



Miles White
CEO, Abbott



Muhtar Kent
CEO, Coca Cola



Gordon Nixon
CEO, RBC



Lawrence Blanford
CEO, Green Mountain
Coffee Roasters



Richard Thompson
CEO, Power-Ones



Tim Healy
CEO, Enernoc



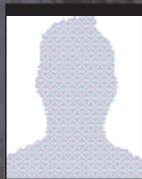
G.G. Pique
CEO, Energy Recovery



Elon Musk
Chairman & CEO,
Tesla Motors



Neil Eckhart
CEO, Climate
Exchange PLC



Greg Page
CEO, Cargill



Vinod Khosla,
Khosla Ventures



Shai Agassi
CEO, Better Places



David Walker
Founder and Chief
Executive, Comeback
America Initiative (CAI)



Paul Dickinson
CEO, Carbon Disclosure
Project



Mindy Lubber,
CERES



Arne Duncan,
U.S. Secretary of
Education



Steven Chu,
US Secretary
of Energy



Martha Johnson,
GSA Administrator



Bobbi Silten
Chief Foundation Officer,
Gap Foundation



Patrick Gaston
President, Verizon
Foundation



Stanley Litow
President, IBM
Foundation



John Mackey
CEO, Whole Foods Market



Wendy Kopp,
Teach For America



Scott Griffith
CEO, Zipcar

'Responsible CEO of the Year' Awards Event Is Announced

BY JAY WHITEHEAD

This annual *CR Magazine* Responsible CEO of the Year Award is unique among business honors, for three reasons. First, it recognizes how individual CEOs have aligned their company's interests with that of thousands of stakeholders—to do well by doing good. Second, it's a trophy that acknowledges leadership in progress, because corporate responsibility represents only a transitory competitive advantage, one that is ever to be improved upon. And third, it reflects the professional chauvinism of the corporate responsibility-obsessed editorial team at *CR Magazine*, the only publication solely focused on the four professional domains in the field of corporate responsibility: Governance/Risk/Compliance (GRC), sustainability, Corporate Social Responsibility (CSR), and philanthropy.

This year's "Responsible CEO of the Year Awards" feature the same eight categories as 2009: Large-, Mid-, and Small-Market public companies, private companies, non-profit/non-governmental organizations (NGOs), governmental/regulatory bodies, corporate foundations, and social entrepreneurs. As readers might recall, it was only last year that we added private companies—a change occasioned by the the 2008-2009 stock market swoon, which forced a number of CR-savvy public companies to go private. (This is a phenomenon that is permanently raising the bar for private company CR practices.)

This year's awards will be presented at the Fall CRO Summit "Responsible CEO of the Year Awards" Cocktail Reception, being held from 6-to-8pm November 3 at the Union League Club in Chicago. We invite all attendees at the CRO Summit to attend the cocktail awards event. At that time, we will also reveal details of the September 2011 *Commit! Forum* in New York City. That event, which we'll produce in partnership

with NYSE Euronext, will replace the CRO Summits, and connect the CR community with more than 2,200 stakeholder leaders live (and more than 1.5 million via media coverage).

itorial team took on the task of vetting the awards itself. When we went out to recruit a committee, several of the people whom we wanted to serve were unwilling to do so, because it would make them and their organi-

The final selections will be made from among the nominees by the *CR Magazine* editorial team and announced at this Fall's CRO Summit 'CEO of the Year Awards' on November 3rd at the Union League Club in Chicago.

The 24 nominations on the following pages were made by the editorial team at *CR Magazine*. The editorial team looked at three criteria in establishing the nominations:

First, we looked at the scope of the impact of the nominee—how did this person's CR initiatives compare in revenue, profit, or size of population served relative to the other potential nominees?

Second, the reputational or performance risk taken by the nominee—has this person truly put him or herself in the line of fire if the initiative fails, again as compared to the other potential nominees?

And third, each category has its own criterion—large, mid-cap and small companies must be public, non-profits must be on GuideStar.org, corporate foundations must be members of the Committee Encouraging Corporate Philanthropy (CECP), and social entrepreneurs must fit one of three types listed in *The Power Of Unreasonable People* by John Elkington.

