

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

Bringing business and the arts together.

FACTS AND FIGURES
Increase in Giving to the Arts

According to a report from the Conference Board, business contributions in the US and abroad increased to \$10.2 billion in 2006, up from \$9.8 billion in 2005. The percent of businesses giving to the arts increased to 4.95% in 2006 from 4.53% in 2005. This was the first increase in arts support since 1999 when the arts represented 13.87% of business philanthropy.

For information,
www.conference-board.org.

Why Companies Give

According to a McKinsey Global Survey, personal interests of CEO/board members, employee interests and local community needs are the top three considerations in determining the focus of a company's philanthropic program. Global giving trends, shareholders pressure and competitors' giving were ranked as the three least important considerations.

For information, www.mckinsey.com.

FUN FACTS

Which interval was forbidden in church music for centuries?

To find the answer visit BCA's Web site,
www.bcainc.org.

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.



Tate Modern Building ©Tate Photography

Business-Arts Partnerships Go Global

This February, the International Network of Business Arts Associations met in London to learn from one another, share best practices, and discuss issues of common interest.

The first such associations — Business Committee for the Arts, Inc. (BCA), and the Arts & Business Council — were founded in the United States in the mid 1960's, but there are now similar

organizations in about two dozen countries around the world. This international network, organized for the first time by BCA, has met every 2-3 years since it was formed in 1990.

Hosted by the UK member, "Arts & Business," the conference was attended by members from Australia, Austria, Belgium, Canada, China, France, Germany, Greece, Hungary, Ireland, Japan, the Netherlands, Nigeria, Norway, Portugal, South Africa, Spain, Sweden, and Switzerland. Both BCA and Arts & Business Council were represented by Gary Steuer, Vice President of Private-Sector Affairs, Americans for the Arts, and Executive Director, Arts & Business Council of Americans for the Arts.

The concept of the mutually-beneficial nature of arts and business — pioneered in the US — has now become an international movement. This growth has been driven by the need for many countries to build more private support for the arts, as governments trim their arts budgets and expect business and other private philanthropy to make up the difference. In many of these countries there is no tradition or culture of business support of the arts, so there is an impetus to form a "BCA-like" organization to educate business about how they can benefit from support for the arts, and to educate the arts about how to work with business.

The 2008 International Network meeting was notable on a number of fronts. Several of the countries present were relatively new associations or in the exploration process — Nigeria, China, Hungary, or recently revived as in the case of Greece. In addition, there was considerable interest in formalizing the network, and working more aggressively together. As business becomes increasingly global, there was recognition that these organizations can deliver a real value to business by being able to operate globally.

The program featured a keynote speech by Lewis Blackwell, Senior Vice President, Getty Images, reflecting on the changing nature of the media and communications worlds and what that may mean for both the arts and business. Senior

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A LEGACY OF LEADERSHIP

Although David Rockefeller's name will always be linked to BCA as its founder in 1967, the name Judith A. Jedlicka has also become indelibly linked to the organization. After 25 years of leading BCA as its President, on January 31st Judi made a transition into a new role as a consultant to the organization and in this issue of BCAnews we celebrate her accomplishments. Business-arts alliances would simply not be where they are today were it not for her sustained, dedicated, and effective leadership, not only of BCA, but in the field as a whole.

Her accomplishments at BCA include working with literally hundreds — maybe thousands — of major business leaders and companies throughout the country and worldwide, encouraging and inspiring them to support the arts,

with a special emphasis on small and midsize companies. Under her direction, the BCA triennial study of business support for the arts became a critical benchmark for both the arts and business, THE BCA TEN became the leading national recognition event celebrating business support for the arts, and other programs such as workplace art collections and art@work® have helped to bring the arts into the workplace.

