Portland General Electric (PGE), Oregon’s largest electric utility, believes the arts have the power to educate, heal, and create a vibrant economy. When the PGE Foundation was permanently endowed in 1997, one of the three focus areas selected for grantmaking was arts and culture. The first arts grant the foundation awarded, a $1.5 million grant to the Portland Art Museum, remains the largest single grant ever awarded by PGE. Since 1999, PGE and the PGE Foundation have contributed nearly $5 million to arts and culture.

PGE has demonstrated a dedication to incorporating the arts into its corporate culture, while also encouraging other area businesses to follow suit. PGE underwrote the creation of “Creative Differences,” a workplace diversity program the company co-developed with a local arts nonprofit. What began as a program to teach PGE employees about cultural diversity was then marketed by the company to other area businesses, providing earned income to the nonprofit.

Other ways PGE has integrated the arts into its business strategy include creating school plays with an arts nonprofit that teach children about electrical safety, energy efficiency, and renewable energy. These plays are performed free of charge to 20,000 students each year. “Art Contemplates Industry” brings local artists into historic PGE hydroelectric plants to make art, which is then exhibited at PGE’s headquarters. PGE underwrote the development of nonprofit board training for its employees by Business for Culture and the Arts (Portland). Other businesses now use the program, which is a source of revenue for BCA.

PGE is known as an early adopter and corporate leader on arts initiatives in Oregon. The company helped the Regional Arts and Culture Council (RACC) develop the Work for Art workplace giving campaign in 2004. Every year since, Work for Art has grown at PGE, with the most recent campaign yielding a 38 percent increase from the year before.

Through board leadership, testimony at public hearings, and op-ed pieces in the local media, PGE advocates for the ongoing sustainability of Oregon’s arts community. The company was one of the first private funders of the Creative Advocacy Network that is developing a public funding mechanism for regional arts organizations. The PGE Foundation also was the first private funder to support the Right Brain Initiative, a program of Young Audiences and RACC that is returning integrated arts education to the region’s public schools.

PGE spreads its funding from large performing arts companies to small arts education groups. One year, BCA recognized PGE for giving to 77 arts organizations, more than any other company in the region. PGE’s arts funding has brought playwriting to at-risk youth; writing workshops to the homeless, mentally ill, and elderly; visual arts and music to sick children in hospitals; and African drumming to developmentally disabled children.

“It was engineering expertise and creative thinking that led our founders to construct the country’s first long distance transmission line in 1889. That same spirit of innovation drives us today to find renewable forms of energy to benefit our customers and the environment. To navigate this complex energy business, our workforce of engineers, scientists, skilled tradespeople and others must go beyond the basic tools of their trades and use imagination, collaboration and problem solving skills. Integrating the arts into the educational system has been proven to develop these skills and enhance critical thinking. That’s why Portland General Electric and our foundation invest in the arts, with a special emphasis on arts education.”

- JAMES J. PIRO, PRESIDENT AND CEO, PORTLAND GENERAL ELECTRIC

PORTLAND GENERAL ELECTRIC Portland, OR
“Strata-G’s involvement in and support of the arts are vital to our company culture, and have been since the agency began in 1978. We strongly believe in the power of the arts to inspire our employees—not just in their creative abilities, but to nurture our larger, collective role in enhancing the cultural opportunities available throughout the region.”

- JEFF EBERLEIN, MANAGING PARTNER, STRATA-G COMMUNICATIONS

Strata-G’s support of the arts in Cincinnati enriches the community, encourages greater awareness of the arts as an integral part of our collective culture and experience, and provides lifelong and often life-altering artistic educational opportunities for people of all ages, ethnicities, and socioeconomic backgrounds. In 2009, the company provided more than $75,000 in pro bono and monetary support to arts organizations.

Strata-G’s involvement in and support of the arts are also vital to the company’s culture, nurturing creative, enlightened, engaged, and enthusiastic employees, and providing a visible and demonstrable commitment to the arts. In fact, many of the organizations Strata-G has designed for, pro bono, are the result of the support of employees.