One note about why the *CR Magazine* ed-

zations ineligible. Perhaps we were naïve, but this outcome came as something of a surprise to us. As it turns out, the CR community is hungry for recognition and is more interested in getting their efforts associated with the prestigious award than serving as judge and jury.

The final selections will be made from among the nominees by the *CR Magazine* editorial team and announced at the Chicago event on November 3. It should be noted that we made the decision this year—based on our belief that there should be no statute of limitations on responsibility—that nominees and winners of previous years are eligible for re-nomination in the current year. So don't be surprised if you see a repeat nominee or two.

On the following pages are the 24 nominees, along with brief statements that put context to each nomination. We look forward to seeing you in Chicago on November 3 at the Awards Dinner to hear the answer that follows the statement, "and the winner is..."

LARGE MARKET (public companies with \$2 billion+ revenues)

2009 Winner: John Hess, CEO, Hess

2010 Nominees:



Miles White, CEO, Abbott

Miles White, CEO of Abbott, has made corporate citizenship and corporate reputation the cornerstone of his tenure at the helm of \$33 billion Abbott Laboratories. The pharmaceutical concern is home of brands such as Similac, Ensure, Pevacid and Vicodin. He's shepherded the company to the #6 position on the 2010 "100 Best Corporate Citizens List," and the #1 position on *Fortune's* most admired companies in the pharmaceutical industry, a subdivision of the magazine's 2010 "Most Admired Companies" list. (That list's methodology entails polling *Fortune* 1000 outside directors in a total of 55 industries). White is also unique for managing to steer his firm onto the Dow Jones Sustainability Index (which ranks the top 300 of the 2,500 largest companies worldwide on sustainability) for nothing less than the sixth consecutive year. Ditto his success in being named the industry leader in several categories of that ranking—including a 100 percent score in environmental management and climate strategy. White joined Abbott in 1984, was named chief executive officer in 1998 and became chairman of the board in 1999.



Muhtar Kent, CEO, Coca Cola

Muhtar Kent, Coca-Cola's CEO, is the first major CEO we know who considers himself the company's "chief sustainability officer." He told *Forbes.com* in January 2010, "I have not appointed another one and never will. That's me." Kent was had big shoes to fill in 2008, succeeding corporate responsibility legend Neville Isdell, who evolved Coca-Cola into the world's most valuable brand. Kent has met the challenge with his "2020 Vision" program, a roadmap for doubling the company's volume, global leadership in sustainable water use, packaging, energy use, and climate protection, plus committed to a \$14 billion investment over the next five years in China, Mexico, Russia, Brazil, Thailand, Malaysia and Vietnam. In 2010, the same year Coke ranked #8 on *CR Magazine's* "100 Best Corporate Citizens List," he acquired the North American business of Coca-Cola Enterprises, the bottling unit, which will help with his volume-doubling goal.



Gordon Nixon, CEO, RBC

It is more than a little a bit ironic that *CR Magazine's* first "Responsible CEO of the Year" nominee from Canada would be a banker, a U.S. profession vilified in the wake of the subprime crash. But Nixon, now in his second decade as CEO of 80,000-employee RBC, Canada's largest company and world's 15th largest bank just behind Goldman Sachs and Citigroup, avoided the crisis by staying subprime-free and investing (especially in the U.S.) when others were retreating. Nixon also proudly wears RBC's corporate responsibility heart on his sleeve. His famous quote on the topic in 2010 was: "Corporate responsibility isn't only about how a company *spends* its money: it's about how a company *makes* its money." Nixon was Canada's CEO of the Year in 2007, lauded not only for his bank management skills, but also for his stands on environment and diversity. On his watch, RBC has avoided any direct lending to Canada's economically-dominant-but-environmentally-challenged oil sands projects, invested \$50 million in the fresh water protection program known as the Blue Water Project, and has faced the reality of a shrinking Canadian workforce by putting diversity at the top of his agenda.

