

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 Arts & Business Council of Greater Philadelphia is an affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the Arts & Business Council of Americans for the Arts.

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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.

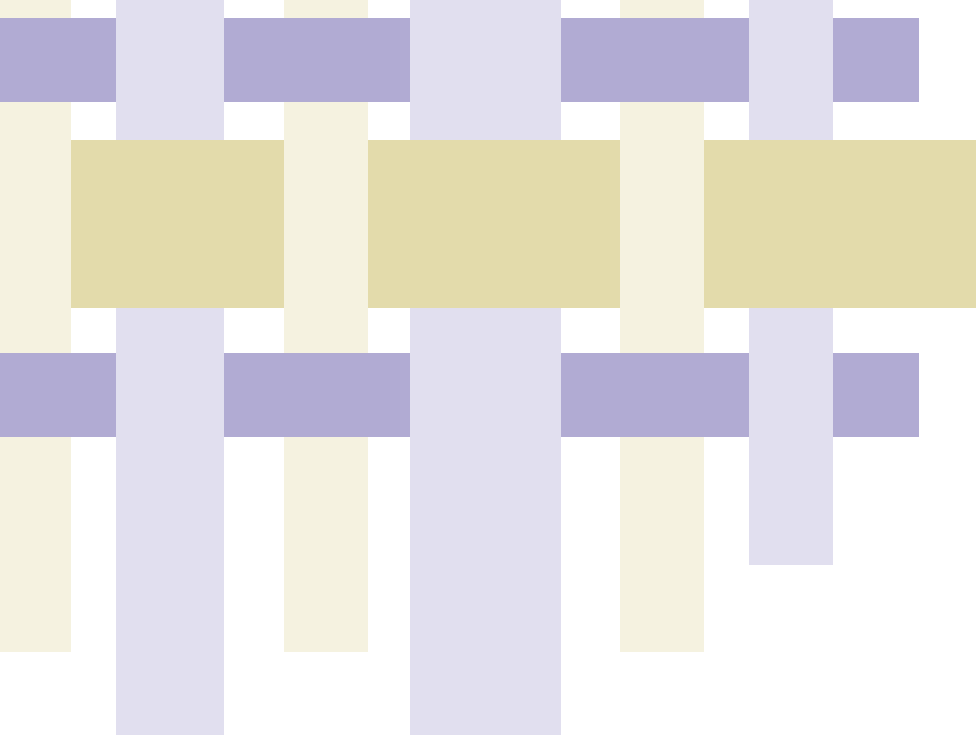
Business On Board®
Business professionals are trained in nonprofit governance and matched with an arts board; workshops for arts organizations improve board development.

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.

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.



www.artsandbusinessphila.org

UPCOMING EVENTS

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

MetLife Foundation National Arts Forum
Wednesday, March 14
5 p.m. registration; 5:30 p.m. program and reception
“Leveraging the Arts for a Creative Future” with keynote speaker, Dr. Gene Cohen, foremost authority on creativity and aging, and a panel of business and arts professionals. At The College of Physicians of Philadelphia.
To register: www.artsandbusinessphila.org/metlife or Amanda Baldt at 215.790.3620.

Business On Board Training for Business Professionals
Friday, March 2, 9 a.m. – 3:30 p.m.
Friday, March 30, 9 a.m. – 3:30 p.m.
Friday, April 27, 9 a.m. – 3:30 p.m.
Friday, June 1, 9 a.m. – 3:30 p.m.
Experiential workshops, interactive group discussions, and case studies at Philadelphia arts venues.
Contact: Amelia Schmertz, 215.790.3769, aschmertz@artsandbusinessphila.org

Awards 2007
Thursday, May 10
11:30 a.m. networking; Noon – show starts
“Rock the Arts” will celebrate area business and arts leaders and bring down the house with amazing guest performers. Presented by PECO, An Exelon Company, in the Grand Ballroom, Pennsylvania Convention Center.
To register: www.artsandbusinessphila.org/awards07 or Amanda Baldt at 215.790.3620.

