

A quarterly publication of the Business Committee for the Arts, Inc.

Bringing business and the arts together.

FACTS AND FIGURES
The Economy and Philanthropy

The following are the results of an anonymous exit poll conducted by Committee Encouraging Corporate Philanthropy (CECP) at the conclusion of the *Board of Boards* conference attended by 40 CEOs.

How important should the economy be in determining corporate cash contributions?

- o 14% not important
- o 36% less important
- o 33% neutral
- o 17% somewhat important
- o 0% very important

For information,

www.corporatephilanthropy.org/boardofboards.

How to Sketch for Success

Dan Roam, a visual consultant, encourages companies to problem solve through sketching. In his book, *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*, Roam demonstrates ways in which companies including Peet's Coffee and Tea, Microsoft and Wal-Mart were able to use sketches to communicate idea and solve complex issues.

For information,

www.fastcompany.com.

SAVE THE DATE
October 30

Gala Presentation of THE BCA TEN:
Best Companies Supporting the Arts in America.

For information, www.bcainc.org/thebcaten.html.

November 20

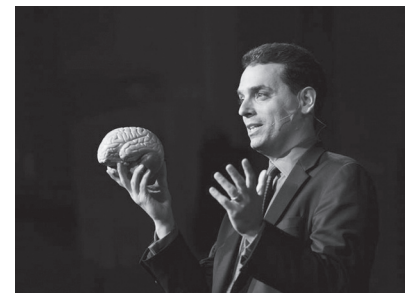
Forum for New Ideas

For information, www.bcainc.org/programs.html.

Bringing the Workforce Case for the Arts to Washington D.C.

On Monday March 31 Americans for the Arts presented the *21st Annual Nancy Hanks Lecture on the Arts and Public Policy*. Although there have been previous business focused speakers, including media executive Terry Semel, this year business — and especially workforce issues — took center stage.

Daniel Pink, a best-selling author and expert on innovation, competition, and the changing workplace spoke to an audience of 1,500 leaders in the arts, government and business at The John F. Kennedy Center in Washington DC.



Daniel Pink

A dynamic and accomplished speaker, Pink spoke about how the workplace has changed dramatically in recent years, and that America's need for workers who think in linear, regimented, rote ways has diminished and will continue to do so. Any job that can be done more efficiently by a computer or by a factory worker in Asia will be. What is left is the sort of work that involves creativity and innovation. Business, government and arts leaders need to better articulate and recognize the value of arts and arts education in our society. His message to the assembled arts leaders planning to spend the following day meeting with their Congressional representatives was to use this argument, this new "arrow in their quiver" as they made their case for arts support.

Pink's latest book, *A Whole New Mind*, charts the rise of right-brain thinking in modern economies and explains the six abilities individuals and organizations must master in an out-sourced and automated world. His articles on work, business, and technology appear in many newspapers and magazines—including *The New York Times*, *Harvard Business Review*, *Fast Company*, and *Wired*, where he is a contributing editor. Pink has provided



Jonathon Spector and Robert L. Lynch

analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the United States and abroad. And as an independent business consultant, he's advised start-up ventures and Fortune 100 companies on recruiting, innovation, and work practices. He also coined the phrase "the MFA is the new MBA" in a *Harvard Business Review* article.

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In keeping with the business and workforce theme, Pink was introduced by Jonathan Spector, CEO of The Conference Board, a leading not-for-profit business research organization serving more than 2,000 companies worldwide. Spector discussed key findings

Pink's complete talk is available in audio format on the Americans for the Arts Web site at: www.AmericansForTheArts.org/information_services/video_audio/default.asp#pink

More information on the Arts Advocacy Day Congressional hearing, including C-Span coverage of the hearing, and transcripts of all the testimony, can be found at: www.AmericansForTheArts.org/news/afta_news/default.asp

BCA HIGHLIGHTS

THE BCA TEN: *Best Companies Supporting the Arts in America*

The gala presentation of THE BCA TEN, the BCA Hall of Fame and the BCA Leadership Award will take place on the evening of Thursday, October 30, 2008 at the American Museum of Natural History in New York City. Co-presented by Business Committee for the Arts and **Forbes Magazine**, New York, NY, the event honors ten businesses for their arts support, and honors one business and one individual for their long-term commitment to the arts.