MID MARKET (public companies with \$100 million-\$1,999 million revenues)

2009 Winner: Lawrence Blanford, Green Mountain Coffee Roasters

2010 Nominees:



Lawrence Blanford, CEO, Green Mountain Coffee Roasters

In 2007 and earlier years, when the "100 Best Corporate Citizens List" company population included both the Russell 1000 and the Domini 400, Blanford's Green Mountain Coffee Roasters often appeared at the top of the List, powered by its extraordinary track record of environmental, citizenship, and fair trade practices. But it dropped from the List when the population was limited to the larger-company Russell 1000. By 2010, \$1.2 billion GMCR had grown back into the 100 Best List, landing at #39, ahead of arch-rival Starbucks (#52). And in 2010, Blanford continued his fast-growth approach by acquiring its Canadian rival Van Houtte for \$890 million, which followed the May 2010 takeover of Diedrich Coffee for \$300 million. In 2010 Blanford also successfully navigated a tempest-in-a-teacup over the environmental impact of its throw-away plastic K-Cups that look like big versions of those creamer containers. But Blanford is no dummy. Since he owns Keurig, the K-Cup company, he's greening it up with paper and recyclable versions.



Richard Thompson, CEO, Power-Ones

As energy continues to hold center stage in the corporate sustainability and responsibility movements, new energy leaders will continue to attract attention. Power-One, with \$609 million in revenues and nearly a \$1 billion market cap, is an emerging leader in power conversion and management solutions—most notably inverters for alternative and renewable energy sources, including solar and wind power. And Richard Thompson is the guy the board tapped in 2007 to lead it forward as a public company. He was CFO at American Power Conversion, a \$2 billion provider of real-time computing and data center infrastructure products and services (APC was acquired by Schneider Electric SA in February 2007). Before joining APC, Thompson, a graduate of Lamar University, was CFO of Artesyn Technologies, a leading provider of power electronics, where he also held operations and general management positions.



Tim Healy, CEO, Enernoc

Tim Healy is the poster boy for the technology revolution in cutting energy costs and emissions. His \$224 million EnerNOC—which is short for Energy Network Operations Center—deploys technologies at 2,800 utilities and large corporate energy users that control energy demand, supply, and emissions. While EnerNOC is currently too small to make the "100 Best Corporate Citizens List," there is no doubt that it will find its way there when it grows a bit more. A keynote speaker at the April 2010 CRO Summit in Boston, Healy displayed the evangelistic zeal that led his company to its initial public offering in 2007, which was named IPO of the Year by the Association for Corporate Growth Boston and *Mass High Tech* magazine. Healy also received the Ernst & Young Entrepreneur of the Year Award in New England. Prior to EnerNOC, Healy worked in the Energy Technology Laboratory for Northern Power Systems, Inc., a firm that has integrated no fewer than 800 distributed power systems and related equipment for customers throughout the world.

SMALL MARKET: (public companies with <\$100 million in revenues)

2009 Winner: Neil Eckhart, CEO, Climate Exchange PLC

2010 Nominees:



G.G. Pique, CEO, Energy Recovery

ERI is yet another leader in the renewable energy revolution, led by 35-year water industry veteran G.G. Pique. Now at \$53 million in revenues, ERI makes energy recovery devices for the seawater desalination market. Since joining ERI in 2000, Pique has driven the company from a \$1.5 million operation to the desalination industry's leading provider of clean, energy-efficient technologies, achieving 80-percent market share. He has also helped established a unique corporate culture at ERI that empowers employees to bring new ideas for clean technologies to market. Prior to joining ERI, Pique, who earned his BS in Chemical Engineering from the University of Connecticut and an MBA from the University of Hartford, served as senior vice president of water treatment leader US Filter Corp (acquired by Vivendi in 1999 for \$7.5 billion).