Technology Connectors Affordable Software Training
One-day courses for a variety of skill levels at training facilities in five convenient locations (Philadelphia, Conshohocken, Mt. Laurel, Princeton and Wilmington). Current schedule at www.onlc.com/scripts/techconn.asp.
Contact: Charlotte Baloche, 215.790.3827, cbaloche@artsandbusinessphila.org.

Council Announces New BVA Director



Eileen M. Cunniffe

Bringing her extensive experience in corporate public affairs and organizational communications, as well as hands-on volunteer experience in the nonprofit arts community, Eileen M. Cunniffe is the Council's new director of Business Volunteers for the Arts. Previously, Cunniffe worked at AstraZeneca and its predecessor companies for 18 years, most recently managing the company's arts and culture contributions and sponsorships in the Greater Philadelphia Region when she was director of corporate and community affairs.

Cunniffe completed the Council's Business On Board training program in 2001 and then served on the policy board of WXPB 88.5, the advisory board of West Chester University Visiting Artist Series and the board of Great Valley Community Education Foundation. Additionally, at People's Light & Theatre Company she has chaired the Project Discovery Advisory Board since 2004 and has been a member since 2002. Last year she was interim director of development for the theater. She also has volunteered with First Person Arts, Art-Reach and Bryn Mawr Film Institute.

Cunniffe earned bachelor's degrees in English with honors from Villanova University and a master's degree in organizational dynamics from the University of Pennsylvania. With a special interest in the literary arts, she writes creative nonfiction in her spare time.

HAVE QUESTIONS?

Want to learn more about something you just read in *Catalyst*? Visit our website at www.artsandbusinessphila.org. Call the Council at 215.790.3620. Contact our staff with questions about programs:

Business Volunteers for the Arts (BVA)
Eileen M. Cunniffe / ecunniffe@artsandbusinessphila.org

Business On Board
Amelia Schmertz / aschmertz@artsandbusinessphila.org

Business On Call – Resources Bank
Kim Kindelsperger / kim@artsandbusinessphila.org

Technology Connectors
Craig Stover / cstover@artsandbusinessphila.org

CATALYST

Exploding the Myths of the Aging Brain

A whole new area of research shows that from mid-life on, thinking can be more synchronized and creative.

George Abbott wrote “Damn Yankees” when he was 68 – then *revised* it when he was 107. Verdi composed “Falstaff” when he was 80. I.M. Pei designed the Rock and Roll Hall of Fame and Museum at 79. Is such mental and creative acuity rare in most aging brains? Or are artists’ brains just continuously creative? And how much does creativity matter in helping the brain make new connections for increased capability? Perhaps we should ditch our perceptions that getting older means a decline in mind as well as body. Even more to the point, perhaps each of us can realistically expect to gain benefits from creative expression.

Ready with some surprising new research is Dr. Gene Cohen, a pioneer in the field and director of the Center on Aging, Health & Humanities at George Washington University. A renowned medical researcher, his work is redefining the Golden Years, just as the Baby Boomers begin to retire.

Cohen presents ground-breaking new evidence in his recently published “The Creativity and Aging Study” that creativity matters, especially for older adults who participate in professionally led arts and cultural programs. This first national longitudinal study of its kind was developed through a cooperative agreement between the National Endowment for the Arts and George Washington University. Major findings are that older adults participating in arts and cultural programs have: better health, fewer doctor visits and less medication usage; more positive responses on mental health measures; and more involvement overall in activities.

Those benefits are all related and have great significance for arts programming, said Cohen in a January interview with *Catalyst*. “Everyone knows the value of the arts in their own terms. Now we know that active involvement in the arts can bring enhanced health outcomes. For those running arts programs, that should be an added appeal.”

“Like Chocolate to the Brain”

What’s more, he noted, we know that older adults are beginning to be the fastest growing percentage of our population. So they have the potential to fill classes and increase demand for programming, especially when they retire. They can be just what arts and cultural organizations have been hoping to find – a core group with enough time and energy to develop artistically. The only caveat is that the professional arts managers who run programs need to provide

challenging opportunities. Too often, he said, “We don’t have enough opportunities for older people to be seriously involved, because we don’t think they’re interested in trying something new.” In fact, according to Cohen, just the opposite is true. “Any activity that uses both hemispheres of the brain is like chocolate to the brain, and art is one of those activities.”



