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PLAY YOUR PART

The Arts & Business Council of Greater Philadelphia provides opportunities for business and the arts to work together. We encourage you to get involved.

Business Volunteers for the Arts®

Business professionals are matched on management consulting projects with arts organizations.

Business On Board®

Business professionals are trained in nonprofit governance and matched with an arts board; workshops for arts organizations improve board development.

Business On Call®

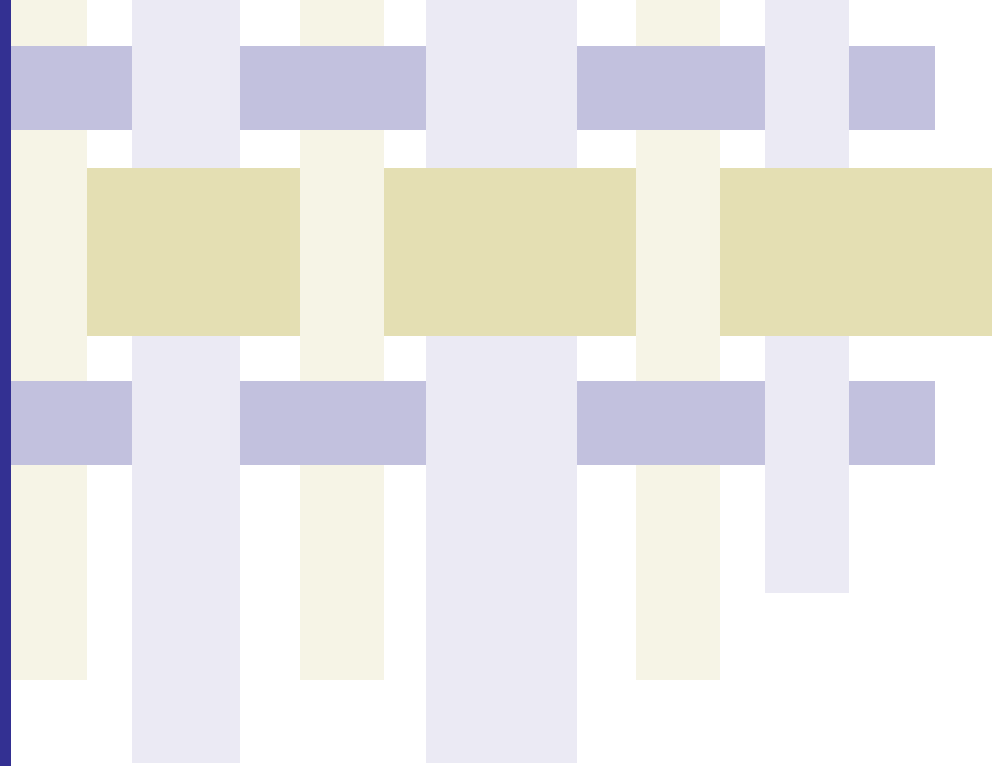
Business people offer behind-the-scenes, hands-on assistance to arts and cultural organizations.

Technology Connectors™

Software training, strategic technology planning, project support, help desk, and other tools and resources are provided to arts organizations with the participation of technology professionals and companies.

Resources Bank

Matches used office furniture, equipment and supplies donated by businesses to arts and cultural organizations that have expressed a need.



www.artsandbusinessphila.org

UPCOMING EVENTS

Learn more and register online at
www.artsandbusinessphila.org/events.

Awards 2007

Thursday, May 10

11:30 a.m., networking; 12 p.m., show starts

“Rock the Arts” presented by PECO, An Exelon Company; Grand Ballroom, Pennsylvania Convention Center. Contact: Amanda Baldt.

Americans for the Arts Annual Convention

Friday – Sunday, June 1 – 3

“Risk and Reward: Balancing Acts in Arts and Community” includes the debut of “Arts & Economic Prosperity III,” the culminating session of the MetLife National Arts Forum Series; guest artist Jenny Holzer; and much more in Las Vegas. Contact: www.americansforthearts.org/events/2007/convention/default.asp or 202.371.2830.