Elon Musk, Chairman & CEO, Tesla Motors

Paypal multi-millionaire Elon Musk's pioneering electric sports car company's totaled \$49 million in revenues for the first six months of 2010. But that figure fails to do justice to Tesla's accomplishments or those of its founder and CEO. Musk has risked his own substantial fortune to chase the vision to relentlessly drive down the cost of electric vehicles or EVs. While the company only shows about 1,200 of its all-electric Roadster sports car on the road, it is the first new publicly-traded U.S. auto company in the past half-century, having raised \$184 million in an IPO on July 2, 2010, part of \$442 million in funding. With racecar-fast acceleration and a 240 mile-per-charge range, Musk's Roadster has elevated zero-emission driving from a practice for weak-kneed environmentalists to acceptability by high-testosterone speed junkies. The public offering helped Musk stave off a personal cash crisis, and gave the company a fighting chance to deliver on its founder's mission. Musk has struck deals with Daimler Smart Car and allied with Toyota for an electric version of the popular RAV4.



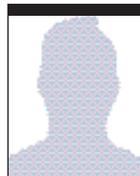
Neil Eckhart, CEO, Climate Exchange PLC

Note: Eckhart's nomination has been withdrawn as of press time because of CCX's July 8, 2010 acquisition by IntercontinentalExchange, an NYSE company trading under the symbol ICE. As CEO of Climate Exchange PLC, recent former parent of the Chicago and European Climate Exchanges, Eckhart and his Chairman Richard Sandor were instrumental in popularizing the CCX and ECX models for GHG cap-and-trade among corporations and government policy-makers worldwide. Despite a slowdown in volume due to the failure of the Copenhagen summit to set regulatory limits on carbon emissions, complex carbon contracts on the Chicago Climate Futures Exchange climbed 1,889 percent in the first half of 2009, including five consecutive monthly volume records for the multi-state Regional Greenhouse Gas Initiative (RGGI) in 2009's first half.

PRIVATE COMPANIES

2009 Winner: Scott Lang, Silver Spring Networks

2010 Nominees:



Greg Page, CEO, Cargill

Greg Page runs the world's largest sustainable feedstock supplier and America's second-largest private company (after Koch Industries) with \$117 billion in revenues and 160,000 employees in 67 countries. Page joined Cargill in 1974 and rose to the CEO post in 2007, all the while flying the company's flags on responsible business conduct, sustainable supply chains and production, environment, people, and community. To overstate its impact on sustainable practices in global food production would be difficult. After all, Cargill is responsible for 100 percent of McDonalds' U.S. eggs, 25 percent of all U.S. grain exports, and 22 percent of U.S. domestic meat. And the company achieves all this while maintaining—since 2004—a 100-percent rating on the Corporate Equality Index (CEI) that is produced by the Human Rights Campaign.



Vinod Khosla, Khosla Ventures

Vinod Khosla is responsible for the largest portfolio of early-stage cleantech ventures of any investor today, with 41 investments at press time. The co-founder of Sun Microsystems and general partner of world's largest venture capital firm, Kleiner Perkins Caufield & Byers, Khosla was an early proponent of California's 2006 Proposition 87, the Clean Energy Initiative, which failed to pass. He followed up on his cleantech inclinations by raising \$1 billion for investments in early-stage cleantech, and in May 2010 he added former British Prime Minister Tony Blair to his team to help guide environmentally-friendly investments. While his \$1 billion will eventually be dwarfed by other investors' stakes in cleantech, future cleantech investors, entrepreneurs, and customers will forever owe the Stanford-educated Khosla a debt of gratitude for his willingness to see over the energy horizon.



Shai Agassi, CEO, Better Places

Nobody has ever accused Shai Agassi of having small goals. The Israeli software entrepreneur, whose small business software firm was acquired by SAP in 2002, left German software giant SAP in 2007 after he was passed over to lead the firm. Agassi then turned his considerable talents to developing a network of rechargeable car-battery-swap-out stations for the emerging electric car market. In January, 2008 the Israeli government announced support for a joint venture between Agassi's Better Place, Renault, and Nissan to build out the network. By January 2010, Agassi raised \$350 million from, among others HSBC, Morgan Stanley and Lazard, which gave Better Place a total value of more than \$1.25 billion, one of the largest cleantech financing deals in history. For his efforts, in 2009, *Time Magazine* named Agassi one of its "100 Most Influential People." With an initial focus on Israel and Denmark, Agassi's battery-swap startup will launch in early 2011. Pundits are predicting that Agassi's bold move will be a market-disrupting moment—potentially making electric car battery-swapping as easy as a gas fill-up is today, especially in urban areas or for fleets.