A lifetime of creative moves: Surrealist artist Dorothea Tanning began an ambitious series of work in her 60s and started publishing poetry in her 90s. Photo Credit: Bob Towers, 1948, Sedona, Arizona

Equally important are the implications of Cohen’s research for business. Better employee health means lower healthcare costs, less sick leave and increased productivity. For retirees better health means lower increases in health insurance throughout the retirement years.

But better health plus the unique advantages of experience and the willingness to experiment that come later in life also mean retirees are ready to continue contributing to the business – and wider – community. Cohen’s retirement research reveals “40% of retirees only partially retire,” results similar to a Cornell University work that cited 43%. Yet, as in the arts and cultural community, structured programs to tap that resource are woefully lacking. Most retirees have no retirement planning, and only a small minority have explored issues beyond financial ones.

Better with Age

In his most recent book, *The Mature Mind: The Positive Power of the Aging Brain*, published in 2005, Cohen maintains that mental decline is mostly related to disease, such as Alzheimer’s disease. When healthy, older people can have their best years ahead. That’s because the brain’s left and right hemispheres become better integrated during middle age, making way for greater creativity. Moreover, new scanning technologies show that in some ways the aging brain is more flexible than younger ones. And in true use-it-or-lose-it fashion, keeping the mind active means mental capacity can continue to grow throughout life. Brain tissue is creatively restless tissue, he has said. The tissue *wants* to express the human potential it holds, and developmental mechanisms at work allow this potential to be expressed. *(continued on page 3)*

Making the Case for Strong Corporate Support

A Conversation with PECO’s Denis O’Brien



As president of Pennsylvania’s largest – and safest – utility, Denis O’Brien is acutely aware of PECO’s role as a good corporate citizen. PECO, An Exelon Company, contributes on average more than \$6 million annually to nonprofit organizations, events and programs for education, the arts, safety and the environment. O’Brien shared his thoughts about the arts in 2007: why he’s dedicated to making the region successful and why he feels so strongly about PECO’s serving as Presenting Sponsor of Awards 2007.

What made you decide that PECO should be presenting sponsor for the Council’s Awards 2007?

I saw an article about the recent “Portfolio” report that stated about 2% of the support for nonprofits is coming from corporations. That figure is much lower than I would have expected. I spend a lot of hours each week making sure we’re doing our part, so the article caught my attention. It seemed to minimize what we in the business community

are doing for arts and culture. Of course, a good way to react is to get involved, so when the request to sponsor this event came at the same time as seeing the report, I said yes. I wanted to step up and highlight what we’re doing, highlight the partnership of business and the arts. And, of course, highlight that we at PECO want to do more.

Why do you think presenting a fundraising event is important?
I believe in the very important value of a social and symbolic event. Using a celebratory symbolic event is an extremely valuable method for moving organizations and groups forward. Awards 2007 is that symbolic event of business and the arts working together.

Why is PECO taking a leadership role in supporting arts and culture?
First, it’s the right thing to do. Second, we have ties here. Philadelphia is our hometown, and it will only grow and prosper if arts and culture prosper. The third reason is more personal. I have three children under the age of 10, and my wife tells me we have to make the region successful for our children.

In the big picture of PECO’s nonprofit support, how do arts and culture fit in?
Great arts and culture are necessary to attract people to stay here. To be a player in the global economy you need top-notch arts and culture *(continued on page 2)*

Council Board Welcomes Two New Members

Enthusiastic about offering their expertise to the Arts & Business Council's board are two new members:



Romona Riscoe Benson

Romona Riscoe Benson, president and CEO of **The African American Museum in Philadelphia**, is noted for her more than 20 years' experience in evaluating, developing and implementing strategies in tourism marketing and promotions, conventions and events, facility/system operations, community affairs and special projects. In these roles she has maintained key engagement with corporate, foundation, arts/cultural leaders and elected officials.



