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THE BCA TEN: BEST COMPANIES SUPPORTING THE ARTS IN AMERICA

Thursday, November 4, 2010

The Central Park Boathouse

New York City

THE BCA TEN
- BlueCross BlueShield of South Carolina, Columbia, SC
- Capital Bank, Raleigh, NC
- Con Edison, New York, NY
- ConocoPhillips, Houston, TX
- Devon Energy Corporation, Oklahoma City, OK
- Halifax EMC, Enfield, NC
- M.C. Ginsberg Jewelers and Objects of Art, Iowa City, IA
- Northeast Utilities, Hartford, CT
- Portland General Electric, Portland, OR
- Strata-G Communications, Cincinnati, OH

Leadership Award
Clarence Otis, Jr.,
Chairman and CEO, Darden Restaurants, Inc.

Hall of Fame
United Technologies Corporation, Hartford, CT
The Business Committee for the Arts is founded by David Rockefeller in 1967. It is a committee of 100 of the nation’s largest corporation leaders who will encourage business to become more involved in the arts. Its first annual meeting is held at the Metropolitan Museum of Art on January 22, 1968. Judy Agnew, wife of the vice president, hosts a reception at the White House for BCA members on June 26, 1970. Pictured with her are Gavin MacBain, chairman of Bristol-Myers Company, and his wife Margaret. Business Committee for the Arts publishes 516 Ways BCA Companies Supported the Arts in ’73 & ’74 to encourage business support of the arts.
GREETINGS FROM THE BUSINESS COMMITTEE FOR THE ARTS EXECUTIVE BOARD
CHAIRMAN AND PRESIDENT OF AMERICANS FOR THE ARTS

Welcome to the 6th annual BCA 10 awards. Tonight we celebrate the innovative partnerships taking place between the arts and business communities across the country. Each of our BCA 10 honorees demonstrate the inventive ways that businesses are working with arts organizations with impressive outcomes. We are also pleased to recognize Clarence Otis Jr., our BCA Leadership Award winner, for his continued commitment to the arts as a way to strengthen his own company, Darden Restaurants Inc., and his community. And finally, we pay tribute to United Technologies Corporation, our BCA Hall of Fame inductee, as it continues to shine as an arts supporter in its headquarter city of Hartford and throughout the world.

Not only do we celebrate these exemplary arts supporters, Americans for the Arts also commemorates its 50th Anniversary. Americans for the Arts has worked for half a century to raise awareness of the importance of the arts in all of our lives. We cultivate arts leadership, we engage in arts policy, and we conduct research on the economic and social impact of the arts. We have also worked with local arts groups and business leaders throughout the country to generate increased resources from the private and public sectors. In our 50th year, we have continued this focus on generating more business support for the arts with the release of our triennial survey of business support for the arts, convenings at our Aspen Institute Seminar for Leadership in the Arts and our National Arts Policy Roundtable at Sundance and through the work we have done with our partners including The Conference Board and Independent Sector. The leadership of our BCA Executive Board is integral in advancing this work.

We thank all of our honorees for their commitment to the arts and we thank all of you for the work you do to advance the arts in America.

JOSEPH C. DILG
Managing Partner
Vinson & Elkins LLP

ROBERT L. LYNCH
President & CEO
Americans for the Arts
“BlueCross BlueShield of South Carolina has been a long-time leading supporter of arts organizations of all sizes, recognizing that a culturally rich community improves the quality of life, promotes economic development, can be a major factor in attracting new industry to the area, and helps attract and retain professionals in our state.”

-David S. Pankau, President and Chief Executive Officer, Blue Cross Blue Shield of South Carolina
As a community bank, Capital Bank values the impact of the arts on the people in the communities across North Carolina. Since 2003, the bank has given millions of dollars to arts organizations across the state. Many of Capital Bank’s efforts focus on bringing the arts to underserved communities. One example is the North Carolina Symphony’s Blue Skies, Red Earth tour. The bank sponsored the symphony as they toured the western region of North Carolina, performing a historical tribute to music of the state. The success of Blue Skies, Red Earth led the North Carolina Symphony to continue statewide outreach, later traveling to the Triad and Sandhills regions for performances, with continued support from Capital Bank.

Instrument Zoos are another way that Capital Bank reaches out to communities lacking in access to the arts. This initiative exposes students to the joy of music and the possibility of a career in music by bringing instruments into schools. Hands-on experiences with these instruments allow students to touch and experience their sounds, making a path in music more realistic and tangible.