MetLife Foundation National Arts Forum

Tuesday, June 12

5 – 8 p.m. program and reception

“Powering Corporate Performance Through Arts-Based Learning,” location TBA. Contact: Amanda Baldt.

National Conference on Volunteering and Service

Monday – Wednesday, July 16 – 18

A premier training and networking event that annually attracts 3,000 leaders from the nonprofit, business, government and national service, and education fields; at the Pennsylvania Convention Center. Convened by the Points of Light Foundation and the Corporation for National & Community Service. Contact: Conference@VolunteeringandService.org or 202.729.8000.

Flower Show Sneak Peek



Photo: Erika Fiest

Regina Hager, vice president and director of client and community relations for PNC Bank (right) joined BVA volunteer Patrick Callihan, director of marketing programs, CAI, and his guest Kate Fitzgibbon, ING Direct, at a March 1 sneak preview of the Philadelphia Flower Show. The exclusive, behind-the-scenes look at exhibits while they were being created was one of Council's Business Backstage events, designed so Council volunteers can learn about the artistic and production sides of the arts. PNC Bank sponsored the event.

HAVE QUESTIONS?

Want to learn more about something you just read in *Catalyst*? Visit our website at www.artsandbusinessphila.org. Or call our staff with questions about programs.

OUR MISSION

The mission of the Arts & Business Council of Greater Philadelphia is to foster and build partnerships between business and the arts that are mutually beneficial and contribute to the economic and cultural vitality of the Greater Philadelphia Region. The Council is an affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the Arts & Business Council of Americans for the Arts.

OUR THANKS

The Arts & Business Council gratefully acknowledges the generous contribution of Cozen O'Connor, Attorneys at Law, and IBM Corporation for underwriting the annual production and postage costs of Catalyst.

CATALYST

Business Learns From Art

Creativity and innovation, hallmarks of artistic expression, are proving to be essential in today's rapidly changing business climate.

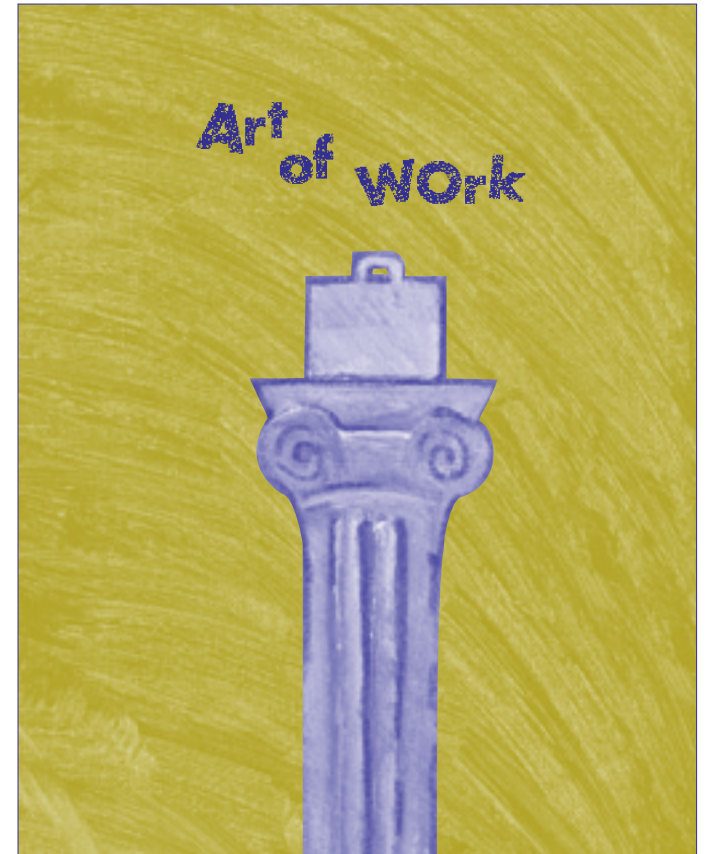
Imagine these scenarios in business meetings across the country. A jazz ensemble of world-class musicians performs a blues rendition of “Prelude to a Kiss,” then asks the million-dollar question: What can jazz teach the business world about improvisation? Or the noted theater company, Second City, encourages a work team to think of new games and then teach them to each other. The point: What can humor teach us about creating an environment where big ideas flourish?

