



## CRO's 10 Best Auto & Vehicles • 2007

Company Name	Industry Sub Group	Rank	Environment	Climate Change	Human Rights	Employee Relations	Lobbying	Philanthropy	Corporate Governance	Financial
Eaton Corp.	Industrials - Diversified	1	16	6	4	5	19	5	6	28
Deere & Co.	Machinery	2	23	11	7	15	23	4	10	10
ITT Corp.	Industrials - Diversified	3	1	2	10	20	18	27	1	25
Ford Motor Co.	Automobiles - Cars & Light Commercial Vehicles	4	5	7	1	8	44	2	3	43
Raytheon Co.	Aerospace	5	10	5	22	2	38	33	5	21
Lockheed Martin Corp.	Aerospace	6	9	2	23	18	40	14	14	17
General Motors Corp.	Automobiles - Cars & Light Commercial Vehicles	7	2	7	5	4	43	3	35	39
Johnson Controls Inc.	Auto Ancillaries - Parts & Equipment	8	4	1	2	29	21	22	50	13
Cummins Inc.	Machinery - Industrial	9	7	11	49	21	31	19	1	5
Tenneco Inc.	Auto Ancillaries - Parts & Equipment	10	12	24	9	30	27	29	19	9

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**E**aton took the No. 1 slot in the Auto & Vehicles industry, with the company achieving its highest rank in Human Rights based on its policies in that realm, participation in the U.N. Global Compact and relatively low, direct exposure to “countries of concern” like Iran, Sudan and Syria. Eaton also ranked high in Employee Relations because of benefit plans that feature pensions and adoption assistance.

Culled from 54 companies, the 10 Best Auto & Vehicles companies scored relatively well in Climate Change. As a group, they did ho-hum in Lobbying, which means they did a lot of lobbying relative to firms that didn’t make the list.

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## CRO's 10 Best Paper • 2007

# PAPER

Company Name	Industry Sub Group	Rank	Environment	Climate Change	Human Rights	Employee Relations	Lobbying	Philanthropy	Corporate Governance	Financial
Weyerhaeuser Co.	Forestry & Forest Products	1	1	3	1	2	2	12	20	14
Temple-Inland Inc.	Packaging	1	2	8	2	5	14	1	20	3
Louisiana-Pacific Corp.	Forestry & Forest Products	3	4	4	4	16	2	6	9	20
Kimberly-Clark Corp.	Household Products - Nondurables	4	3	1	20	9	11	2	6	15
Potlatch Corp.	Paper	4	10	10	4	11	17	9	2	4
MeadWestvaco Corp.	Paper	6	5	4	3	6	20	5	9	16
Rayonier Inc.	Real Estate	7	16	10	12	3	13	10	2	6
International Paper Co.	Paper	8	6	1	4	6	21	11	9	19
Bowater Inc.	Paper	9	8	10	4	1	1	17	17	22
Packaging Corp. of America	Packaging	10	11	10	4	10	2	17	15	12
Universal Forest Products Inc.	Forestry & Forest Products	10	19	10	4	12	2	15	9	10
Sonoco Products Co.	Packaging	12	9	10	16	15	2	4	19	7
Pactiv Corp.	Packaging	13	13	19	12	4	2	17	8	11

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**O**n paper, and in reality, Weyerhaeuser and Temple-Inland tied for No. 1 in Paper, among 25 companies considered. Weyerhaeuser achieved top marks in Human Rights and Environment, with the latter score bolstered by ISO 14001 facilities' certifications and the best overall environmental disclosures.

Temple-Inland was the Philanthropy leader among paper companies, and its three-year total return of 20.68 percent helped catapult it into a tie for the premier position among 10 Best Paper companies.

Other notable developments included Kimberly-Clark and International Paper battling to a draw for the top mark in Climate Change. And Bowater found itself alone atop the Employee Relations and Lobbying perches.

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# TECHNOLOGY HARDWARE



**CRO's 10 Best**  
Technology  
Hardware • 2007

Company Name	Industry Sub Group	Rank	Environment	Climate Change	Human Rights	Employee Relations	Lobbying	Philanthropy	Corporate Governance	Financial
Intel Corp.	Electrical Components & Equipment	1	3	5	8	3	46	1	3	44
Cisco Systems Inc.	Computer Hardware	1	4	5	8	38	28	4	1	25
Corning Inc.	Communications Equipment	3	9	8	14	2	36	14	30	15
Sun Microsystems Inc.	Information Technology	4	23	11	6	12	39	10	3	31
Fairchild Semiconductor International Inc.	Semiconductors	5	14	27	8	9	1	39	7	34
Agilent Technologies Inc.	Semiconductor Equipment	6	2	8	7	15	40	5	46	20
National Semiconductor Corp.	Semiconductors	7	8	17	22	7	23	26	19	23
SPX Corp.	Utilities - Electric	8	38	27	22	10	1	13	26	11
International Business Machines Corp.	Computer Hardware	9	7	7	4	30	51	6	22	28
SanDisk Corp.	Consumer Electronics	10	20	27	28	4	1	33	36	8
Motorola Inc.	Telecommunications - Integrated	11	1	1	16	39	57	9	7	35

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**C**isco Systems and Intel tied for top honors in Technology Hardware among 61 companies considered. Cisco ranked first in Corporate Governance because no directors serve on more than four corporate boards; all directors attended at least 75 percent of board meetings; and the company conducts annual elections for all directors.

Intel, meanwhile, ranked first in Philanthropy, and ranked third in Employee Relations based on programs like sabbaticals and flex time. Among the 10 Best Technology Hardware, Motorola (No. 11) was the only company to be ranked first in two categories, Environment and Climate Change. But those marks were dragged down by Motorola's ranks in Employee Relations, Lobbying and Financial.