In 2007, Capital Bank partnered with the North Carolina Theatre to present the first Capital Awards. The annual program recognizes excellence in musical productions and performances in high schools across several North Carolina counties. Each year, the Capital Awards pays tribute to young artists on a premier stage with a black-tie affair. The bank made a four-year, $100,000 commitment to the event and has leveraged its support to raise additional funds.

Capital Bank supports local artists by purchasing and displaying their artwork in new branch locations. In addition, local artists display their works in the bustling lobby of Capital Bank Plaza in downtown Raleigh. Capital Bank Plaza also participates in Downtown Raleigh’s First Friday art events, a popular evening festival for the public to explore downtown art galleries, artist studios, museums, and alternative art venues.

Capital Bank is a gold sponsor of ArtSpace, a non-profit arts center for the presentation and education of visual arts in a studio setting, located in the heart of Raleigh. Capital Bank also sponsors Artsplosure, an annual arts festival held in downtown Raleigh. Bank President and CEO B. Grant Yarber served as chairman of the boards for both ArtSpace and Artsplosure in past years.

Recently, the bank received the 2010 Business Support of the Arts Award from the United Arts Council of Raleigh and Wake County, Inc. and the Greater Raleigh Chamber of Commerce. In 2008, the bank received the 24th annual Medal of Arts, the city of Raleigh’s highest arts award.

“Believing in the impact of the arts, Capital Bank’s support transcends any one discipline to nurture a broad spectrum of visual and performing arts. From local artists to our renowned symphony, our employees, customers and community residents have been enriched by the inspiration the artists we support provide.”

- GRANT YARBER, CEO AND PRESIDENT, CAPITAL BANK
Capital Bank presents
NORTH CAROLINA THEATRE’S
LITTLE SHOP OF HORRORS.
September 18th – 26th

CAPITAL BANK PRESENTS
NORTH CAROLINA THEATRE
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Northwoods High School
Ravenscroft School
St. David's High School
Trinity Academy
West Johnston High School
“Con Edison’s longstanding support for arts and cultural organizations includes a special focus on education programs for children, to help build a foundation for a deeper, life-long appreciation of the arts. We also support public arts programs so residents and visitors alike can enjoy New York’s rich culture and diverse talents.”

- KEVIN BURKE, CHAIRMAN, PRESIDENT AND CEO, CON EDISON
ConocoPhillips recognizes that the availability of the arts, as well as high-quality education and healthcare, helps ConocoPhillips attract employees of the highest caliber. The recognition the company receives through arts events and programs is also a source of pride for employees. For more than 100 years, the arts have been an essential area of community support for ConocoPhillips. In 2009, the company’s donations totaled $3 million, in addition to hundreds of volunteer hours, international marketing sponsorships, and in-kind support. For 41 years, the company has hosted a free Houston Symphony holiday concert for its employees, and more than 2,200 employees and family members attended in 2009. ConocoPhillips also has an extensive art collection displayed at many of the company’s corporate locations. The company’s support of the Louisiana Wildlife Carvers & Collectors Guild, an organization dedicated to promoting the art of wildlife carving, dates back more than 20 years. Each year, the Best in Show carving from the Guild’s annual festival is added to the Wood on the Wing exhibit, which is displayed at company facilities. The company shares their collection with museums in the form of temporary loans and permanent donations. ConocoPhillips also encourages employee involvement in the community through a matching gift program. An employee volunteer grant program donates $500 for every 20 hours that a ConocoPhillips employee volunteers for a nonprofit. ConocoPhillips has provided major support for the Houston Grand Opera (HGO) for 30 years. The company sponsors HGO’s season-opening operas, and their support continues into the 2010–2011 season with their sponsorship of HGO’s new production of Puccini’s Madame Butterfly.

ConocoPhillips also supports innovative efforts to connect communities to the arts. In 2008, the company made a six-year commitment to HGOco, the opera’s education and community engagement initiative that aims to make the arts relevant to the Houston community. HGOco uses the resources of the entire company and collaborates with partners in new ways in order to provide opportunities for people of all backgrounds to experience, participate in, and create art.

The Society for the Performing Arts’ ConocoPhillips Transportation Funding Assistance Program underwrites the cost of transporting school and community groups to performances in Houston’s Theater District at a significant discount. Additionally, the program provides transportation to performing artists and companies from around the world into the Houston community to offer educational programming to underserved students.