William D. Black

William D. Black brings extensive experience with community initiatives. As director of public affairs for **Comcast Corporation** he oversees field execution of all key public affairs programs including Comcast Cares Day, United Way, Comcast's Leaders & Achievers Scholarship Program, and Comcast Foundation grant applications. He also oversees national partnerships with organizations such as City Year, the Emma Bowen Foundation for Minority Interests in Media, and the Partnership for a Drug-Free America.

The Recognition Factor

Each time the work of the Council – and of its president and CEO, Karen B. Davis – gets widely noticed, the recognition is gratifying. But what's really important is that the attention ratchets up interest and involvement in business working with the arts, leading to even more positive connections.

Such will be the case on March 7 when The InterAct Theater Company presents its 2007 Kaki Marshall Arts & Community Award to Davis and gives a special recognition award to the Business On Board program that she launched in 1996. David J. Brown, InterAct's managing director, points to Davis' significant contribution to the arts through activism and community leadership – and to Business On Board's achievement of training 349 business executives to serve on more than 100 boards. The contributed hours and gifts of these business leaders plus the funding they have secured exceed \$5.6 million in total value. Davis will be one of two honorees at the ceremony.

Later in the month on March 30, Councilwoman Blondell Reynolds Brown also will pay tribute to Davis' work, presenting her with a Women Making A Difference Award. "Through her tremendous work in creating synergy between the business and the arts community, Karen Davis truly embodies the model of a Woman Making a Difference," said Reynolds Brown. This year the program will salute five women who have made outstanding contributions in their fields and who uplift our communities in a tangible way.

BUSINESS ON CALL UPDATE

New Captains Help Provide Essential Leadership

The sun was high and, outside, the ice cream was threatening to melt while Debbie Stange explained the details of 1895 life. A Business On Call volunteer, Stange was leading tours of the elegant Victorian mansion, Rockwood, as part of the annual Ice Cream Festival held



Recognizing the impact of volunteers: The Print Center's exhibition was just one of the treats for captains who enjoyed A Night Off for Business On Call, December 5.

at Rockwood Park near Wilmington. Stange was new to the area, a transplant from St. Louis, and says, "I didn't even know that Rockwood Park, a few miles from my home, was there. It was a great chance to meet my neighbors." That was in July 2005, and Stange has so enjoyed lending a helping hand through volunteering with Business On Call that she has just become a co-captain for the program with Jay Brown at The Boeing Company, where she is a contracts and pricing specialist.

Company captains, the eyes and ears of Business On Call, encourage participation, answer employee questions, send out weekly updates of volunteering opportunities, organize carpools and group activities, plan

on-site events for participants, and more. In short, the captains lead the program at their workplace. They also brainstorm with captains at other corporations. "They're vital," says Kim Kindelsperger, director of Business On Call, "because they're responsible for the program's success and impact at their companies."

Donna Hilbert is vice president of Beneficial Savings Bank and a new co-captain there with Candy Gust. A staunch Business On Call supporter, Hilbert says, "It develops camaraderie, giving people another avenue to see what they have in common outside of work, and it makes the arts accessible to our people." She adds, "It also gets the bank's name out there, showing that employees are volunteering in the community."

Marcy Barone agrees. "It's an opportunity to build relationships with the community. And it's instant gratification, because the arts staff are so appreciative of your time." Project office manager for AstraZeneca, Barone is the company's Business On Call new co-captain with Lynn Tracey. Together, they help "spread the word," says Barone, noting that the program is "a win-win for everyone."

Barone, Hilbert and Stange are three of the 13 captains who lead Business On Call at their companies. The nine company sponsors are AstraZeneca, Beneficial Savings Bank, The Boeing Company, Commerce Bank, excelleRx, Inc., GlaxoSmithKline, Lockheed Martin Integrated Systems & Solutions, PNC Bank and Wachovia.

For more information about Business On Call, go online to www.artsandbusinessphila.org or contact Kim Kindelsperger at 215.790.3679 or kim@artsandbusinessphila.org.