According to Harvey Seifter, almost every day a similar scenario is playing out in Fortune 500 corporations and smaller firms across the country. As founder and director of Creativity Connection, an Arts & Business Council of Americans for the Arts program, Seifter and his team are in the forefront of demonstrating to American business the need for — and success of — what Seifter calls “arts-based learning.” The one caveat: Mostly, American businesses view what they're doing as “rebuilding,” “interactive learning,” “experiential learning” or “surfacing creativity.” The challenge, says Seifter, is: “While many corporate leaders understand and appreciate the role of creativity as the ‘front end’ of innovation, relatively few have focused on the obvious relationship between arts exposure, experience and education with creativity.”

A concept that was in its infancy 10 years ago, arts-based learning represents a major shift in the way corporate America can respond to a global business climate that is no longer predictable. What we need are coping skills for chaos, says Seifter, and creative people have developed the skills. “Nothing is more chaotic than the blank page or canvas,” he emphasizes. Yet, he continues, the artist problem-solves and innovates, striving for excellence, often within tight timeframes and budgets.

For those reasons, large and small businesses are studying how jazz groups use passion, risk, innovation, self-governance and listening to develop creative energy and expression. In fact, these businesses are looking at the many ways different art forms can unleash the tools of collaboration, spontaneity, visioning, adaptability, inventiveness and presentation.

Seifter says Creativity Connection has identified more than 350 of Fortune 500 companies that have worked in one way or another with



arts-based learning during recent years. However, he is quick to point out that hard figures don't exist. Fortunately, Creativity Connection has on the drawing board a project that could give the first comprehensive data as early as 2008.

Seifter believes the IT revolution and three related trends are propelling a major business shift. First, an accelerated rate of change is outstripping our capacity to adapt. Second, globalization is increasing the unpredictability of communication — in his words, “whatever we put out, we can't know where it's ultimately going.” Third, the drive

(continued on page 3)

Come See Who's Rockin' the Arts!

Dedication, leadership and creativity are what set apart each of this year's Awards 2007 honorees. Come hear how they've topped the charts of the business and arts partnership scene and help us celebrate their achievements, Thursday, May 10, in the Grand Ballroom of the Pennsylvania Convention Center.

Electrifying performances will start the show promptly at noon as CJ Tywniak, an up-and-coming rock sensation from the Paul Green School of Rock, brings down the house and Myra Bazell and ensemble push the limits of physical movement through edgy, postmodern dance. The legendary Blue Notes will also take center stage singing their smooth, soulful sounds — “Wake Up Everybody,” “If You Don't Know Me By Now” and more. And, of course, we'll hear the inspiring stories of our 2007 awardees:

Kenneth Gamble and Leon Huff

Avatar Award for Artistic Excellence presented by Saul Ewing LLP

Pioneers of The Sound of Philadelphia and founders of the Philadelphia International record label, Kenny Gamble and Leon Huff have written and produced more than 170 gold and platinum records. Considered to be among the most prolific professional songwriters of all time, Gamble and Huff have achieved worldwide acclaim, embodied artistic achievement and greatly contributed to the cultural vitality of the Greater Philadelphia Region.

Louise and Alan Reed

G. Fred DiBona, Jr. Individual Leadership Award presented by Independence Blue Cross

Exemplary models of vision and dedication to our region, Louise and Alan Reed, individually and together, have made a measurable impact through their tireless, long-term involvement in and support of the Pennsylvania Ballet, the National Constitution Center, The Franklin Institute, The Philadelphia Orchestra and many other organizations.