In 1988, just a few years after Judi joined BCA in 1982, the first research study on business support for the arts using the current methodology was conducted, showing total support of \$634 million. In the most recent report, issued last year, business support for the arts had increased to \$3.16 billion, an increase of almost 500%! Now, Judi would be the first to deny any credit

for this increase, but I would venture that at least a piece of this dramatic increase is due to Judi's gracious and persistent efforts to persuade businesses that alliances with the arts is good for business.

I join all her current and past colleagues, board members, BCA Affiliates and the many businesses she counseled and advised over the years, in wishing her all the best, and thanking her for her leadership and contributions.

Gary Steuer
Vice President of Private-Sector Affairs,
Americans for the Arts
Executive Director, Arts & Business
Council of Americans for the Arts

BEST PRACTICES

Aerospace Company Strengthens Community Profile Through the Arts

Case Study

Company: The Boeing Company
Headquarters: Chicago, Illinois
Industry: Aerospace
Company Size: Large

“At Boeing, innovation is our lifeblood. The arts inspire innovation by leading us to open our minds and think in new ways about our lives — including the work we do, the way we work, and the customers we serve.”

— W. James Mc Nerney, Jr.,
Chairman, President and
Chief Executive Officer

Objective

To support innovative projects that increase participation in the arts, develop audiences and encourage creativity and build strong communities.

Process

- Boeing convened a meeting of Chicago jazz organizations, which resulted in the formation of an annual downtown outdoor jazz series.
- The company's staff works closely with arts organizations, such as Joffrey Ballet, to help them manage growth and development.
- In Orange County, California, Boeing partnered with The James Irvine Foundation and Arts Orange County to launch a capacity-building program for small and midsize arts organizations.

Results

The downtown outdoor jazz series drew approximately 40,000 attendees in its first year. It also attracted four major funders that are now working together to support ongoing jazz presentations throughout the city. Its collaboration with Joffrey Ballet led to a 17% increase in subscription sales in one year and its work with five theater companies in the northern suburbs of Chicago resulted in a joint marketing effort that created greater visibility and increased audiences for each company. The results were highlighted at the *National Arts Marketing Project Conference* presented by Americans for the Arts. By supporting small and midsize arts organizations, the company stimulates growth and diversity in the arts community.

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

In January, CBCA held *Night At...* member event, *One Flew Over the Cuckoo's Nest*, presented by Phamaly, Physically Handicapped Actors & Musical Artists League.

CBCA hosted *Behind the Scenes* for Patron Members in February featuring the owners of Robischon Gallery discussing *Face East*, a cutting-edge exhibition of Chinese contemporary art. In March, CBCA attended children's *Night At...* performance of *Sleeping Beauty* at Mizel Arts & Culture Center in Denver, CO.

Preparations for CBCA's 21st *Business for the Arts Awards* are underway. Finalists have been determined, invitations sent and award winners were announced before 700 business, arts and community leaders at CBCA's annual arts-infused luncheon on March 20, 2008 in downtown Denver.

Leadership Arts | Denver 2007-2008, an 8-month training program for business professionals to learn to serve on boards of arts and cultural organizations, will graduate over 25 participants in April 2008.

For information, www.cbca.org.

Kansas City BCA

The Kansas City Business Committee for the Arts (KCBCA) announced the three business honorees of the 2008 Partnership Awards, which were presented on March 7, 2008. This year's ceremony marks the 5th Anniversary of the event which honors business-arts partnerships.

This year's honorees included: **H&R Block** for their partnership with the Kansas City Repertory Theatre in using their new corporate headquarters for the Rep's second stage; **Embassy Landscape Group, Inc.**, for partnering with the Kansas City Art Institute in implementing former Mayor Kay Barnes' 10,000 Rain Gardens initiative; and, **Mallin/Gibson Family Properties** for creating ArtSpace — home to the Kansas City Artists Coalition.

The Kansas City BCA also presented Henry Bloch, Honorary Chairman of the Kansas City BCA, and Honorary Chairman and Co-Founder, **H&R Block**, with the national BCA Leadership Award.