Conversation with Denis O'Brien (continued from page 1)

– everything from the orchestra and the art museum to neighborhood arts centers. We also feel that good education is necessary for progress, because we have to have a well trained workforce. And as a utility we are focused on environmental stewardship. Also, we are focused on youth in the region, which brings us back to arts and culture and education tying it all together.

What types of support do you feel are important?

Even though we realize how much money helps organizations, we want to do more than just provide financial support. We want to help make things happen. Right now we are figuring out ways to be more involved and engaged in the region through our volunteer network. Our employees volunteer and work with many groups. For instance, I have an explicit understanding with those who report to me that they will volunteer, mostly at the board level, with their time and energy and with personal as well as corporate resources. I serve on the boards of WHY? and The Franklin Institute, among others, and have greatly enjoyed my association with those great organizations.

So PECO's employees are involved with the Council's Business On Board program?

A number of our employees have participated. Mellanie Lassiter is the most recent one and has been observing the board of Art Sanctuary. She feels very good about it. I'm sure the success we've had will continue to encourage people to go through the program.

How much leeway do employees have in choosing where they want to volunteer?

I learned a long time ago that people have to follow their interests and do what they want to do. There are a million good things that they can do. They need to pick a couple of them and get involved. We give them the vision and let them use their own knowledge, experience and passion to figure it out.

A concluding thought?

To all civic leaders – this year's theme for Awards 2007 is "Rock the Arts." Come rock with us!

Exploding Myths (continued from page 1)

According to Cohen, three forms of thinking actually improve with age:

- Relativistic – basing understanding on a synthesized combination of disparate views; replacing absolute truth with realistic relative truths
- Dialectic – uncovering contradictions in opposing views and holding opposites in mind without judgment; accepting opposing views as valid
- Systematic – seeing the forest as well as the trees to understand the bigger picture; avoiding becoming trapped in personal and petty issues

Cohen was the founding chief of the Center on Aging at the National Institute of Mental Health, and said that his interest goes way back. At 16, he won first place in the MIT States Science Fair with a project on aging. Then pursuing the subject in college, he accepted the

challenge from his professor, Erik Erikson, to do more investigation. While working as a psychiatrist in public housing for older people, he remembers that those in the field said to expect a morbid experience. Yet he found that it was a most gratifying time with patients improving, even some who previously couldn't do routine care. "I realized that here is a brand new field," he said.

On March 14, Cohen will be discussing how later years can be a richly creative period of life. For details, see below.

To learn more about the work of Dr. Cohen and the Center on Aging, Health & Humanities at George Washington University, go to www.artsandbusinessphila.org/events/metlifeSpring07.asp.

March Event Will Inspire and Challenge



Dr. Gene Cohen

Come hear about new research that reveals the positive effects of the arts on health and vitality in later life – and what steps your organization or company can take to promote creativity with the Boomer Generation as it heads toward retirement.

Gene Cohen, M.D., Ph.D., will be the keynote speaker for "Leveraging the Arts for a Creative Future," a seminar with panel discussion that's part of the MetLife Foundation National Arts Forum Series. Scheduled for March 14, the not-to-be-missed event will begin with registration at 5 p.m., then proceed with the program and reception at 5:30 p.m. The forum will be held at The College of Physicians of Philadelphia, 19 South 22nd Street, Philadelphia, and the cost is \$20 per person.

Dr. Cohen is the first director of the Center on Aging, Health & Humanities at George Washington University, where he also is professor of health care sciences and professor of psychiatry and behavioral sciences. Formerly, he was the first chief of the Center on Aging at the National Institute of Mental Health, the first federal center on mental health and aging established in any country. He has received the Public Health Service's Distinguished Service Medal, their highest honor.

Cohen and the panelists will prompt attendees to consider how:

- Arts and cultural organizations can build new audiences and develop new funding streams with retirees and those looking to retire

- Businesses can go beyond financial planning in helping employees successfully transition into retirement
- Policymakers and the health community can lower the burden of health and disability by engaging retirees in creative environments
- Retirees and those considering retirement can challenge their brains through the arts, increasing innovative, creative thinking

The moderator of the panel discussion will be Dick Goldberg, director of Coming of Age. Greater Philadelphia's initiative to promote civic engagement, lifelong learning and community leadership among those over 50. Panelists will include Diane Melley, director, IBM Corporate Community Relations and On Demand Community; Laura Burnham, executive director, Abington Arts Center; Gordon B. Fink, M.D., member, Settlement Music School's Adult Chamber Players.