Strata-G’s relationship with the Clifton Cultural Arts Center (CCAC) is one such example. An employee brought the then-nascent organization to the company’s attention. At that time, the CCAC was only an idea for a way to save two historic Cincinnati buildings by using the space to create a nine-acre urban campus for arts education, exhibits, and regional involvement. Strata-G worked on initial branding and identity for CCAC, and continued to support all aspects of design, promotion, and public relations for the organization during their crucial start-up period. This included ongoing design and maintenance of its website, e-mail campaigns, direct mail, promotional collateral, exhibit and event campaigns, and capital fundraising campaign. At the time, CCAC had limited resources to build awareness and attract donors or volunteers. Today, five years later and with the support of city and state government as well as the local community, CCAC is a vibrant arts and learning center that is a widely recognized regional success story well on its way to its $12 million goal for renovation and expansion.

In addition to the CCAC, Strata-G has lent pro bono support to a long list of arts organizations including the renowned Contemporary Arts Center (designed by Zaha Hadid), the Cincinnati Opera and Cincinnati Chamber Orchestra, the annual Summerfair arts festival, Pyramid Hill Sculpture Park, and Maple Creek Artisan Center. Strata-G also hosts an annual employee fundraising drive — including an auction of employee work such as paintings, photography, crafts, and design work — to benefit ArtsWave, the oldest and largest arts funding organization in the United States.

Photos (opposite page, clockwise from top left) Promotional poster designed for the annual Cinco-Cincio Latin festival. • Branding and fundraising brochure for the Clifton Cultural Arts Center. • Branding, poster, invitation and program for the Clifton Cultural Arts Center’s inaugural exhibit, Floodwall, A Katrina Memorial by Jana Napoli. • Capital campaign brochure for the new Contemporary Arts Center designed by Zaha Hadid. • Websites designed for Cincinnati Enjoy the Arts and the Maple Creek Artisans Center. • Website designed for the Clifton Cultural Arts Center. • Award-winning poster designed for the annual Summerfair arts festival.
“Along with profitability and operational excellence, corporate responsibility is an essential priority at UTC. As our statement of values says, ‘Successful businesses improve the human condition. We maintain the highest ethical, environmental and safety standards everywhere, and we encourage and celebrate our employees’ active roles in their communities.’”

- LOUIS R. CHÊNEVERT, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, UNITED TECHNOLOGIES CORPORATION

United Technologies Corporation (UTC) recognizes that the arts, like science and engineering, inspire and challenge what is possible and encourage lifelong learning and creativity. UTC has a rich history of supporting the arts dating to the mid-1970s, when United Aircraft acquired Carrier Corporation and Otis Elevator Company and became United Technologies. The company has spent more than $55 million on exhibitions in 13 countries on four continents. UTC was named to THE BCA 10 in 2005 and has received BCA’s Business in the Arts Awards and Americans for the Arts’ Corporate Citizenship Award.

During the past decade, UTC employees have given more than $2 million to the United Arts Campaign of the Greater Hartford Art Council with support of the companies matching gift program. The company has matched more than $4.8 million in gifts to the arts during the past 16 years.

UTC encourages its employees to become involved in their local communities, resulting in more than 50,000 hours of volunteer time annually. The Volunteer Grant Program provides $250 to any qualified organization for which an employee volunteers at least 60 hours per year. In 2009, UTC made more than 509 Volunteer Grants totaling nearly $130,000.

Since 1980 UTC has sponsored more than 60 exhibits in the visual arts and more than 500 performances at cultural institutions. Sponsorships are both national and international, with performances and major exhibitions at the Museum of Fine Arts Boston, Detroit Symphony, Carnegie Hall, the National Gallery of Art, and the Metropolitan Museum of Art.

In 2005, to celebrate UTC’s 25th anniversary of supporting the arts, the company underwrote a major exhibition of rarely seen drawings by Vincent van Gogh at the Metropolitan Museum of Art and commissioned three contemporary artists to create larger-than-life artwork in New York City.