David Elderkin, Product Manager, Moda Technology

Business On Board Member of the Year Award presented by Bank of America

As board member extraordinaire for Kennett Square Symphony of Chester County, David Elderkin has been a catalyst for movement and change. He led the search committee for the symphony's first executive director, spearheaded the campaign to fund the position, established an endowment fund and much more.

(continued on page 2)



Come See Who's Rockin' the Arts! (continued from page 1)



A signature sound: The legendary songwriting and producing team of Kenny Gamble (right) and Leon Huff created The Sound of Philadelphia, which dominated pop and R&B charts for decades. Photo: Lorenzo Bevilacqua

Rock the Arts

Susanne Iannece, Organizational Consultant, Iannece and Associates
BVA Volunteer of the Year Award presented by Verizon

Susanne Iannece, a Business Volunteers for the Arts consultant, created instant energy when she adapted standard visioning methodology to match the needs of Center City Opera Theater. Working with a planning committee, she helped develop a comprehensive road map of strategies and goals to guide the organization's future. Still involved, she now serves on the board.

Carol Dickerson, Environmental Project Manager, AstraZeneca
Business On Call Volunteer of the Year Award presented by American Water

In just three years, Carol Dickerson has given a remarkable amount of time to a variety of organizations as an energetic and enthusiastic volunteer so their events can be the best of the best. Among those who have received her helping hand at events and other assignments are the Hagley Museum and Library, Tyler Arboretum and Delaware Center for the Contemporary Arts.

Antonio Tedesco, Sr., Senior Consultant, Computer Sciences Corporation
Technology Connectors Volunteer of the Year Award presented by Comcast

To help Philagrafika prepare for a major international festival in early 2010, Tony Tedesco interpreted and evaluated complex database solutions in straightforward, easy-to-understand terms. As a result of his help, Philagrafika has the foundation for upgraded technology that will support their ambitious plans for many years.

LUKOIL with Eastern State Penitentiary Historic Site
Major Business/Arts Partnership Award presented by KPMG LLP

In an unusual no-cash arrangement, LUKOIL provided an extensive promotional package for Eastern State Penitentiary's fundraiser and annual Halloween event, "Terror Behind the Walls." The result: Attendance increased by 20%, which generated additional revenue for the historic site and significantly raised awareness for LUKOIL's roll-out of a new brand in the region.

Red Tettemer with First Person Arts
Small to Mid-Sized Business/Arts Partnership Award presented by Harmelin Media

Advertising/marketing agency Red Tettemer developed, pro bono, a marketing/branding campaign for First Person Arts, generating awards and business leads for the agency while producing much greater awareness for the emerging arts organization. Helping to solidify the collaboration is the sharing of Red Tettemer's striking office space, provided to First Person Arts at a generous discount.

Be sure to join 1,600 other leaders of the region's business and cultural scene at the largest annual event of its kind in the region. Bring your associates and your clients so they, too, will understand the great personal and professional rewards of active involvement with the arts.

Recognizing 2007 Sponsors

The Presenting Sponsor for Awards 2007 is PECO, An Exelon Company. One of the Greater Philadelphia Region's most active corporate citizens, PECO provides leadership, volunteer and financial support to numerous arts and culture, education, environmental, economic development and community programs and organizations. PECO, an electric and natural gas utility subsidiary of Exelon Corporation, serves 1.6 million electric and 474,000 natural gas customers in southeastern Pennsylvania.

In addition to PECO, An Exelon Company, the Council also is grateful to the awards sponsors — and to Advanta and the arts community for tickets given to each attendee, the Greater Philadelphia Tourism Marketing Corporation for luncheon entertainment, Shire Pharmaceuticals for the luncheon centerpieces, and Tierney Communications for hosting the Chair's Receptions.

Presenting Sponsor:  **PECO**
An Exelon Company

BUSINESS ON BOARD UPDATE

Leadership Circle Helps Expand Program

What happens when you turn to a group of well-known philanthropists and business leaders to further develop a program? In the case of the Council's Business On Board, they quite literally become invested in the program.