NON PROFIT/NGO

2009 Winner: Paul Dickinson, Carbon Disclosure Project

2010 Nominees:



David Walker, Founder and Chief Executive of Comeback America Initiative (CAI)

The word “sustainability” has come to mean “no waste.” While most infer “environmental” into the term, America’s former Comptroller General David Walker interprets “sustainability” with a decidedly fiscal slant. Former U.S. Commerce Secretary (and Lehman Brothers CEO and Blackstone Group founder) Peter G. Peterson has said, “Dave Walker has been a Paul Revere on the unsustainable fiscal outlook for our country.” Walker was most recently head of Peterson’s foundation, which has fiscal sustainability as its mission. (Note: Peterson is also the backer of CAI.) In his book *Comeback America: Turning the Country Around and Restoring Fiscal Responsibility*, Walker sounds the alarm for limiting public indebtedness. Walker’s work is worthy of recognition for his recognition about the unsustainability of the other type of green we try not to waste—the type we spend.



Paul Dickinson, CEO Carbon Disclosure Project

Like his fellow nominee Mindy Lubber, Dickinson uses the theory that smoke follows money. Since founding the CDP in 2000, British actuary Dickinson has enlisted 534 institutional investors (with \$64 trillion under total management) to encourage the world’s 3,000 largest companies to disclose their carbon emissions—and, now, their water usage. Dickinson has also successfully used world leaders such as Bill Clinton, Al Gore, and Angela Merkel to solicit companies to respond to the CDP’s disclosure questionnaires. While CDP’s annual reports have set the international standard for CO2 disclosure, perhaps the CDP’s biggest single victory to date was the July 16, 2009 announcement that Walmart was henceforward instructing its suppliers to disclose to the CDP. Dickinson’s newest initiative is the Water Disclosure Project, which calls upon leading companies to disclose their water usage. Dickinson is himself a disciple of what he refers to as the “charm offensive” theory of behavioral change. That’s his use of his considerable powers of persuasion to continue to inspire new levels of transparency from corporate leaders. For many, the carrot is mightier than the stick.



Mindy Lubber, CERES

As campaign leader for former Massachusetts Governor Michael Dukakis’ U.S. Presidential bid, Lubber earned her stripes in theme-based campaigns in the world’s toughest arena. Under the banner “advancing sustainable prosperity,” Lubber has created arguably the most intense and effective corporate advisory practice focused on climate change risk, with clients such as Bank of America, Coca-Cola, Dunkin’ Brands, General Mills, McDonalds, Nike and Sunoco. She also directs the Investor Network on Climate Risk (INCR) <<http://www.incr.com/>>, a network of more than 90 investors representing approximately \$10 trillion in assets that coordinates U.S. investor responses to the financial risks and opportunities of climate change. Lubber received a coveted Skoll Social Entrepreneur Award and Fast Company Social Capitalist Awards in 2007 and 2008. She was recently voted one of “The 100 Most Influential People in Corporate Governance for 2009” by *Directorship Magazine*, who noted Ceres’ substantial influence in its field.

GOVERNMENT/REGULATORY

2009 Winner (tie): Richard Daley Mayor Chicago & Luke Ravenstahl Mayor Pittsburgh

2010 Nominees:



Arne Duncan, U.S. Secretary of Education

Since 2000, corporate foundations have funded education initiatives by two-to-one over any other type of project, largely due to the widely-held perception that U.S. public schools need help in turning out employment-ready citizens. Duncan is President Obama’s pick to fix that problem. In his confirmation hearings, Duncan called education “the most pressing issue facing America,” and an “economic imperative.” Before his appointment, Duncan served as Chief Executive Officer of the Chicago Public Schools, a position to which he was appointed by Mayor Richard M. Daley, from June 2001 through December 2008, becoming the longest-serving big-city education superintendent in the country. From 1987 to 1991, Duncan played professional basketball in Australia, where he also worked with children who were wards of the state. Duncan graduated magna cum laude from Harvard University in 1987, majoring in sociology and co-captaining the basketball team.