In Bartlesville, OK, ConocoPhillips donated Price Tower, Frank Lloyd Wright’s only realized skyscraper, to the Price Tower Arts Center in 2000. The company is also a major sponsor of Bartlesville’s OK MOZART Festival, which brings world-renowned musicians to Oklahoma. ConocoPhillips also supports the Oklahoma Arts Institute in various ways, from scholarships for students and teachers to in-kind printing for the Institute’s summer arts program, which provides intensive training in visual, performing, and literary arts.

“ConocoPhillips believes in nurturing the human spirit, as well as the mind and body. For more than a century, we have championed the arts to help improve quality of life, enhance education and enrich the culture of our home communities – all as part of our commitment to corporate citizenship.”

- JIM MULVA, CHAIRMAN AND CEO, CONOCOPHILLIPS
“Arts organizations play an important role in our communities. The arts inspire innovation, promote creativity and foster collaboration—all qualities that are also important in business. We support the arts through our volunteerism, our patronage and our contributions. In return the arts enhance our lives and those of our neighbors, making Oklahoma City an even better place to live, work and do business.”

- JOHN RICHELS, PRESIDENT AND CEO, DEVON ENERGY CORPORATION

DEVON ENERGY CORPORATION Oklahoma City, OK

Devon Energy Corporation takes pride in supporting community initiatives that make Oklahoma City a better place to live. Being a good neighbor is one of the company’s core values, and part of this effort involves supporting the arts.

Devon and its employees reach out to local arts organizations, large and small, through volunteerism, education, patronage, and financial support. By nurturing the arts, Devon believes it can foster innovation, creativity, and a social framework of collaboration that promotes healthy communities and vibrant business environments.

While arts communities rely on the financial support from businesses and other benefactors, Devon has an even broader vision for supporting arts initiatives. The company collaborates with community organizations to promote the arts across social and generational lines. Devon reaches out to school children, art students, and local patrons. It partners to improve public venues and invests in efforts to promote diversity and accessibility.

Devon nurtures art appreciation among children through the Lyric Theatre’s musical interactive productions. The program involves more than 100 public schools across Oklahoma each year. These performances offer new experiences in communities where the arts may not be prevalent or accessible.

At Mark Twain Elementary, Devon’s adopted school in an urban Oklahoma City neighborhood, the company supports various artistic enrichment initiatives such as the Life Change Ballroom program, which introduces ballroom dancing to children. The students learned to fox trot, cha-cha, swing, salsa, and rumba, and top performers are selected for citywide dance competitions.

In commemoration of Oklahoma’s Centennial in 2007, Devon partnered with Oklahoma City Community College to create a grand ceramic tile mosaic in the heart of downtown Oklahoma City’s entertainment district. The illustration features famous Sooner icons against an orange Oklahoma sunrise. More than 100 students and 150 volunteers worked on the project.

“Some of the best ways to teach our young people about the value of their heritage is through the arts,” said Larry Nichols, Devon’s executive chairman. “If we can do that, we have set in motion a legacy that will help shape Oklahoma’s destiny for many generations to come.”

In addition to laying a foundation among the young, Devon also reaches out to people who have enjoyed the arts all of their lives. Devon’s workplace giving campaign for Allied Arts in Oklahoma City is not a typical fundraising effort. The company’s Devon Has Talent program raised a record $56,000 in 2010. The drive featured several talented Devon employees, highlighting their artwork or musical performances during the lunch hour and on the company’s internal website. The campaign also included a private performance for employees by Ballet Oklahoma.

As Oklahoma’s largest company, Devon sets a high standard for the business community, often providing the lead donation for capital campaigns in an effort to spur others to give. For example, the company gave the first $1 million toward the Oklahoma City Philharmonic’s $6 million Orchestrating Greatness Endowment Campaign.

Many of Devon’s executives are involved in supporting the arts. Devon Executive Chairman Larry Nichols serves on several boards, including the Arts Council of Oklahoma and the National Cowboy and Western Heritage Museum. Devon’s President and CEO John Richels is chairman of the Oklahoma City National Memorial Board of Trustees and serves on the Oklahoma City Philharmonic Board of Directors.