Three years ago the Council created the Leadership Circle, a high-powered group of well-known individuals already in the forefront of arts leadership and interested in building new leadership on arts boards. This select group is specifically investing their time and funding to help expand the Business On Board program, which now trains and places close to 75 business executives on arts boards each year.

Recently, we were able to add what's become a popular program component: workshops to train arts managers in board governance practices. To date, 50 arts organizations have participated. This year, we look forward to launching continuing education for board members

trained through Business On Board. Our plan is to provide them with in-depth updates on issues central to board roles, such as direct fundraising soliciting, effective committee work and benchmarking organizational trends.

For their generous annual support, we applaud our Leadership Circle members:

- Donald R. Caldwell
- Carole Haas Gravagno
- Lynne and Harold Honickman
- Paul M. Hummer
- H.F. (Gerry) Lenfest
- Carol Price Shanis
- Albert E. (Ted) Wolf

BVA UPDATE

Staging Promotional Success

Energetic. Smart. Intense. Those are the words Brendon Shank uses to describe Hotel Obligado—both the theater ensemble and their latest production, "Beauty Is."



Getting physical: High energy just happens when Hotel Obligado's co-directors and co-founders (from left, standing) Robin Marcotte and Dawn Falato and other members of the theater company discuss public relations and marketing with BVA volunteer Brendon Shank (right, standing). Photo: Hotel Obligado

Brendan Shank, a communications consultant who volunteers for Business Volunteers for the Arts (BVA), was new to Philadelphia last April and wanted to become more familiar with the business and arts community. Recently he worked with Hotel Obligado for three months to help the theater company expand their promotional expertise. Proficient in public relations and marketing, Shank tackled the project of building publicity for the March performance of "Beauty Is" as well as for the February fundraiser, "Gung H.O." "The results were incredible," according to Robin Marcotte, co-director and co-founder of Hotel Obligado.

In fact, attendance for "Beauty Is" grew from an audience of seven at one of the first performances to a sold-out house just a week later. The reason undoubtedly was a blitz of press that pumped up interest. The topic of Hotel Obligado's original work was itself an attention-grabber. "Beauty Is" evokes the horrors of crystal meth addiction in the gay community and the underlying emotional reasons for self-destructive behavior.

Exploring that kind of socially complex issue is typical for Hotel Obligado, which performs several works a year. Because the performances are not continuous, creating an audience and raising awareness for the ensemble are crucial. To meet those needs, Shank concentrated on two strategies. First, he helped Hotel Obligado create a course of action that was goal-based and prioritized. Secondly, he developed a capacity-building process, "so everyone learned skill sets they could always use." Gratiified with the results, he says, "A lot of the success was due to their ability to make decisions quickly and then run with them in smart and innovative ways."

Business Learns From Art (continued from page 1)

for innovation is relentless and persistent. And in light of a recent workforce study, he would add a fourth, the shortage of essential skills in a 21st-century workforce.

"Are They Really Ready to Work?" is an October 2006 study that The Conference Board, Corporate Voices for Working Families, the Partnership for 21st Century Skills, and the Society for Human Resource Management conducted with 400 U.S. companies. In the study, more than 92% of the companies indicated that critical thinking/problem-solving and the ability to collaborate and to communicate effectively were in the top five of 20 essential employee skills. The companies also said that about 65% of four-year college graduates possess those skills — but only at the adequate level. Interestingly, only 13% of the companies felt knowledge of the arts and humanities was important — showing that few made the connection between art and the development of necessary business skills.

In many ways, the Greater Philadelphia Region is more in sync with Seifter's thinking and is moving ahead. Just last June, The University of the Arts opened its Center for the Creative Economy. Under the direction of Benjamin Olshin, the center is defining, researching and

promoting the creative process as a transformative force for society. Seeing more than a business application, Olshin believes that all fields of human endeavor can benefit from creative thinking. "We are in the midst of a creative revolution," he says, "a time when creativity will be applied to solving civilization's challenges."