The company also inaugurated Cities in Transition, an annual effort to commission new works by contemporary artists. In the first year of the program, three artists, Alex Katz, Gary Hume, and Lisa Sanditz, created paintings that were displayed as large-scale billboards in New York City. In 2006, UTC commissioned Chuck Close, Mitch Epstein, and Dayanita Singh to document their reactions to the changing urban environment by photographing three cities.

A new initiative has employees using talents they’ve developed on the job to work with nonprofits on projects to increase operating efficiencies and performance. For example, to help the Mark Twain House stabilize operations, employees gave financial and strategic planning assistance, as well as an energy audit; they also provided an energy audit for Hartford Stage to evaluate and contain energy costs; and provided information technology improvements at Connecticut Public Television to enhance customer relations.

In 2009, UTC sponsored a series of 10 lectures titled Sustainable Communities in support of an exhibit of the same name. The lecture series presented prominent designers and developers in the green building community speaking on topics important to developing sustainable cities. UTC and Otis have donated almost $700,000 to the National Building Museum since 2000.

---

BCA HALL OF FAME

The BCA Hall of Fame 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  
Chevron Corp.  
Corning Incorporated  
Deutsche Bank  
ExxonMobil Corporation

Ford Motor Company  
General Mills, Inc.  
Hallmark Cards, Inc.  
Humana Inc.  
JPMorgan Chase & Co.  
Johnson & Johnson  
Lockheed Martin Corporation  
MetLife

Movado Group, Inc.  
Principal Financial Group  
Prudential Financial, Inc.  
Sara Lee Corporation  
Target  
Time Warner Inc.  
UBS  
United Technologies Corporation
Darden is the world’s largest full-service restaurant company with annual sales of more than $7 billion. Through subsidiaries, Darden owns and operates 1,800 Red Lobster, Olive Garden, LongHorn Steakhouse, The Capital Grille, Bahama Breeze, and Seasons 52 restaurants in North America; employs approximately 180,000 people; and serves 400 million meals annually. Clarence Otis joined the company in 1995 and was named CEO in 2004. Clarence Otis has been inspired by the arts since his childhood. He grew up in Los Angeles near the Watts Towers Arts Center, which served as the hub for the Los Angeles black arts movement in the 1970s. The artists, painters, and actors who congregated at the Towers made Otis aware of the diversity of African-American art and culture. As a result of these early experiences, he understands the role the arts can play in encouraging diversity in the workplace and in the community.

Darden is committed to making a positive difference in the communities where we live and work. One of the many ways we do that is through our support of the arts. The sharing of artistic talent and heritage promotes cultural diversity and enhances the American story, serving as an inspiration for current and future generations.

Darden Restaurants believes in supporting the community through grants, food donations, and employee volunteer time. Darden has made a $5 million commitment to help build the Dr. P. Phillips Performing Arts Center in downtown Orlando. The company also provides support to several Central Florida arts organizations as part of its Good Neighbor program, including: Orlando Philharmonic, Orlando Ballet, Orlando Shakespeare Theatre, Orlando Repertory Theatre, the Zora Neale Hurston Festival of the Arts and Humanities, and the Mennello Museum of American Art.

Clarence Otis and his wife, Jacqueline Bradley, have assembled a collection of works by black contemporary artists. The Cornell Fine Arts Museum at Rollins College featured art from their collection in 2007. They are also supporters of the Studio Museum in Harlem and hosted a fundraising event for the Orlando Philharmonic and the Negro Spiritual Scholarship Foundation in their home.

Darden employees generously donate nearly $100,000 annually to United Arts of Central Florida. Through its foundation, Darden matches these funds and makes additional cultural grants to United Arts and more than 20 cultural organizations, making Darden the largest corporate supporter of arts and culture in the region.
**BCA Leadership Award**

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.