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# TECHNOLOGY SOFTWARE



## CRO's 10 Best Technology Software •2007

Company Name	Industry Sub Group	Rank	Environment	Climate Change	Human Rights	Employee Relations	Lobbying	Philanthropy	Corporate Governance	Financial
Adobe Systems Inc.	Software - Application	1	15	6	7	4	8	13	10	9
Oracle Corp.	Software	2	2	1	31	2	12	11	8	11
Akamai Technologies Inc.	Services - Business Support Services	3	15	11	11	6	1	8	29	2
Activision Inc.	Media - Publishing	4	15	11	11	21	1	20	3	4
CheckFree Corp.	Electronic Equipment	5	15	11	7	8	9	17	13	13
FactSet Research Systems Inc.	Media - Publishing	6	15	11	9	12	1	20	18	8
Autodesk Inc.	Software - Systems	6	15	23	22	4	16	10	1	3
Intuit Inc.	Software - Application	8	15	23	11	1	23	1	6	17
Microsoft Corp.	Software	9	8	3	27	2	14	5	21	24
Citrix Systems Inc.	Services - Business Support Services	10	11	3	27	12	1	20	26	5
Fiserv Inc.	Software	11	15	6	19	9	3	20	18	18

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**A**dobe Systems ranked first in Technology Software among the 40 companies evaluated in that industry. To achieve that status, Adobe ranked in the top 10 of six categories, and scored in the top 15 of the other two, Environment and Philanthropy.

Adobe's highest category ranking, fourth in Employee Relations, was based on the benefits it offers, including adoption assistance, elder-care programs and sabbaticals.

Oracle (No. 2) provided strong competition for Adobe, scoring first in Climate Change and second in Environment. The difference-maker was Oracle's 31st ranking on Human Rights, which pulled down Oracle's overall mark.

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## CRO's 10 Best Transport • 2007

# TRANSPORT

Company Name	Industry Sub Group	Rank	Environment	Climate Change	Human Rights	Employee Relations	Lobbying	Philanthropy	Corporate Governance	Financial
Union Pacific Corp.	Railtrack	1	15	2	2	1	30	2	4	9
Burlington Northern Santa Fe Corp.	Railtrack	1	25	2	1	2	26	3	1	5
Hub Group Inc.	Services - Diversified	3	16	8	2	24	1	13	1	1
Hornbeck Offshore Services Inc.	Transportation	4	1	8	2	6	22	13	15	2
Norfolk Southern Corp.	Railtrack	5	9	5	2	4	31	6	10	12
Pacer International Inc.	Logistics	6	17	8	2	15	1	13	5	21
Kirby Corp.	Transportation	6	14	8	2	15	1	13	22	7
Alexander & Baldwin Inc.	Transportation	8	2	8	2	5	24	4	24	14
J.B. Hunt Transport Services Inc.	Trucking	9	26	8	2	7	1	12	15	16
GATX Corp.	Transportation	10	12	8	2	20	1	7	24	15
Amerco	Services	11	4	8	2	34	1	13	30	6
C.H. Robinson Worldwide	Logistics	12	26	8	25	10	1	13	12	4

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**B**oth Union Pacific (No. 1) and Burlington Northern Santa Fe (tied for No. 1) notched consistently high marks across multiple categories to get to the upper echelon among 42 companies evaluated for the 10 Best Transport companies. They both scored in the top 10 of six categories.

Union Pacific ranked first in Employee Relations, featuring an 87 percent unionization rate, a pension plan and fitness facilities.

Burlington Northern ranked first in Corporate Governance and Human Rights. The company conducts annual elections for all board seats and none of its directors serve on more than four corporate boards. Burlington Northern's endorsement of the Global Sullivan Principles helped it garner the top mark in Human Rights.

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## CRO's 10 Best Travel & Lodging • 2007

# TRAVEL & LODGING

Company Name	Industry Sub Group	Rank	Environment	Climate Change	Human Rights	Employee Relations	Lobbying	Philanthropy	Corporate Governance	Financial
Choice Hotels International Inc.	Hotels & Resorts	1	13	7	19	5	2	2	10	19
Host Hotels & Resorts Inc.	Real Estate	2	13	7	3	10	14	25	1	11
Gaylord Entertainment Co.	Hotels & Resorts	3	13	7	3	21	2	16	16	13
SkyWest Inc.	Airlines	4	13	7	3	23	2	25	10	14
Southwest Airlines Co.	Airlines	5	8	5	3	1	23	19	18	23
Penn National Gaming Inc.	Casinos & Gaming	6	27	7	3	16	1	25	19	6
Boyd Gaming Corp.	Casinos & Gaming	7	27	7	3	29	2	10	10	17
Atlas Air Worldwide Holdings Inc.	Airlines	8	12	7	19	15	21	25	5	2
Wynn Resorts Limited	Leisure Facilities	9	27	7	19	8	2	25	20	1
AMR Corp.	Airlines	9	4	3	2	20	33	15	23	9
Alaska Air Group Inc.	Airlines	11	13	7	3	4	30	12	20	21

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**C**hoice Hotels was the top choice in 10 Best Travel & Lodging of the 38 hotel, airline, casino and real estate companies scrutinized. Choice ranked second in Lobbying because of lobbying activity below the reporting threshold. Choice's adoption assistance and stock purchase plans pushed it to fifth in Employee Relations.

Host Hotels & Resorts, a REIT that features most of its hotels operating under the Ritz-Carlton and Marriott flags, ranked first in Corporate Governance. It achieved the top mark in that category in part because none of its directors missed more than 25 percent of meetings, none served on more than four corporate boards, and Host Hotels conducts annual votes for all director seats.