Kansas City BCA member company employee Vanessa Vaughn with **UMB Bank** received the honor of 2008 Outstanding Cultural Concierge for her volunteer efforts in implementing Kansas City BCA programs at UMB.

For information, www.artskc.org.

North Texas BCA

On March 8, North Texas Business for Culture and the Arts presented *The Cultural Summit IV* featuring the *Forum for New Ideas: Making the Ordinary Extraordinary*. Each year, North Texas Business for Culture and the Arts (NTBCA) organizes a regional public initiative that brings together the business, government, economic development and cultural leaders who are shaping the future of arts and culture in North Texas.

As a highlight of this year's Summit, NTBCA presented the *Forum for New Ideas*© with presentations by and discussions with Harvey Seifter, Director of Creativity Connection, a program of Americans for the Arts, and author of *Leadership Ensemble* and Stephen Zhang, Image Director and Brand Strategist, **Fossil**.

In celebration of NTBCA's 20th anniversary, NTBCA announced the integration of ArtWorks© into its unique host of program offerings. Developed by the NTBCA Leadership Arts© Class of 2007. Participating businesses will find the ArtWorks© program to be a valuable opportunity for their employees to meet local artists and further connect with art and culture in the North Texas community. NTBCA members can choose works from one of nearly 100 professional artists whose work would best enhance their business environment and stimulate employees' creative instincts.

For information, www.ntbca.org.

Northwest BCA

Congratulations to the *Art of Leadership Class* of 2008!

On February 13th, NW/BCA graduated the seventh class of the *Art of Leadership* board training program.

After completing the fifth and final workshop of the course, graduates met with leaders of arts organizations that are seeking new board members at a lively reception hosted by **The Heathman Hotel**. Thanks again to all our *Art of Leadership* sponsors, **Wells Fargo, Boeing, The Heathman Hotel** and **The Standard**.

To view the list of graduates and for more information, www.nwbca.org.

Orange County BCA

At the Orange County BCA's 26th *Annual Business in the Arts Awards*, 12 businesses were honored, one Arts Award was presented and 3 arts executives were presented with the first-ever *Lifetime Leadership in the Arts* awards. Winning businesses were **The Aura Group, Automobile Club of Southern California, Bank of America, The Capital Group Companies, Cartier, Crevier BMW, Merrill Lynch, ROHL LLC, South Coast Plaza, Tiffany & Co., and Wells Fargo Bank.**

Narratus, Inc. was presented with the *Lifetime Achievement Award* (A Hall of Fame Distinction). Three remarkable people who have shaped the arts in Orange County and left a lasting and invaluable legacy were honored with *Lifetime Leadership in the Arts* awards. Recognition went to Tony Award winner David Emmes, South Coast Repertory's, Producing Artistic Director, and Martin Benson, Artistic Director; the third was presented to Judith O'Dea Morr, Executive Vice President, Orange County Performing Artscenter. The annual Arts Award, accompanied by a \$2,500 grant underwritten by **Hanford Hotels, Inc.**, was given to Orange County High School of the Arts.

The OCBCA will host its Annual Meeting and election of officers on April 3, 2008.

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.

An Interview with Molly Smith

Molly Smith has been a passionate leader in new play development for the past 30 years while at Arena Stage, Washington, D.C., as well as at Perseverance Theatre in Alaska, the theater she founded and led for 19 years. During ten seasons as Arena's Artistic Director, she has focused the repertory on American voices, making Arena the largest theater in North America focusing on American writers. She founded Arena's downstairs series, which has read and workshopped some sixty plays, half of which have gone on to full productions. An avid traveler, Ms. Smith brings artists of international renown to work at Arena Stage and serves as a member of the Board of the Theatre Communications Group (TCG) as well as the Center for International Theatre Development. She directed two feature films, *Raven's Blood* and *Making Contact*, and received Honorary Doctorates from both Towson and American Universities.