Photos (opposite page, clockwise from top left) Oklahoma City Philharmonic Music Director Joel Levine conducts an orchestra performance. Devon President and CEO John Richels serves as chairman of the organization’s Board of Directors while another Devon employee volunteers on the Philharmonic’s Associate Board. Young ballerinas prepare to learn the art of dance at the Metropolitan School of Dance, one of many organizations supported by Allied Arts and corporate partners like Devon. Devon’s partnership with the Oklahoma City Ballet helps support dancers who grace the stage of the Civic Center Music Hall. Crowds flock to the Oklahoma City Festival of the Arts, where hundreds of Devon employees volunteer each year to set up the event and serve festival artists. Devon teamed up with Oklahoma City Community College to present an historical mosaic in downtown’s Bricktown district to celebrate the state’s centennial.
Over the last fifteen years, Halifax Electric Membership Corporation (Halifax EMC) has been involved in the promotion of the arts through advertising, sponsorships, and employee volunteerism. At least 20% of Halifax EMC’s philanthropic support went to the arts in 2009. The company believes that the arts provide ways for individuals to express their artistic talents whether through acting, singing, painting, handiwork, or craftsmanship. Halifax EMC understands that the arts change communities and increase the quality of life for both their employees and customers.

Halifax EMC ensures that the arts are a part of their employees’ lives by making tickets available to performances at the Lakeland Arts Theater in Littleton, North Carolina. They also provide tickets to plays and shows at two local theaters as part of the company’s annual holiday party. Employees continue to show their dedication to the arts through volunteer service at the Lakeland Arts Theater. They have volunteered their time as participants in plays and also by providing electrical services to the theater.

Recently, Halifax EMC worked with a local artist to relate visual art to the company’s field by commissioning artwork that depicts the early service of rural electrification. They are currently working with this artist on a second commissioned piece.

The use of the Halifax EMC community calendar is another form of outreach that the company uses to keep the community engaged in the arts. With many local cultural events, Halifax EMC keeps their customers up to date by including arts events on its online community for concerts at Cherry Hill in Warren County, plays at Lakeland Arts Theater, The Center at Halifax Community College, and festivals which include local arts and crafts. The company also provided sponsorship for “Fall for the Arts” a home tour with local artists displaying their artwork at home.

Halifax EMC, through its Operation Round Up program, provides grants to arts programs at Lakeland Arts Theater. In addition the company has sponsored plays at Lakeland Arts Theater, by means of financial gifts and in-kind assistance. This generosity helped bring theater to the local outdoor stage for the presentation of “First For Freedom.” The company also provides sponsorship for a local organization called “Calling Angels” which raises funds to provide arts for foster children.

“Halifax EMC believes that the arts provide ways for individuals to express their artistic talents whether through acting, singing, painting, handiwork, or craftsmanship. Halifax EMC understands that the arts change communities and increase the quality of life for both their employees and members.”

- CHARLES H. GUERRY, PE, EXECUTIVE VICE PRESIDENT & GENERAL MANAGER, HALIFAX EMC
M.C. Ginsberg Jewelers supports the arts as enrichment for the whole community. Soon after buying his father’s jewelry store in 1985, Mark Ginsberg established the M.C. Ginsberg Fund to serve the arts community in Iowa City through free exhibitions, public lectures, artists’ workshops, and community arts events. Known for initiating cultural programming as well as hoping to inspire other businesses, large and small, to follow its lead, M.C. Ginsberg Jewelers spans more than two decades of committed activism in the arts. In a college town of 60,000 people, and supported by revenue from just 600 square feet of retail space, the business has given nearly $600,000 to the arts since 1984, in addition to countless in-kind donations and volunteer hours.

M.C. Ginsberg is not solely a jewelry store. The space is defined as a gallery and an incubator for artists, housing original works for viewing and for sale as well as specially curated exhibitions presenting jewelry as works of art. One recent exhibition enabled the community to see examples of custom-made Art Deco and Retrospective jewelry. In the fall of 2010, the gallery space became a classroom as well, hosting a master-level practicum class for University of Iowa metal-smithing students to hone their craft while learning real-world business skills.

M.C. Ginsberg provides financial support of approximately $20,000 a year toward art and culture programs, including an artist-in-residence program for the Iowa City School District. The entire staff volunteers for these programs. The business also hosts fundraising events throughout the year in which all profits benefit a specific arts or cultural program, such as the Hancher Auditorium at the University of Iowa. M.C. Ginsberg has also started an ongoing project producing a jewelry line for an organization. When the jewelry is sold, the organization receives 50 percent of the profits.