**BCA Leadership Award Recipients**

<table>
<thead>
<tr>
<th>Year</th>
<th>Recipient</th>
<th>Position and Company</th>
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<tr>
<td>2010</td>
<td>Clarence Otis, Jr.</td>
<td>Chairman and CEO Darden Restaurants, Inc.</td>
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<td>2009</td>
<td>Thomas A. James</td>
<td>Chairman and Chief Executive Officer Raymond James Financial</td>
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<td>2008</td>
<td>James R. Houghton</td>
<td>Chairman Emeritus Corning Incorporated</td>
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<td>2007</td>
<td>Henry W. Bloch</td>
<td>Honorary Chairman and Co-Founder H&amp;R Block, Inc.</td>
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<td>2006</td>
<td>J. Barry Griswell</td>
<td>Chairman and Chief Executive Officer Principal Financial Group</td>
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<td>2005</td>
<td>David R. Goode</td>
<td>Chairman of the Board and Chief Executive Officer Norfolk Southern Corporation</td>
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<td>2004</td>
<td>Raymond D. Nasher</td>
<td>President and CEO The Nasher Company</td>
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<td>2003</td>
<td>John C. Hampton</td>
<td>Chairman of the Board Hampton Affiliates</td>
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<td>2002</td>
<td>Jack A. Belz</td>
<td>Chairman and CEO Belz Enterprises</td>
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<td>2001</td>
<td>C. Kendric Ferguson</td>
<td>Chairman National Bank of Commerce, Altus</td>
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<td>2000</td>
<td>Sondra A. Healy</td>
<td>Chairman Turtle Wax, Inc.</td>
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<td>1999</td>
<td>Martha R. Ingram</td>
<td>Chairman of the Board Ingram Industries Inc.</td>
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<td>1998</td>
<td>John H. Bryan</td>
<td>Chairman and Chief Executive Officer Sara Lee Corporation</td>
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<td>1997</td>
<td>Eli Broad</td>
<td>Chairman and Chief Executive Officer SunAmerica Inc.</td>
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<td>1995</td>
<td>Winton M. Blount</td>
<td>Chairman of the Board Blount, Inc.</td>
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<td>1994</td>
<td>James D. Wolfensohn</td>
<td>President and Chief Executive Officer James D. Wolfensohn Incorporated</td>
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<td>1993</td>
<td>Henry T. Segerstrom</td>
<td>Managing Partner C.J. Segerstrom &amp; Sons</td>
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</tbody>
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*Award not presented in 1996*
The Oklahoma City Business & Arts Community Salutes Devon Energy

Greater Oklahoma City Chamber

As they are recognized for their dedication that enrich the workplace, enhance education and...
“Devon Energy is an outstanding corporate citizen in the State of Oklahoma. Through their commitment to the community and steadfast support of the arts, Devon Energy has enriched the lives of all Oklahoma citizens. Because of the generosity of individuals and companies like Devon, the arts are flourishing in Oklahoma.”
— Governor Brad Henry

“Growing our arts community is a critical element to Oklahoma City’s renaissance, and companies like Devon are why we are succeeding. Devon is a national leader in supporting the arts, and Oklahoma City is grateful for their vision, generosity, and sense of responsibility.”
— Mayor Mick Cornett

THANK YOU devon energy for energizing the arts in Oklahoma

ALLIED ARTS
ENRICHING OUR COMMUNITIES THROUGH ADVANCEMENT OF THE ARTS
1015 N Broadway Ste 200 • OKC, OK 73102
www.AlliedArtsOKC.com
We salute the **Business Committee for the Arts**, a division of Americans for the Arts, and congratulate the 2010 BCA TEN honorees.
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The Orlando Magic

CONGRATULATES

CLARENCE OTIS
CHAIRMAN AND CEO OF DARDEN RESTAURANTS

Winner of the 2010 BCA TEN Leadership Award

Arts enrich

V&E celebrates the brilliance of the arts community and salutes the 2010 winners of THE BCA TEN. These exceptional companies enrich our world through their support and involvement in the arts.

Bravo!

The Principal Financial Group® supports the Business Committee for the Arts and congratulates the BCA Ten. We applaud their involvement with the arts in the workplace, education and their community.

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Principal National Life Insurance Company and Principal Life Insurance Company, Des Moines IA 50392. Principal National (except in New York) and Principal Life are issuing insurance companies of the Principal Financial Group®. AD1896 | 1100716019e
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Best companies supporting the arts in America.