Forum for New Ideas

The sixth annual *Forum for New Ideas* will be held in New York on Thursday, November 20 from 8:00 am to 11:00 am at Morgan Stanley, 1585 Broadway, New York, NY. The Forum, presented in collaboration with Arts & Business Council of New York, will explore innovative ways for arts and business to work together. The national sponsor is **Herman Miller Foundation**, Zeeland, MI, and the New York sponsor is **Morgan Stanley**, New York, NY.

art@work at Pfizer

Artwork from 24 Pfizer employees and consultants was displayed in Pfizer's headquarters in New York in its sixth art@work exhibition. art@work, a program of BCA, enables companies to bring the visual, literary and performing art created by employees into the workplace where it can be shared with colleagues, customers and clients, in addition to enhancing the work environment. art@work also helps bring employees together from different areas of the company, fosters communication and builds team spirit.

For information on BCA and its programs, www.bcainc.org.



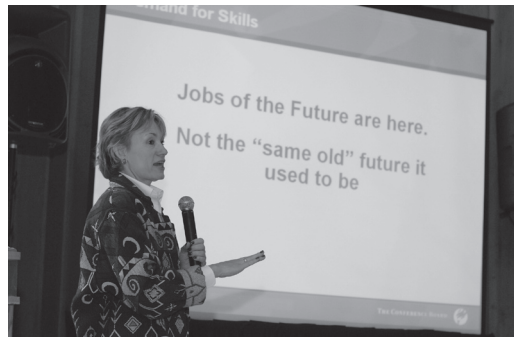
Quazi Ataher, Pfizer
The Look, 2000
Black and white print

For more information, www.bcainc.org/thebcaten.html.

INSIDE BCA

Thinking Creatively and Competing Globally: The Role of the Arts in Building the 21st Century American Workforce

The title of this column was the title for the 2007 National Arts Policy Roundtable (NAPR), a co-production of Americans for the Arts and Robert Redford's Sundance Preserve. Attended by 32 leaders from business, government, philanthropy, education and the arts, this convening explored the role the arts and arts education can play in ensuring America's leadership role in innovation and ideas.



Mary Wright, Program Director, The Conference Board

New research was conducted in connection with NAPR by The Conference Board and Americans for the Arts, in partnership with the American Association of School Administrators. The recently released report, *Ready to Innovate*, researched the attitudes of American business executives and public school superintendents toward creativity and innovation.

Americans for the Arts also commissioned three original opinion essays from internationally recognized experts.

The members of the Roundtable — including business leaders from Hitachi, Apple, Dreamworks, American Express and Network Appliances — acknowledged that if the arts are to play a role in building the 21st Century workforce, then leaders in public, private, education and culture sectors must recognize three fundamental principles:

- Literacy in the arts is an essential educational goal
- The arts both nurture and enhance creative inquiry and innovation, complementing other fields that depend on these applied skills, such as math, science and engineering.
- To foster and develop creativity and innovation skills that can be applied in life and work, opportunities for arts learning must begin before kindergarten, and continue throughout K-12 education, higher education, and into the community and the workplace itself.

New research was called for in a number of areas where the Roundtable felt existing research was weak or non-existent. Based in part on this new research, as well as what we know already, it was recommended that a major new messaging campaign be launched to build awareness among businesses and the general public about the role of the arts and arts education in workforce development. It was also recommended that an array of key strategic partnerships be built.

This new information should provide an excellent resource in making a more powerful case for the value of the arts to business.

The full NAPR recommendations, original essays, and *Ready to Innovate* study are available at: www.AmericansForTheArts.org/information_services/research/policy_roundtable/default.asp.

Gary P. Steuer, Vice-President of Private-Sector Affairs, Americans for the Arts



An Interview with Elena Park

Metropolitan Opera Assistant Manager Editorial & Creative Content

Elena Park has worn a variety of hats in the field of the arts, working as a producer, editor, writer, journalist, and communications director. Currently, she is one of the Metropolitan Opera's Assistant Managers, overseeing a broad area encompassing marketing, communications, educational outreach, editorial, and media content. She serves as a Supervising Producer

for the Met's new, critically-acclaimed *Live in High Definition* series of transmissions to movie theaters around the world, which are also seen on PBS, and as an Executive Producer for the Met's international radio broadcasts. She was previously Executive Producer for Music & Culture for WNYC Radio, where she created award-winning national specials, and Editor-in-Chief for Andante, a classical music website and record label; Elena has directed PR efforts for the Brooklyn Academy of Music and San Francisco Opera. For more information, www.metopera.org.