This 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. Additional support is provided by The College of Physicians of Philadelphia and Coming of Age.

To register, call Amanda Baldt at 215.790.3620 or go to the Council website at www.artsandbusinessphila.org/metlife.

MetLife Foundation national ARTS forum series

Awards 2007 Will Rock

Get ready for "Rock the Arts," the groovin' noontime jam that will put the spotlight on business and arts leaders who are rocking the arts with their dedication, leadership and creativity. They've topped the charts of the business and arts partnership scene, sharing their expertise and resources, achieving big results, and they will truly inspire you!

To set the stage, your favorite rock classics will explode with an electrifying dance performance, budding stars from the Paul Green School of Rock will surely bring down the house, and a finale like no other will sizzle when the legendary Blue Notes perform hits like "Wake Up Everybody."

It's all part of Awards 2007, May 10, in the Grand Ballroom of the

Pennsylvania Convention Center. With networking at 11:30 a.m., the show will start promptly at noon. Each year, awards juries select eight winners, recognizing businesses partnering with arts organizations; individual leaders; business volunteers; and individuals who have achieved worldwide acclaim, embodied artistic achievement and served as an inspiration to the entire region, both as artists and as leaders.

Watch for your invitation announcing this year's honorees. Then join 1,600 other "movers and shakers" for the region's most colorful, exciting and energized event of the year – the perfect way to entertain clients, recognize key employees and celebrate arts and culture in our region. Reserve your seat today by registering online at www.artsandbusinessphila.org/awards07.

The Arts & Business Council's Awards 2007 is presented by PECO, An Exelon Company, and is also sponsored by Advanta, American Water, Bank of America, Comcast Corporation, Greater Philadelphia Tourism Marketing Corporation, Harmelin Media, Independence Blue Cross, KPMG LLP, Saul Ewing LLP, Shire Pharmaceuticals and Verizon.

Presenting Sponsor:



Word from the President

Karen B. Davis, President & CEO



In 2010 a massive proportion of this country's workforce, which comprises the Boomers, is set to retire. They may be fully retired. They may be partially retired. In either case, according to Dr. Gene Cohen, foremost authority

on creativity and aging, the Boomers will be gravitating toward activities in which they can be stimulated to try something new and become actively engaged in a meaningful way in their communities.

What a tremendous opportunity for the arts! Cohen is quoted as saying that art is like chocolate to the brain, especially as we get older. As an arts manager, if you haven't begun to incorporate the Boomers on your boards, within your programming or in your volunteer pool, you'll find the answers to what your next steps might be at the upcoming MetLife Forum on March 14, spotlighted in this issue.

Business folks should have an interest in this topic as well. When you help this generation plan for ways to feed their creative side, your employees will be healthier and happier, thus lowering healthcare costs and building morale. Sound like a lot of nonsense? You won't think so after hearing from Dr. Cohen and an expert panel of speakers already on the bandwagon.

Besides the MetLife Forum and a variety of other programming this spring, you don't want to miss this year's Awards 2007. With the theme, "Rock the Arts," you can bet that we're going to bring down the house with sensational entertainment. We couldn't be more proud to honor the business volunteers, arts and business partnerships and strong civic and arts leaders – all contributing their best to make this region shine.

REMEMBERING A DEAR FRIEND

Richard A. Doran, considered by the Arts & Business Council family as a "founding father," died in late January, to the sadness of us all. Much too young; much too involved in the important work of The Curtis Institute, the Opera Company of Philadelphia and The Chamber Orchestra of Philadelphia, among others; much too filled with heart and generosity for the emerging young talent trying to forge new careers – Dick will leave an almost unimaginable void. He reminded all of us of our civic responsibility to contribute to the growth and health of the region. We wish we could have cloned his kind. Instead we'll settle for the substantial mark he left on some of our finest cultural institutions and on our community.

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