Steven Chu, US Secretary of Energy

In Steven Chu, President Obama has tapped the first-ever winner of a Nobel Prize to head the U.S. Department of Energy. The former professor of physics at Stanford University, who also headed the Lawrence Berkeley National Laboratory, is a vocal champion of environmental sustainability and energy independence. He has actively advocated for greater research into alternative energy—as well as nuclear power—arguing that a shift away from fossil fuels is essential to combating climate change. On an arguably more imaginative front, he has conceptualized the notion of a global “glucose economy,” a low-carbon marketplace in which glucose from tropical plants would be shipped around the world just like oil is today. Chu has also advocated cutting-edge changes to construction practices, such as making the roofs of buildings and the tops of roads around the world white or other light colors, a practice that could possibly reflect a lot of sunlight back into space—and offer the potential for significant mitigation of global warming. The effect would be, according to Chu, similar to taking every car in the world off the roads for about 11 years.



Martha Johnson, GSA Administrator

Because she controls a government spending budget totaling 11 percent of U.S. government procurement dollars and \$24 billion in buildings and other federal assets, Johnson is considered to be “America’s buyer-in-chief.” But President Obama’s GSA head has departed from mere cost-effective purchasing policy with her self-stated “unbelievable, wild, magnificent, over-the-top goal” of achieving zero environmental footprint (ZEF) for the U.S. federal government. “A zero environmental footprint goal will galvanize the workforce and our partners and attract the best of the next generation’s smart, idealistic and determined talent,” she says. “A zero footprint goal will pull change through our systems, ratchet our priorities away from petting process and towards solving society’s real needs. A zero footprint goal will electrify our confidence in our future.”

CORPORATE FOUNDATION (CECP member or must be endowed at \$10 million annual level in cash or in-kind)

2009 Winner: Stanley Litow, President, IBM International Foundation

2010 Nominees:



Bobbi Silten, Chief Foundation Officer, Gap Foundation

Since 2005, Silten has headed the foundation for Gap, which was ranked ninth on the 2010 CR “100 Best Corporate Citizens List.” Silten’s stakeholder-friendly management of Gap Foundation’s work earned the apparel maker CR’s fourth highest ranking among the Russell 1000 in philanthropy performance. She also serves on the company’s Diversity Council. If she appears to run Gap Foundation as a business—supporting underserved youth and women, enabling them to lead productive and fulfilling lives with grants, in-kind donations, community outreach, and employee volunteerism—there’s a reason. Before joining Gap Inc., Silten was the President and Commercial General Manager of the U.S. Dockers® brand at Levi Strauss & Co. There, Silten earned her foundation stripes as a member of the Board of Trustees for the Levi Strauss Foundation and the Red Tab Foundation.



Patrick Gaston, President, Verizon Foundation

It’s fitting that the foundation leader from one of the world’s largest mobile phone companies is a pioneer in digital-age education. As Patrick Gaston, foundation head for 2010’s #26th-ranked Corporate Citizen, sat beside Federal Communications Commissioner Julius Genachowski at a September 2010 broadband education conference, he stressed the importance of broadband in solving educational access issues. Gaston was there to promote Verizon’s Thinkfinity program that provides free educational resources to make learning fun and improve educational achievement, all funded by the Verizon Foundation. In 2009, the Verizon Foundation awarded \$67.9 million in grants to nonprofit agencies in the U.S. and abroad. It also matched the charitable donations of Verizon employees and retirees, resulting in \$26.1 million in combined contributions to nonprofits. Through Verizon Volunteers, one of the nation’s largest employee volunteer programs, Verizon employees and retirees have volunteered more than 5 million hours of community service since 2000.