BCA: How has the Met Opera been innovative in reaching new audiences?

The public response to Met's many new artistic and outreach initiatives to connect to a broader audience has been tremendously encouraging. The simple idea is to use all possible means—ranging from programming to media to unusual marketing—to bring opera to a broader audience, revitalizing the company and art form while upholding its high artistic standards. There have been tremendous changes since General Manager Peter Gelb took over the Met in August of 2006.

After six years of steady box office decline through the 2005-06 season, we are delighted that box office attendance is up significantly, as are subscriptions sales. Programs ranging from the \$20 Rush ticket program and free Open House dress rehearsals to our opening night simulcasts into Times Square have brought the art form to new audiences, while the use of new media has made it easier for an international audience to experience the Met in a variety of ways.

The most high-profile media initiative has been the groundbreaking *The Met: Live in HD* series—transmissions of operas live from the stage of the Met to theaters (and now cruise ships) around the world. In its second season, the 8-production series will reach nearly 900,000 in movie theaters, and then be shown on PBS stations throughout the country. Next year, it expands to include 11 productions in 28 countries.

When *The Met: Live in HD* first started,

amidst some skepticism in the business, the *Los Angeles Times* said that the Met "has created a new art form." And it really is an amazing experience. Using robotic cameras and state-of-the-art technology, the shows capture the action from incredible angles, while behind-the-scenes features, live interviews with cast and crew, insightful short documentaries and bird's-eye views of the productions offer an unprecedented look at what goes into the staging of an opera. If the HD transmissions had been included in the weekend box office grosses, the Met's April 5, 2008 transmission of *La Bohème* would have ranked 11th, alongside wide-release films such as *Stop-Loss* and *The Bank Job*.

With operas now available on Sirius satellite radio and Rhapsody and a dynamic radio broadcast series, the Met is engaging a global radio audience in new ways. Also, this past season, the Met launched an education outreach initiative for thousands of New York City students to attend HD transmissions for free. Due to the success of the program in its first year, we are expanding the program nationally during the 2008-09 season.

These are just some of the examples of the Met's efforts to build the audience for the Met—and opera—in future seasons. Much of what we have done has been to fulfill Peter Gelb's wish to "lift the veil of formality that envelops the Met." But for me, personally, what is gratifying is that we are helping to change public perception of opera, which is sometimes considered an elitist and irrelevant art form. Even if someone never steps foot in the Met, perhaps we can make it seem like a

fascinating place, a home for the greatest creative artists, where great things can happen.

BCA: What are some of the creative ways Met Opera engages the business community?

Bank of America is one of our longstanding sponsors, supporting the Met's annual Summer Parks concerts for eight years running. This year, Bank of America is helping the Met bring people from all boroughs to one star-studded concert in Prospect Park on June 20; it is funding MTA passes that will be given out in bank branches throughout the city. Bank of America is also creating a drawing so that everyone who picks up a pass can go to one of several kiosks in Prospect Park to win a prize, as well as be entered to win one of 2-3 grand prizes. This innovative and creative sponsorship will be promoted on the company's Times Square screen and on many other platforms, reaching new audiences and also making people aware of the importance of corporate support of the arts.

BCA: How has new technology made these innovations possible?

One particularly successful collaboration has been with Panasonic, who supported the Met's new HD education program in NYC schools. Students in diverse school communities in all five boroughs prepared for *The Met: Live in HD* series—and then saw the live high-definition transmissions in their schools. In addition to making a significant donation to the program, Panasonic made it possible for the Met to purchase the state-of-the-art equipment needed to bring the operas to the schools: projectors, screens and additional technical material.

The Met has developed many strategic relationships in transmitting and promoting *The Met: Live in HD* around the world. National CineMedia is our U.S. movie partner, bringing the Met's performances to nearly 600 theaters throughout the U.S.

BCA: If Met Opera could create "out-of-the-box" alliances with business, what might they be?

We are currently working on a number of ideas, particularly with regard to media sponsorship and distribution, so you'll have to stay tuned.