A healthy community is more than just healthy people.
It's embracing the arts.

 Artists and musicians teach us to appreciate the beauty of life in many expressions — and to use our talents to enhance the lives of others. By embracing the arts, BlueCross helps promote the good things that life — and the communities we live in — have to offer.

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BlueCross BlueShield of South Carolina is an independent licensee of the Blue Cross and Blue Shield Association

Building healthy communities. It's the business we're in.

GOODSPEED MUSICALS
Goodspeed Musicals congratulates our sponsorship partners Northeast Utilities and Connecticut Light & Power on this great honor.

GOODSPEED MUSICALS
Goodspeed Opera House The Norma Terris Theatre
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United Arts
OF CENTRAL FLORIDA

Congratulations to Clarence Otis Jr.

With our deep gratitude to Darden Restaurants for nourishing and delighting Central Florida by believing that The Arts Matter!

www.TheArtsMatter.com
Americans for the Arts is committed to building private-sector support for the arts. A network of Arts & Business Council affiliates and Business Committee for the Arts affiliates works to achieve this goal on the local level.

Across the country, the Private Sector Network has been hard at work recognizing business leaders in their communities for key contributions to the arts; offering leadership training, seminars, and workshops to business and arts professionals; and producing forums and panel discussions to stimulate conversation about the intersection between business and the arts locally.

The Private Sector Council - comprised of United Arts Funds, Arts & Business Councils, and Business Committee for the Arts - is an advisory group charged with helping Americans for the Arts develop and implement private sector advocacy programs, and to serve as leaders to other local arts agencies seeking to connect with the private sector.

**BUSINESS COMMITTEE FOR THE ARTS AFFILIATES**

- ArtsKC Business Programs
  Kansas City, Missouri
- Colorado Business Committee for the Arts
  Denver, Colorado
- Hill Country Business Committee for the Arts
  Boerne, Texas
- Durham Arts Council Business Committee for the Arts
  Durham, North Carolina
- Montgomery Area Business Committee for the Arts
  Montgomery, Alabama
- New Hampshire Business Committee for the Arts
  Concord, New Hampshire
- North Texas Business Council for the Arts
  Dallas, Texas
- Northwest Business for Culture and the Arts
  Portland, Oregon
- Potomac Business Committee for the Arts
  Woodbridge, Virginia
- Southern Arizona Business Committee for the Arts
  Tucson, Arizona
- Tampa Bay Businesses for Culture and the Arts
  Tampa, Florida
- Arts & Business Council of Chicago
  Chicago, Illinois
- Arts & Business Council of Greater Boston
  Boston, Massachusetts
- Arts & Business Council of Greater Nashville
  Nashville, Tennessee
- Arts & Business Council of Greater Philadelphia
  Philadelphia, Pennsylvania
- Arts & Business Council of Greater Phoenix
  Phoenix, Arizona
- Arts & Business Council of Miami
  Miami, Florida
- Arts & Business Council of New York
  New York, New York
- Arts & Business Council of Rhode Island
  Providence, Rhode Island
- Arts & Business Council of Sacramento
  Sacramento, California
“In our increasingly mechanized and computerized world, the arts afford a measure of consolation and reassurance to our individuality, a measure of beauty and human emotion that can reach and move most men. They are indispensable to the achievement of our great underlying concern for the individual, for the fullest development of the potential hidden in every human being.”

DAVID ROCKEFELLER, Founding Address, Business Committee for the Arts, Inc., September 20, 1966
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BCA JUDGES

Albert Chao  
*President and CEO*  
*Westlake Chemical Corporation*

Bruce W. Davis  
*Executive Director*  
*Arts Council Silicon Valley*

C. Kendric Fergeson  
*Chairman*  
*NBC Oklahoma*

H. Geraldine Patton  
*Executive Director*  
*North Carolina Black Repertory Company*

Gary L. Williams  
*CEO*  
*Williams & Fudge, Inc.*