Stanley Litow, President IBM Foundation

Winner of the last two years’ “Responsible CEO of the Year” award in this category, Stanley Litow continues to spin out strong results from Big Blue’s \$200 million (assets) Foundation. Litow’s largest initiative is the 100,000-teacher “Reinventing Education” program. This initiative touches some eight million children worldwide and offers innovative technologies to spur reading. Litow also has recently taken leadership of IBM’s “Transition to Teaching” initiative, which helps top-performing IBMers who have logged 10 years or more with the company to mentor students online. The goal is to help bridge the achievement gap in technology training and education. The company’s “Reinventing Education” program, meanwhile, has engaged 44,000 employees who have donated some two-million hours of service to local schools. Alzheimer’s Disease and AIDS research is also on Litow’s agenda. As the former Chief Operating Officer of the New York City schools (and aide to New York’s Governor and N.Y.C.’s Mayor), Litow is known for his tireless advocacy, a trait that serves him well in both his role as IBM’s VP Corporate Citizenship and as a member of the Board of Governors of the CRO Association.

SOCIAL ENTREPRENEUR (leveraged non-profit, hybrid non-profit or social business)

2009 Winner: Michael Eckhart, American Council on Renewable Energy (ACORE)

2010 Nominees:



John Mackey, CEO, Whole Foods Market

Why do we categorize the CEO of Whole Foods, a public company on NASDAQ, as a “social entrepreneur?” Because Mackey’s on a mission beyond money. In 2006, Mackey wrote a letter to his staff saying he’d work for \$1 a year. His was the first grocery chain to set standards for humane animal treatment. It’s Mackey’s missionary drive that made the company one of only two *Fortune* 500 companies on the “25 Best Companies to Work For” list. That same year, Mackey got himself in hot water with the Federal Trade Commission by wisecracking under the pseudonym “Rahodeb” (his wife’s name backwards) on the online Yahoo Finance forum. But the FTC action never slowed Mackey’s blogging and company-building to promote his passions: being pro-employee, anti-big government, and anti-union. (In “Beyond Unions,” he compared unions to herpes. “It doesn’t kill you, but it’s unpleasant and inconvenient, and it stops a lot of people from becoming your lover.”). Last but not least is his groundbreaking promotion of organic food.



Wendy Kopp, Teach For America

In her 1989 undergrad senior thesis at Princeton, Wendy Kopp proposed the creation of Teach For America. She was struck by the inequities in the U.S. education system, where she saw weak preparation undermine smart, talented public school students. Her thesis blueprinted a national teachers corps for America’s neediest schools, which she launched after graduation by raising \$2.5 million and convincing schools to participate. In its first year, Teach For America placed 500 young teachers in low-income classrooms. Today, Teach For America fields 8,000 corps members in 39 regions, reaching 500,000 students, with 20,000 alumni serving as important leaders and advocates for education reform. Kopp received Skoll Foundation funding for her Teach For All initiative, a new organization created as a partnership between Teach For America and Teach First, the first adaptation of the program in the U.K., to help entrepreneurs in other countries who are pursuing the development of the Teach For America model locally.



Scott Griffith, CEO, Zipcar

Today, more than 100 college campuses rely on Scott Griffith’s Zipcar, America’s largest car-sharing service, as a leading transportation solution. That constituted a clever marketing strategy, among other things, since most car rental companies (in addition to charging high prices) don’t rent to drivers under 25. Since 2003, when Griffith took the wheel, the world’s largest car-sharing service has merged with Flexcar, established the ZipCar brand, partnered with several car companies (but not GM or Chrysler—he told CNBC that his members have never requested either brand), and become a staple in 28 North American states plus London for more than 400,000 car-sharing members. A Boeing alumnus—with a BS in engineering from Carnegie Mellon University and a University of Chicago MBA—Griffith has made *BusinessWeek*’s “Best Business Leaders” list, and earned Babson College’s ELiTE Award for entrepreneurship. Recently, Griffith made news with its third annual 30-day Low-Car Diet promotion as a recession-era alternative to car ownership.