C. Kendric Fergeson Chairman and CEO NBanC-Oklahoma

Ken Fergeson has been a major contributor to the banking industry and playing key roles in his community and state as the Chairman and CEO of NBanC in Altus, Oklahoma. He has served on numerous boards and councils at local, state and national levels in both the banking arena and in his personal interest of supporting and promoting the arts. He was the recipient of the 2001 Leadership Award by the Business Committee for the Arts, Inc. (BCA) and FORBES Magazine and serves on the board of Americans for the Arts.

A past chairman of the American Bankers Association, he continues to be active with the Association, and an array of organizations including Oklahoma State Chamber, Oklahoma Heritage Association, and Creative Oklahoma, Inc. Fergeson has also served on the boards of numerous arts organizations and received Oklahoma Governor's Arts Awards in 1994 and 2000.

BCA: Why did you decide to support the arts as a part of the way you do business?

I believe art is vital to the growth, development and continued wellbeing of our communities and their economies while enriching our employees and customers. By helping to build the arts and its audiences, we are really building new customer and employee bases. A company's support for the arts tangibly demonstrates the fact that the company truly cares about a place and its people.

All the advertising dollars in the world won't buy you that kind of credibility.

BCA: Why do the arts matter to you personally and professionally?

We all want to be good citizens and support where we live — or as my Mother always told me, "Just make where you live the best place you can."

I have no artistic accomplishments listed with my name but what I *can* do is be a great audience and a facilitator. We are a small bank in southwest Oklahoma, but we have underwritten five pieces of public art. I convinced an Oklahoma sculptor into believing in me by guaranteeing he would get his money through my bank. We sold maquettes to pay for the big piece and money left over went to school foundations. The arts and opportunities are everywhere. A little adjustment in our thinking can bring a whole new approach to recognizing that you already have an arts community. What is very important today is that the arts provide a bridge between cultures. Everyone can be involved and this is exciting to me.

BCA: What advice would you give other companies that wish to build relationships with the arts?

One of the easiest ways to show support of the arts is to buy tickets, subscriptions or memberships and give them away as gifts or incentives to employees, customers, senior centers, children's groups, etc. Giving support doesn't mean



you have to spend big money. Encourage employees to volunteer to help arts groups. Encourage business to support the arts by putting original art in your offices, conference rooms and halls. You are supporting artists, galleries, art suppliers, trucking firms, frame shops, and more. Businesses need to be willing to be innovative and receptive to creativity. Supporting the arts pays off — in the bottom line and in public relations. Arts groups need to learn how to operate and communicate in business ways. Support can come in the forms of advising groups on how to thrive and not just survive. Funding for the arts doesn't exist in a vacuum. It thrives where businesses, groups and citizens recognize the need for support.

And there is nothing that says *you* can't be the catalyst.

Bringing the Workforce Case for the Arts to Washington D.C. *continued from page 1*

from *Ready to Innovate*, a new report jointly produced by The Conference Board and Americans for the Arts, in partnership with the American Association of School Administrators. The study reinforces Pink's message by highlighting the strong importance business executives and school superintendents place on creativity and its importance in the workplace, and their perspective that the arts and arts education

are a key developer and indicator of the creativity business is seeking (see page 2 for more information).

The following day Spector joined Americans for the Arts CEO Bob Lynch, Honolulu Mayor Mufi Hannemann, actor Robert Redford, singer John Legend, and actress Kerry Washington to testify at a Congressional hearing entitled *Role of the*

Arts in Creativity and Innovation hosted by Representative Norm Dicks (D-WA), Chairman of the House Appropriations Subcommittee on the Interior. Again, this was an unusual — and highly effective — opportunity to bring a business-focused perspective to the annual arts advocacy efforts of Americans for the Arts.

BCA AFFILIATES

Across the Country

BCA Affiliates undertake a number of initiatives in their operating communities to build business alliances with the arts.

Colorado BCA

The CBCA 21st *Business for the Arts Awards* luncheon, sponsored by **Ernst & Young** and **Pinnacol Assurance**, was held on March 20 in Denver.

The Philanthropy Award recognizing exemplary corporate citizenship and generosity to arts and culture was given to **GE Johnson Construction** for their generosity in spearheading the renovation and expansion of the Colorado Spring's Fine Arts Center.

The Innovation Award recognizing the use of arts to propel company success was given to **Kaiser Permanente** for their commitment to using live theater and the arts to promote community health.