In 1990, M.C. Ginsberg Jewelers President Mark Ginsberg helped found the annual Iowa City Jazz Festival. Ginsberg served as executive producer until 1997. Now in its 20th year, the three-day event attracts more than 60,000 people from all over the country and is considered by the international jazz community to be one of the finest jazz venues in the United States. In addition to performances, the festival includes an educational component. In past years, the festival has hosted workshops and lectures led by esteemed jazz musicians such as Paquito D’Rivera, T. S Monk, Paul McKee, Ed Wilkerson, Ron Carter, Marshall Allen, and members of the Sun Ra Arkestra.

M.C. Ginsberg Jewelers sponsors Summer of the Arts in Iowa City, the umbrella organization under which the Iowa City Jazz Festival is now encompassed. Summer of the Arts also includes the Iowa City Art Festival and other programming such as free downtown concerts. Mark Ginsberg serves on the board of Summer of the Arts as well as the Iowa Great Places Citizen Advisory Board, which is a governor-appointed position.

“I believe art makes the community. Through art we discover beauty in the most unlikely things and places, delighting in the shared wonder of accidental discoveries. M.C. Ginsberg Jewelers is dedicated to building the community by encouraging us to explore, to find together what makes our lives exciting and our culture unique.”

- MARK GINSBERG, PRESIDENT, M.C. GINSBERG JEWELERS & OBJECTS OF ART
“Northeast Utilities and its companies embrace the important role played by the arts in energizing the social, economic and educational fabric of our communities. That’s why Northeast Utilities has a long history of supporting regional organizations which make the arts and culture more accessible to broader audiences.”

- CHARLES W. SHIVERLY, CHAIRMAN, PRESIDENT AND CEO, NORTHEAST UTILITIES

Strongly rooted in its local communities, Northeast Utilities (NU) and its electric and natural gas companies in Connecticut, Massachusetts and New Hampshire recognize the value and economic impact that a vibrant arts and cultural environment can support. A strong community arts presence enriches the workplace, enlivens the community and enhances education. For example, NU, through its regulated electric utility, the Connecticut Light and Power Company (CL&P), has supported arts and culture in and around Hartford for decades.

The company’s ongoing, multi-faceted partnership with one Hartford area elementary school is just one example of how it has helped nurture a new generation of arts participants. A $500,000 grant from the NU Foundation provided funding to enable the R.J. Kinsella Elementary School to transform itself into a K-8, arts-based magnet school. Students in Kinsella’s performing arts program also provided the acting talent in the production of the company’s latest electrical safety DVD, “Safe, Not Sorry.” In addition, the company provides students with opportunities to expand their education outside of the classroom by leveraging its corporate sponsorships with arts organizations to enhance the educational experiences for partner schools.

NU and CL&P have sustained strong support of the Greater Hartford Arts Council through direct funding, volunteer hours and strategic partnerships. The company involves its employees in workplace giving through the Greater Hartford Arts Council’s annual United Arts Campaign. Annually, company employees contribute to this arts campaign which is matched dollar-for-dollar by the NU Foundation. A large painted mural was created by the Neighborhood Studios summer intern program, which was underwritten by CL&P and hangs prominently in the main hall of the company’s suburban Connecticut campus in Berlin, CT.

Recognizing that art has the power to transform lives, company officers proudly serve the Hartford area arts community through board service at organizations such as the Bushnell Center for the Performing Arts, the Hartford Symphony, the Wadsworth Museum of American Art, the Greater Hartford Arts Council, the Goodspeed Opera House and the Connecticut Virtuoso Board.

NU maintains a workplace fine art collection at its downtown Hartford corporate headquarters, including works on loan from the New Britain Museum of American Art. Its central location on the city’s Constitution Plaza has been used as a performing arts space to engage employees and the public during the workday to enjoy and celebrate the arts. Annually, the company lights up this space with more than one million holiday lights that draws thousands of people to downtown Hartford.

Photos (opposite page, clockwise from top left) Connecticut Ballet performing at Riverfront Recapture. Photo Gregory Kriss. • Laurie Aylsworth, NU vice president and chairperson of the company’s 2010 Employee Giving and United Arts Campaign, and Judy Weinstein, Greater Hartford Arts Council workplace giving director. • Dancers from the Hartt School. Photo Thomas Giroir. • Artists Collective performance. • Goodspeed Opera House by the Connecticut River. Photo Robert Benson. • Hartford Festival of Lights on Constitution Plaza. Photo Ben Pollard. • Workplace giving through the Greater Hartford Arts Council’s annual United Arts Campaign.