BCA: What does Arena Stage value most in its relationships with business?

MS: We value a sense of community. The creative team that builds, rehearses, and puts on a show is its own community, and we at Arena strive to build that community beyond opening and closing nights, and to connect our patrons in ways outside their theater seats.

BCA: What are some of the creative ways Arena Stage engages the business community?

MS: Arena has partnered with **Target** to create the *Target Family Fun Pack* which includes reduced tickets for a family of four plus goodies (for example, for *Damn Yankees* families received toy baseball bats) usually related to the production. We have done this for one or two productions a season for the last two seasons. We also host a not-quite-annual gathering of local corporations for a special dinner and show during the season. Last season this was a very well-attended event at Charlie Palmer Steak before a performance of *Gem of the Ocean*. We also regularly hear from focus groups and work closely with **Shugoll Research** to learn about our audience and understand how we might serve them better. We've also got some terrific Board members who work with us to bring their staffs and associates to shows.

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

MS: This would be taking businesses or areas of business that might not seem compatible with theater. For instance, **Pepco** sponsoring a production by paying electric utilities for the run of the show; **Merry Maids** providing cleaning services in

exchange for tickets or advertising; Arena could host a regular segment on a morning TV news show in its facility.

For more information, www.arenastage.org.



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 Thursday, October 30, 2008 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. For more information, www.bcainc.org/thebcaten.html.

THE BCA TEN Sponsors

In formation as of March 2008

Presenters

Business Committee for the Arts, Inc.
Forbes Magazine

Media Sponsor

USA TODAY

Presenting Sponsors

The First American Corporation
Morgan Stanley
Principal Financial Group
Verizon
Xerox Corporation

Leadership Circle

Equity Dynamics
Ingram Industries Inc.
Meredith Corporation
Peg Shop Fund

Patrons

Con Edison
Delta Dental of Colorado
HCA
Masco Corporation

For information about sponsorship opportunities, <http://www.bcainc.org/thebcaten.event.html>

Herman Miller Recognized for Innovation

Herman Miller, Zeeland, MI, the National Sponsor for BCA's *Forum for New Ideas* and a BCA Supporter, was recognized by *Fast Company* magazine as one of the World's 50 Most Innovative Companies. For information, www.fastcompany.com.

Principal Financial Group and Qualcomm Named Top 50 Companies to Work For

Principal Financial Group, Des Moines, IA, a BCA Supporter and Presenting Sponsor of THE BCA TEN and **Qualcomm**, San Diego, CA, one of the ten companies on THE BCA TEN – 2007 were named by *Fortune Magazine* as Top 50 Companies to Work For. For information, www.money.cnn.com.

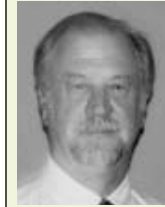
For information on BCA and its programs, www.bcainc.org.

Business-Arts Partnerships Go Global *continued from page 1*

development leaders from the Tate Gallery discussed the rise of individual giving, as considerable global business wealth is now amassed and distributed philanthropically by individuals rather than their company. They also noted that recent and current Tate capital campaigns had raised a considerable amount from American donors. Ann Drew, Head of Sponsorships, UBS presented her company's arts sponsorship programs as a case study of how global companies are now making their decisions, and Claire Foster, Project Director, Futurecity, London, UK, presented some fascinating examples of how the arts have been deeply integrated into real estate development projects in innovative ways that go beyond "public art". There was also an excellent discussion of the growth of arts based training in business, led by Tim Stockill who used to lead efforts in this area at Arts & Business, as well as a conversation about public/private arts partnerships that involve both business and government, led by Martin Smith, Consultant, Ingenious Media, London, UK.

Beyond the outside speakers brought in to stimulate thinking, the discussion focused on how the International Network can better respond to global changes in both business and the arts, and make more of an impact in their respective countries by utilizing the network's international strength.