The Workforce Award recognizing business programs that engage employees with creativity and the arts was given to **ripcord, LLC** for making a significant contribution to encouraging creative thinking in under-served youth.

The Workspace Award pays tribute to an exceptional work environment that advances business objectives was given to **Anchor Center for Blind Children** for their new teaching facility embracing all the senses where the building itself functions as a teaching tool.

The 12th year of Leadership Arts/Denver concluded with 35 graduates and the largest ever arts and cultural not-for-profit board fair. CBCA's *April Night At...* (afternoon at...) the Denver Museum of Nature and Science featured special exhibition, *GOLD*.

For information, www.cbca.org.

New Hampshire BCA

On May 12, NHBCA presented the 24th annual *Business in the Arts Awards*. Four businesses were honored and one individual received a leadership award.

Virginia Prescott, host of *Word of Mouth* on New Hampshire Public Radio was the Master of Ceremonies. Performers included the Nashua Symphony Chorus, the New Hampshire Poetry Slam Team, the New Hampshire Theatre Project and author Tomie dePaola.

Thirty businesses were nominated for their sponsorships, employee volunteerism, and donations of products and services in support of the arts. The winners of the Business in the Arts Awards are **Atlantic Media, Bresette + Company, Mascoma Savings Bank** and **Concord Hospital**. The Leadership Award was presented to Patrick Duffy.

The Business in the Arts Awards Corporate Sponsors are: **Bank of America, Dartmouth-Hitchcock Clinic, Lincoln Financial Group, Northeast Delta Dental, Ocean Bank, Public Service of New Hampshire**. Underwriters are **Citizens Bank Foundation** and **TD Banknorth**.

For information, www.nhbca.com

North Texas BCA

NTBCA's 20th Leadership Arts class completed its class project on April 30 with launch of Marquee Circle, a professional support organization for the Dallas Center for the Performing Arts. The class has raised \$75,000 in grants and in-kind service to create this sustainers group.

On My Own Time© opened its 17th year in April with 30 companies participating in the employee art competition. More than 2,000 North Texas employees created works to be exhibited at NorthPark Center.

NTBCA celebrated its 20th anniversary on June 7 with a gala homecoming for past presidents, board members, Leadership Arts graduates and current members on the occasion of the Obelisk Awards honoring outstanding business support for arts and culture in the region.

For information, www.ntbca.org

Northwest BCA

On May 21, NW/BCA held its *Spring Arts Breakfast of Champions* and presented the Business Volunteerism in the Arts Awards. The winners of the 2008 Business Volunteerism in the Arts Awards are **BOORA Architects** and **Andersen Construction** for Outstanding Commitment to Volunteerism by a Business, Eric Friedenwald-Fishman of Metropolitan Group for Exemplary Business Volunteer for the Arts and J. Clayton Hering of Norris Beggs & Simpson for The John Hampton Award for Outstanding Leadership in the Arts.

NW/BCA officially launched their new Business Volunteers for the Arts® (BVA) program. This program has a proven track record, with 26 years of ongoing success in

14 U.S. cities. NW/BCA has received grants from the Meyer Memorial Trust, **Nike** and **The Standard** to start a BVA in Portland, which will connect skilled business professionals with arts and cultural organizations in need of high-level business assistance on specific time-based projects. The Breakfast will showcase several examples of extraordinary volunteers that were nominated for providing just this type of service.

The spring *Arts Breakfast of Champions* is sponsored by **KeyBank** and co-sponsored by **Columbia Sportswear** and **Henry V**, with support from the Portland Art Museum.

For information, www.nwbc.org.

Orange County BCA

John R. Evans, senior vice president and regional manager, Wells Fargo Bank, was installed as the 10th chairman of the OCBCA at the organization's annual meeting. Newly-elected to the board of directors were: Stephen T. Fry, President and Chief Executive Officer, Fry Steel Company; Joe E. Sweet, Senior Vice President and Regional Director, Union Bank of California; and Carol L. Wilken, Kentec Medical, Inc.; and newly elected to the advisory committee was Dean Corey, President and Artistic Director, Philharmonic Society of Orange County.