Tammy Mattson, managing principal of Towers Perrin in Philadelphia, also believes in the power of creativity. "We need to move the needle a bit to make companies aware of what they're rewarding people for — and to build forward-thinking staffing models that get the workforce to exhibit the behaviors we need." She emphasizes that to be competitive in the global economy, employees need to think creatively and work in teams. However, she admits, "It's tough to

convince companies with a bottom-line profit focus that they need to invest time and money for the long-term benefits that will come with a greater focus on creativity."

Clearly, the challenges reside right next to the opportunities for arts-based learning. And on June 12, the Council will present a compelling look at the issue when we host the MetLife Foundation National Arts Forum Series. Be sure to join us.

"We are in the midst of a creative revolution."

June MetLife Forum Includes Acclaimed Second City

Want to learn more about arts-based learning, which many believe is crucial to business in this age of virtual teams and lightning-fast change?

Be sure to attend the next MetLife Foundation National Arts Forum, "Powering Corporate Performance Through Arts-Based Learning." On June 12, 5–8 p.m., the renowned improvisational team Second City will give you a taste of interactive, arts-based learning. Through experiential exercises, you'll learn how to improve your communication skills and think quickly under pressure. Then you'll learn the

philosophy behind this concept and discuss its implications. For instance, while strategic and analytical skills are important, success often hinges on your ability to connect with others, solve unexpected problems in the moment, and create better ways of working.

The cost is \$20 per person. Location to be announced.

The forum is made possible through the generous support of MetLife Foundation and is part of the Arts & Business Council of Americans for the Arts' MetLife Foundation National Arts Forum Series.

MetLife Foundation
national *arts* forum series

Word from the President

Karen B. Davis, President & CEO



THE POWER AND NECESSITY OF ART

When I first met Harvey Seifter, he was obviously a very intelligent man, somewhat reserved and soft-spoken. Harvey, a classically trained musician, was well

recognized as the director of the distinguished Orpheus Chamber Orchestra and Circle in the Square Theatre on Broadway. So I shouldn't have been surprised when I learned that Harvey has been studying and working on a new revolutionary method of helping businesses solve problems by connecting artistic skills and processes in the workplace. He calls it simply "arts-based learning." The recognition that the arts world has capabilities that can contribute to business success is not news to the Arts & Business Council. Our recently published study, "The Value of Partnership," measured what happens when business people connect with the arts, identifying the transference of skills between arts managers and business professionals and the resulting impact on both parties.

But what Harvey is talking about is fostering creativity and change in the workplace by harnessing the techniques that artists have developed through the practice of their craft. Lois Bartelme, adjunct faculty in training and performance improvement at Capella University, says that "artists are uniquely effective at communicating across cultures and subcultures because they have learned to be adaptable. Many of the processes and skills that artists use to help them adapt to change are replicable in the world of business."

As the founder and director of Creativity Connection, an arts-based corporate training initiative of the Arts & Business Council of Americans for the Arts, Harvey is bringing arts-based learning to Fortune 500 companies across the country. The mantra is: Creative thinking, not technical skills, will save American jobs. We are delighted to partner with Creativity Connection and Harvey for our upcoming MetLife Foundation National Arts Forum on June 12. This interactive, innovative seminar is not to be missed.

Also worth noting is our outstanding Leadership Circle. In it are several of our region's distinguished philanthropists and business leaders. They have joined together to invest in the development of the next generation of arts leaders by supporting our Business On Board program. You'll hear more about a few of these new leaders at the Arts & Business Council Awards 2007. I think you'll agree with me that their stories about offering their expertise and resources are encouraging and inspiring.

INSIDE THIS ISSUE

- PAGE 2** Leadership Circle Helps Expand Program
- PAGE 3** Staging Promotional Success
- PAGE 4** Flower Show Sneak Peek