For more information and a complete list of the international network, www.bcainc.org/about.asp.84.html.



Rusty Gregory

Rusty Gregory is Owner of Stonehenge Inc., a provider of custom framing and lighting in Montgomery, AL. He is a member of the Montgomery Area BCA. For information, www.stonehengeinc.com.

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

RG: Supporting the arts was natural for me. I have three locations, a custom frame shop featuring antique prints, maps and etchings, a lamp and shade shop, and a fine arts gallery carrying regional and local artists. So I feel anything that raises the awareness of the arts is beneficial to my business. The more people are exposed to art, the greater their appreciation for it is, and this translates into a desire to do more and be more.

BCA: As a gallery and frame business, is Stonehenge able to offer the arts unique support that involves customers, use of its space, etc.?

RG: We work closely with many areas of the arts. We are Partners-In-Education with our local magnet high school for the arts, which includes furnishing material and having student art shows at the gallery. We recently worked with Cleffworks, a group formed to promote the local Symphony to a younger audience, by having three of our artists produce works which were auctioned and the proceeds going to the group. We also utilized our gallery space for a fundraiser with The Cancer Wellness Foundation and Lilly Oncology that featured works done by cancer patients.

BCA: What advice would you give other companies that wish to build relationships with local arts and culture organizations?

RG: I feel any support businesses give to the arts will be rewarded by a more sophisticated and better-educated public. This means better neighborhoods, a better education system and a robust economy. When industries are looking for a new location, the cultural atmosphere and education system are some of the first things they look at. I encourage all business and their employees to become active in the arts because it will pay great returns.

Making a Difference

Business partnerships with the arts add value across the country.

Target and Calvin Klein Celebrate the New Museum's New Building

To celebrate the reopening of the New Museum in its new location in Manhattan's Lower East Side, **Target**, Minneapolis, MN, sponsored *30 Free Hours at the New Museum*. Target is an ongoing sponsor of the museum's *Target First Saturdays for Families Program*. **Calvin Klein**, New York, NY, one of the museum's inaugural sponsors, and the New Museum partnered to publicize the museum's new home. Over the course of a week in December, a Calvin Klein billboard located near the museum was intentionally painted over with an outline drawing of the museum's new building, name and opening date. For information, www.newmuseum.org.

South by Southwest Festival Generates Money for Austin

The South by Southwest Festival (SXSW), Austin, TX which ran from March 7-16, 2008 generated \$43.5 million for the city of Austin in 2007, up 15% since 2006. The festival generates more money for the city than any other event in Austin. Sponsored by **Miller Lite**, Milwaukee, WI, **Sonicbids**, Boston, MA, **Microsoft**, Redmond, WA, **Citigroup**, New York, NY, **Fuze**, Englewood Cliffs, NJ, **Directv**, El Segundo, CA, **IFC**, New York, NY, **Yaris**, Toyota, Japan, and the **Austin Chronicle**, Austin, TX, SXSW showcases music, film and technology. For information, www.sxsw.com.

Renaissance Hotel and Corcoran Partner to Promote American Art

The Renaissance M Street Hotel, Washington, DC, and the Corcoran Gallery of Art, Washington, DC, are offering a *Celebrate American Art!* package to business and leisure travelers. Guests staying at the hotel receive admission to the exhibition *The American Evolution; A History Through*

Art and a gift bag from the museum. The partnership is one of the first in **Renaissance Hotels and Resorts'**, Washington, DC, initiative to promote local artists and art galleries. For information, www.marriott.com.

JPMorgan Chase Brings Art Collection to Dubai

70 modern and contemporary works from the **JPMorgan Chase**, New York, NY, art collection will be on display at the Dubai International Financial Centre through May 1. The exhibition, entitled *Collected Visions* will feature paintings, sculptures, photographs and works on paper from 1959, the year the collection was founded, to the present. The exhibition comes at a time of unprecedented economic growth in the Middle East. For information, www.menafn.com.