Donald P. Kennedy, Chairman Emeritus, The First American Corporation, and past Chairman, OCBCA, was honored on April 9 at a luncheon hosted by out-going chairman Paul F. Folino, Executive Chairman, Emulex Corporation. Joining them were Founding Chairman David S. Tappan, Jr., former Chairman and Chief Executive Officer, Fluor Corporation and two other former OCBCA chairmen: Peter M. Ochs, Chairman, TFC, LLC and Donald E. Sodaro, Chairman, Hanford Hotels, Inc. Also present was the new Chairman John R. Evans. In a surprise tribute, Kennedy was recognized for his many years of commitment and a legacy of support of the OCBCA and the Orange County community.

For information, www.ocbca.org.

What is a BCA Affiliate?

The BCA Affiliates program enables a community to draw on the national resources of the Business Committee for the Arts, Inc. (BCA) to create an organization that develops and increases business support for the arts in its operating area.

For information, www.bcainc.org, or call 718.482.9900.

Making a Difference

Business partnerships with the arts add value.

AT&T Gives \$10 million to SFMOMA

AT&T, San Antonio, TX will provide ongoing support in perpetuity for the *Free First Tuesdays* program at the San Francisco Museum of Modern Art, San Francisco, CA. This partnership represents SFMOMA and AT&T's shared goal of providing free museum access to the diverse communities of San Francisco and the Bay Area at large. The two institutions have had a long relationship due to AT&T's corporate offices proximity to the museum. Even though AT&T is moving its offices to a new location in San Francisco, the company wanted to ensure that it continued its relationship with the museum

For information, www.sfmoma.org.

Procter & Gamble Gets into Music Business

Island Def Jam Music Group, New York, NY and **Procter & Gamble**, Cincinnati, OH, are partnering to create a new hip hop record label. TAG Records, one of the first formal ventures between a consumer brand and a music label, is named after the P&G line of men's personal care, TAG brand. The joint venture will allow for shared brand marketing and will give the artists ten times more marketing support than what is common for a new artist.

For information, www.craigslist.com.

Chanel Merges Fashion, Art and Architecture

Chanel's iconic quilted purse is the inspiration for works by 20 artists commissioned by **Chanel**, Neuilly-sur-Seine, France. The designs, created by artists including Yoko Ono and Stephen Shore, will be displayed in a Chanel commissioned mobile art gallery designed by London architect Zaha Hadid. The traveling exhibition, Chanel Mobile Art, will be installed in six cities around the world between 2008 and 2010. It will make its only appearance in the US in New York in September 2008.

For information, www.chanel-mobileart.com.

Artists-In-Residence for Companies

Gordon Knox, Director of Stanford University's Humanities Lab is working to connect artists with companies to help companies innovate. According to Knox, "Artists are problem solvers, deeply inquisitive," when artists and companies work together, "so many opportunities right in your face are suddenly possible." In the spring of 2007, Julie Myers had a two-month residency at **Adobe Systems**, San Francisco, CA. The results of her project can be viewed at www.julie9.org. Other participating companies include, **Sun Microsystems**, Santa Clara, CA, and **IDEO**, Palo Alto, CA.

For information, www.forbes.com.

Developer Reaches out to Artists in Brooklyn

David Walentas and his son, Jed, partners in **Two Trees Management**, Brooklyn, NY, are offering approximately 1,000 artists and arts-organizations free and low-cost rent for studios, galleries, and performance spaces in the Dumbo section of Brooklyn. The development company, which owns about three million square feet in Dumbo, will try to find artists new spaces if their current locations are sold or developed. Speaking about the arts, David Walentas said, "It adds value to any neighborhood." Two Trees and Walentas were pioneers over the last decade or more in using arts and artists to add vitality and value to the Dumbo neighborhood, as well as offering affordable space.

For information, www.nytimes.com.

Continental Airlines Teams Up with NJPAC

In a multi-year marketing partnership, **Continental Airlines**, Houston, TX, will be the Official Airline of the New Jersey Performing Arts Center (NJPAC), Newark, NJ. Continental will offer NJPAC cooperative advertising and joint marketing and it will provide benefits to Continental OnePass® members including the use of airmiles for backstage visits and private boxes at NJPAC. NJPAC will present mini-performances at Continental's Newark Airport terminal to highlight upcoming performances.

For information, www.continental.com.

