enriches the workplace, enhances education, and transforms communities.

Your generosity and expertise keep our dancers strong.
We are grateful for more than a decade of partnership.
Love them with all your heart. 
Plan with all your head.

We like many people, but we love only a precious few. For them, we’re willing to do the extraordinary, but we don’t have to do it alone. At Lincoln Financial, we can help with everything from life insurance to protection from the unexpected. It’s one of the most important things you can do for the most important people in your life.

Lincoln Financial Group is proud to support 
Americans for the Arts and the BCA10

Planet Word salutes our board member and inspiration, Jonathan Plutzik and the Betsy Hotel South Beach, on their BCA 10 Award.

Planet Word, a non-profit interactive museum of words and language, is in development now, with plans to open in late 2019 in Washington, D.C.

www.planetwordmuseum.org
BCA 10 HONOREES 2005–2016

3M St. Paul, MN • AC Entertainment Knoxville, TN • Adobe Systems San Jose, CA • Advanta Spring House, PA • Aetna Hartford, CT • Alltech, Inc. Nicholasville, KY • American Airlines Dallas/Fort Worth, TX • American Century Investments Kansas City, MO • Ameriprise Financial Minneapolis, MN • Anadarko Petroleum Corporation Houston, TX • Applied Materials Santa Clara, CA • Archer Daniels Green Bay, WI • Aspen Skiing Company Aspen, CO • Atlantic Salt, Inc. Staten Island, NY • Austin Energy Austin, TX • AutoZone Memphis, TN • Bacardi USA Inc. Coral Gables, FL • Badger Meter Milwaukee, WI • Baker Botts L.L.P. Houston, TX • Bank of America Charlotte, NC • BBVA Compass Birmingham, AL • Bison Financial Group Lafayette, IN • BlueCross BlueShield of South Carolina Columbia, SC • BNY Mellon New York, NY • The Boeing Company Chicago, IL • The Boldt Company Appleton, WI • Booz Allen Hamilton McLean, VA • Brainforest Inc. Chicago, IL • Brookfield New York, NY • Brooks Resources Corporation Bend, OR • Brown-Forman Corporation Louisville, KY • Capital Bank Raleigh, NC • Chaves Consulting Inc. Baker City, OR • Chesapeake Energy Corporation Oklahoma City, OK • Classical Movements, Inc. Alexandria, VA • Con Edison New York, NY • ConocoPhillips Houston, TX • CopperPoint Insurance Companies Phoenix, AZ • Corning Incorporated Corning, NY • Corporate Office Properties Trust Columbia, MD • Dealer.com Burlington, VT • Deutsche Bank New York, NY • Devon Energy Corporation Oklahoma City, OK • Dogfish Head Craft Brewery Milton, DE • Dollar Bank Pittsburgh, PA • Duke Energy Charlotte, NC • Dunlap Codding Oklahoma City, OK • Earl Swenson Associates, Inc. Nashville, TN • Edward Jones St. Louis, MO • Emprise Bank Wichita, KS • The First American Corporation Santa Ana, CA • First Community Bank Corpus Christi, TX • First Tennessee Memphis, TN • Fort Worth Star-Telegram Fort Worth, TX • GE’s FirstBuild Louisville, KY • Gibson Guitar Corp. Nashville, TN • Golden Artist Colors, Inc. New Berlin, NY • H&R Block, Inc. Kansas City, MO • Halifax EMC Enfield, NC • Hallmark Cards, Inc. Kansas City, MO • Hanesbrands Inc. Winston-Salem, NC • HCA Nashville, TN • I.W. Marks Jewelers LLP Houston, TX • Jackson and Company Houston, TX • John Deere Moline, IL • Johnson & Johnson New Brunswick, NJ • Limited Brands, Inc. Columbus, OH • Lincoln Financial Group Philadelphia, PA • M Powered Strategies, Inc. Washington, DC • M&T Bank Buffalo, NY • Macy’s, Inc. Cincinnati, OH and New York, NY • Masco Corporation Taylor, MI • M.C. Ginsberg Jewelers and Objects of Art Iowa City, IA • McCurdy Printing Company Nashville, TN • Meredith Corporation Des Moines, IA • Microsoft Redmond, WA • Milliken & Company Spartanburg, SC • Norfolk Southern Corporation Norfolk, VA • Northeast Utilities Hartford, CT • Northern Trust Chicago, IL • Northwestern Mutual Milwaukee, WI • NV Energy and the NV Energy Foundation Reno, NV • PECO Philadelphia, PA • The PNC Financial Services Group, Inc. Pittsburgh, PA • Portland General Electric Portland, OR • Premier Bank Dubuque, IA • Printing Partners Indianapolis, IN • Procter & Gamble Cincinnati, OH • Prospective Inc. Reston, VA • Publicity Works Broomall, PA • Qualcomm Incorporated San Diego, CA • Reliance Standard Life Insurance Company Philadelphia, PA • Sabrosa Company Medford, OR • Scholastic Inc. New York, NY • Shell Exploration & Production Company Houston, TX • Shugoll Research Bethesda, MD • Spec’s Wines, Spirits & Finer Foods Houston, TX • Strata-G Communications Cincinnati, OH • Sweetwater Sound, Inc. Fort Wayne, IN • Tampa Bay Times St. Petersburg, FL • Thrivent Financial Appleton, WI • Time Warner Inc. New York, NY • The Travelers Companies, Inc. St. Paul, MN • The Trust Company of Kansas Wichita, KS • Turner Broadcasting System, Inc. Atlanta, GA • UMB Financial Corporation Kansas City, MO • United Technologies Corporation Hartford, CT • U.S. Bank Minneapolis, MN • Vinson & Elkins L.L.P. Houston, TX • Walt Disney World Resort Orlando, FL • Wells Fargo & Company San Francisco, CA • Wilde Lexus of Sarasota Sarasota, FL • Williams & Fudge Inc. Rock Hill, SC • Yum! Brands Inc. Louisville, KY • Zions First National Bank Salt Lake City, UT

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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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BCA HALL OF FAME RECIPIENTS

The BCA Hall of Fame Award 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.

Aetna Inc. • 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

Business Committee for the Arts
A Division of Americans for the Arts

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