Nissan Collaborates with Arts Students

Nissan North America, Nashville, TN, is working with film and design students at the Brooks Institute, Santa Barbara and Ventura, CA and Pratt Institute, New York, NY to promote the Nissan Cube. Currently only available in Japan, the Nissan Cube has a distinct cube shape. Students at the Brooks Institute created films exploring the ideas of cubeness while students at Pratt were invited to design materials for the interior and exterior of the car. The results were displayed at the New York International Auto Show in March. For information, www.prnewswire.com.

WORTH YOUR WHILE

Innovative Design at The Museum of Modern Art

Design and the Elastic Mind, on view through May 12 at the Museum of Modern Art, New York, NY, explores designers' ability to grasp momentous changes in technology, science, and society and convert them into objects and systems that people understand and use. The exhibition sponsored by **NTT DoCoMo, Inc.**, Tokyo, Japan and Patricia Phelps de Cisneros, demonstrates how cutting-edge

technology and research can be useful and profitable. As part of the exhibition, **AT&T**, San Antonio, TX, collaborated with the SENSEable City Laboratory at the Massachusetts Institute of Technology to create New York Talk Exchange (NYTE). The project, sponsored by AT&T, transforms the volumes of voice, data and Internet Protocol communications flowing into and out of New York City over the AT&T network into visual formats. For information, www.moma.org.

Madame Butterfly at St. Louis Opera

Madame Butterfly, the true story of a young geisha seduced and abandoned by a U.S. Navy lieutenant will be performed at the St. Louis Opera, St. Louis, MO, May 29 – June 28. Sponsored by **MasterCard**, Purchase, NY, the Giacomo Puccini opera is a co-production with the Minnesota Opera, Minneapolis, MN. For information, www.opera-stl.org.

Arts Leaders to Convene in Philadelphia for the 2008 Americans for the Arts Annual Convention

From June 20 – 22, Philadelphia, PA, will host *American Evolution: Arts in the New Civic Life*. This is the largest gathering in the nation of arts leaders and their partners in creative business, education, and government. Sponsored by the William Penn Foundation, Pennsylvania Council on the Arts, The Pew Charitable Trusts, Independence Foundation, and **PECO**, Philadelphia, PA, the convention will explore a variety of issues facing the arts community including arts education, civic engagement, economic development, leadership, arts-business partnerships, public advocacy, and public art. The convention will include a private sector affairs track that will offer many sessions related to business support for the arts. Andrew Zolli who writes about strategic opportunities emerging at the intersections of brands and demographics, creativity and innovation, design and technology will give the keynote address. For information, www.americansforthearts.org.

Corporate Galleries

Microsoft, Redmond, WA, is sponsoring *Women's History Month, Artist Spotlight: Susan Dory* at the Microsoft Conference Center, Building 33, Redmond, WA.

The Park Avenue Bank, New York, NY, is sponsoring *Gerardo Rueda: Constructions 1949-1996 Collages and Drawings* from the collection of the Fundacion Gerardo Rueda/Museo Gerardo Rueda, Madrid at The Gallery at The Park Avenue Bank, New York, NY.

Johnson & Johnson, New Brunswick, NJ, sponsored *Breaking the Standards — Abstracts of Life, Photographs by Vlad Bubnov* at The Johnson & Johnson World Headquarters Gallery, New Brunswick, NJ.

Museums

Friends of African American Art and **Capital Group Companies**, Norfolk, VA, are sponsoring *Bare Witness: Photographs by Gordon Parks* at the Chrysler Museum of Art, Norfolk, VA.

Manolo Blahnik, New York, NY, is sponsoring *blog.mode: addressing fashion* at the Metropolitan Museum's Costume Institute, New York, NY.

Exelon, Chicago, IL, is sponsoring *Edward Hopper* at The Art Institute of Chicago, Chicago, IL.