National Arts Marketing Project Conference in Houston

Americans for the Arts will present the 2008 National Arts Marketing Project Conference, *Priming the Pump*, from November 9-12 in Houston, TX. The conference will focus on arts marketing and fundraising, and where the two intersect and interact. Speakers include: Ed Keller, CEO, Keller Fay Group and word-of-mouth guru; Karen Brooks Hopkins, President, Brooklyn Academy of Music; Alan Brown, Principal, WolfBrown; and Patricia Martin, President, LitLamp Communications Group, Inc.

On November 8, two PreConferences *Sponsorship Bootcamp* and *The Pricing Institute* will provide tangible tips on reaching corporate sponsors and pricing tickets and memberships.

Sponsorship for the National Arts Marketing Project is provided by **American Express**, New York, NY. The National Arts Marketing Project Conference is sponsored by the Houston Arts Alliance.

For information, www.AmericansForTheArts.org.

Conference Board Presents Corporate Community Involvement Conference

From July 31—August 1 in San Francisco, CA, The Conference Board presents *Strategic Corporate Community Involvement—Meeting Business and Community Challenges*. One session of particular note is: *Creative Diversification of Giving — How Culture Supports and Enhances All CCI Strategies*. This session will explore how arts and culture can be integrated into a giving program that is NOT primarily focused on arts giving, and how the arts can impact wellness, workforce readiness, community revitalization, and other societal (and business) objectives. Panelists will also discuss how an arts focus can still be targeted directly to business goals for virtually any business strategy. The panel includes speakers from **Clorox** and **Verizon**.

For information, www.conference-board.org/conferences.

ROUND UP

Corporate Galleries

UBS, New York, NY, is sponsoring *On Paper: The Lincoln Center/List Collection* at The UBS Art Gallery, New York, NY.

Museums

The Paul G. Allen Family Foundation, Seattle, WA, and Meyer Memorial Trust, Portland, OR, are presenting sponsors of *The 2008 Time Based Art Festival*, Portland Institute for Contemporary Art, Portland, OR. Major sponsors of the festival are The Andy Warhol Foundation for the Visual Arts, New York, NY, **Gerding Edlen Development**, Portland, OR, **Hoyt Street Properties**, Portland, OR, **Lane Powell Attorneys and Counselors**, Seattle, WA, **Nike**, Beaverton, OR, and Regional Arts & Culture Council, Portland, OR. Media support was provided by **The Oregonian, Arts & Entertainment Guide**, Portland, OR, **Comcast**, Philadelphia, PA, **TriMet**, Portland, OR, and **OregonLive.com**, Portland, OR.

Bloomberg, New York, NY, is sponsoring *Jeff Koons on the Roof* at The Metropolitan Museum of Art, New York, NY.

Clifford Chance US LLP, New York, NY, is the first ever corporate sponsor of *Whitney After Hours* at the Whitney Museum, New York, NY. The partnership began in March and will run for 12 months.

Bank of America, Charlotte, NC, is sponsoring *American Impressionism* at the Boca Raton Museum of Art, Boca Raton, FL.

DuPont, Wilmington, DE, is the presenter of *The Baroque World of Fernando Botero* at the Delaware Art Museum, Wilmington, DE.

Woodford Reserve, Versailles, KY, **LiquorBarn**, Louisville, KY, **Louisville Public Media**, Louisville, KY, and **Brown-Forman**, Louisville, KY, sponsored *Bourbon & Bluegrass, After Hours at the Speed* at The Speed Art Museum, Louisville, KY.

HarperCollins Children's Books, New York, NY, is the presenting sponsor of *There's a Mystery There: Sendak on Sendak* National Tour, on display at The Rosenbach Museum Library, Philadelphia, PA.

BestBuy, Richfield, MN, was the National Sponsor of *RACE: Are We So Different?* presented at the Liberty Science Center,

Jersey City, NJ. **Sprint Foundation**, Overland Park, KS, was the local sponsor. **Alcatel Lucent**, Paris, France, and **Comcast**, Philadelphia, PA, were Exhibition Partners.

Ameriprise Financial, Minneapolis, MN, presented *Arts of Japan: 900 Years of Seductive Beauty*, The John C. Webber Collection at the Minneapolis Institute of Arts, Minneapolis, MN. The official travel partner was **Northwest Airlines**, Eagan, MN.

Theater

NexBank, Dallas TX, and Dallas Children's Theater (DCT), Dallas TX, presented the Rosewood Awards to honor supporters of DCT. **Texas Instruments Corporation**, Dallas, TX, and The T.I. Foundation were the recipients of the Corporate/Foundation Awards.

American Airlines, Fort Worth, TX, was the Corporate Producer of the World Premiere of *What They Have* at the South Coast Repertory Theatre, Costa Mesa, CA. Media Partners of the performance were **Orange County Business Journal**, Irvine, CA, and **KOCE-TV**, Huntington Beach, CA.

Keybank, Cleveland, OH, is title sponsor of the 2008-2009 Broadway Series presented at Playhouse Square, Cleveland, OH.

ExxonMobil, Irving, TX, is the sponsor of the *ExxonMobil Summer Chills* series at the Alley Theatre, Houston, TX.

Dance

Bloomberg, New York, NY, is sponsoring a free series of dance performances and classes conducted by Alvin Ailey American Dance Theatre, New York, NY, in all five boroughs of NYC.

PepsiCo, Purchase, NY, **WOSU FM**, Columbus, OH, **Time Warner Cable**, New York, NY, The Columbus Foundation, Greater Columbus Arts Council, and **NBC**, New York, NY, are Season Sponsors of BalletMet Columbus, Columbus, OH, and will present *Hot Nights, Cool Dance* this summer.

Opera

Bank of America, Charlotte, NC, is the Corporate Sponsor of the Metropolitan Opera's *Met Summer Concert: Live in Prospect Park*, New York, NY.

Symphony Orchestras

Kraft Foods, Northfield, IL, is the sponsor of *The Kraft Family Matinee Series*, 2007-2008 season, for the Chicago Symphony Orchestra, Chicago IL.

Towers Perrin, Stamford, CT, sponsored Stravinsky's *Rite of Spring* at historic Music Hall performed by the Cincinnati Symphony Orchestra, Cincinnati, OH.

The Chubb Corporation, Warren, NJ, presents Hartford Symphony's 13th *Talcott Mountain Music Festival*. **Yellow Book USA**, Uniondale, NY, is a festival sponsor. **Hilton Hartford Hotel**, Hartford, CT, and **Walker Systems Support**, Farmington, CT, are concert sponsors. **Paine's Inc.**, Simsbury, CT is the fireworks sponsor. Hartford Hospital, Hartford CT, and **Morgan Stanley**, New York, NY, are festival patrons.

Buick, Detroit, MI, sponsored *Rhapsody in Blue* of the Detroit Symphony Orchestra, Detroit, MI.

ComEd, Chicago, IL, will sponsor *Celebration of Summer* at the Ravinia Festival, Highland Park, IL, with media sponsor **Chicago Defender**, Chicago, IL. Cultural Partners of the *Celebration of Summer* are Shedd Aquarium, Chicago Botanic Garden, Rock for Reading and Highland Park Public Library.

Film


Acura, Torrance, CA, sponsored the *13th Annual Gen Art Film Festival*, New York, NY. Principal Partners of the event were **New York Magazine**, New York, NY, **Time Warner Cable**, Stamford, CT, **IN:NYC**, New York, NY and **Clearview Cinemas**, Chatham, NJ. Supporting Partners of the event were **Max Custom Media**, New York, NY, **Kodak**, Rochester, NY, **Technicolor**, Camarillo, CA, **Current TV**, San Francisco, CA.

Gallery

Johnson & Johnson, New Brunswick, NJ, **Janssen**, Titusville, NJ, **Borders Picture Framing**, Miami, FL, Dade Community Foundation, **Cordis Corporation**, Miami Lakes, FL, **Publix Super Markets**, Lakeland, FL, and Miami-Dade County Cultural Affairs sponsored *The 20th NAEMI Annual Art Exhibition*, MCPA Gallery, Miami, FL.

Business Committee for the Arts, Inc.
29-27 Queens Plaza North
Long Island City, NY 11101

The mission of the Business Committee for the Arts, Inc. (BCA), founded in 1967 by David Rockefeller, is to ensure that the arts flourish in America by encouraging, inspiring and stimulating business to support the arts in the workplace, in education and in the community.

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"At Macy's, Inc., we support the arts because it is important to the customers and employees of Macy's and Bloomingdale's. Being involved in the fashion business, as we are, we often get our inspiration from the creative outlets that surround us, which feature art, music, and dance."

Terry J. Lundgren, Chairman, President, and Chief Executive Officer, Macy's, Inc.

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