UBS, New York, NY, sponsored *UBS 12 X 12: New Artists/New Work* featuring Craig Doty in March at Museum of Contemporary Art, Chicago, IL.

DLA Piper, Baltimore, MD, is sponsoring *©MURAKAMI* presented by Brooklyn Museum, Brooklyn, NY.

Fidelity Investments, Boston, MA, is presenting *Gee's Bend Quilts and Beyond: Louisiana Bendolph, Mary Lee Bendolph, Thornton Dial & Lonnie Holley* at the Museum of International Folk Art, Santa Fe, NM.

CBS Outdoor, Phoenix, AZ, sponsored *Eyes Wide Open* which was on view at The Speed Art Museum, Louisville, KY.

Northern Trust, Chicago, IL, is the National Tour Sponsor of *Inspiring Impressionism*, on view at The Denver Art Museum, Denver, CO, through May 25.

Theater

Bank of America, Charlotte, NC, was the Honorary Producer of *Charlotte's Web* at South Coast Repertory Theatre for Young Audiences, Costa Mesa, CA.

US Bank, Minneapolis, MN, is sponsoring the presentation of *Jane Eyre* at The Guthrie Theater, Minneapolis, MN.

Target, Minneapolis, MN, sponsored *Seussical the Musical* at the Alliance Theatre at Woodruff Arts Center, Atlanta, GA.

American Airlines, Fort Worth, TX, and **Bank of America**, Charlotte, NC, sponsored *Oprah Winfrey Presents, The Color Purple* at the Center Theatre Group, Los Angeles, CA.

Dance

Eastman Kodak, Rochester, NY, and **The DP&L Company Foundation**, Dayton, OH, sponsored *Peter Pan* at the Dayton Ballet, Dayton, OH.

The Sacramento Bee, Sacramento, CA, sponsored *The Sleeping Beauty* performed by the Sacramento Ballet, Sacramento, CA.

American Airlines, Fort Worth, TX, **Gerding Edlen**, Portland, OR, and **The Oregonian**, Portland, OR, are the 2008/2009 Season Sponsors for the Oregon Ballet Theatre, Portland, OR.

Pall Corporation, East Hills, NY, sponsored Martha Graham Dance Company's performance in the North Fork Hall (**North Fork Bank**, Melville,

NY) of the Tilles Center for the Performing Arts, Brookville, NY.

Opera

National City, Cleveland, OH, is the Executive Producer Underwriter of *La Bohème* at Opera Cleveland, Cleveland, OH.

The Boeing Company, Chicago, IL, and **Microsoft**, Redmond, WA, are season sponsors of the Seattle Opera, Seattle, WA.

The 50th Anniversary Season of the Lyric Opera, Kansas City, MO, is underwritten by **Bank of America**, Charlotte, NC, **Columbian Bank & Trust**, Topeka, KS, **DST Systems, Inc.**, Kansas City, MO, and **Sprint Foundation**, Overland Park, KS.

Altria, New York, NY, sponsored *King Arthur* at the New York City Opera and is the New York City Opera's Season Sponsor, New York, NY.

Symphony Orchestras

BP sponsored *Retrospective: A Look at British Composers* part of the BP Chicago Symphony Orchestra Radio Broadcast Series, Chicago, IL.

KUSC Classical, Los Angeles, CA, and **KOCE-TV**, Huntington Beach, CA, are sponsoring *The Pacific Symphony Concert Series: Power Classics: Feel the Passion*, Santa Ana, CA.

Mercantil Commercebank, Coral Gables, FL, sponsored the Mercantil Commercebank Romantic Series at the Miami Symphony Orchestra, Miami, FL.

Integra Telecom, Portland, OR, with additional support from **Lufthansa**, Cologne, Germany, sponsored *Beethoven Piano Concerto No. 2* at the Oregon Symphony, Portland, OR. Media support was provided by **The Oregonian**, **KINK-FM**, and **KBPS All Classical Radio**, all Portland, OR.