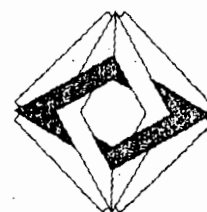
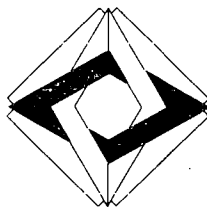


The Business Enterprise Trust



**PHOTOCOPY
PRESERVATION**



REFERENCES FOR FURTHER INFORMATION

List below three individuals who are knowledgeable about the nomination and are willing to verify relevant information.

1 NAME			
TITLE			
ORGANIZATION			
ADDRESS			
CITY	STATE	ZIP	
()			
TELEPHONE NUMBER			
2 NAME			
TITLE			
ORGANIZATION			
ADDRESS			
CITY	STATE	ZIP	
()			
TELEPHONE NUMBER			
3 NAME			
TITLE			
ORGANIZATION			
ADDRESS			
CITY	STATE	ZIP	
()			
TELEPHONE NUMBER			

NOMINATION FORM - THE BUSINESS ENTERPRISE AWARDS

The Business Enterprise Trust seeks to identify and celebrate exemplary acts of socially concerned business leadership. The Business Enterprise Awards are given annually to business people and organizations that demonstrate:

- *courage* in upholding important business principles and serving the common good;
- *vision* in forging new, enlightened standards of business behavior or new products that address important social concerns; and
- *integrity* in commitment to business' various constituencies – shareholders, employees, consumers, suppliers, the environment and communities.

Recipients will receive the Business Enterprise Award crystal sculpture, and will be honored by the Trustees at an awards ceremony.

ELIGIBILITY

1. Individuals, work groups or companies may be nominated for an award.
2. An individual nominated must have been engaged in for-profit business activity. An organization nominated must be a for-profit entity.
3. Nominations must honor a specific action, decision, program or initiative.
4. The act or initiative for which the person or entity is nominated must have been associated with normal business activity. Acts of pure philanthropy or volunteerism are NOT eligible for an award.

All nomination materials submitted become the property of The Business Enterprise Trust and will not be returned. The Business Enterprise Trust reserves the right to copy, reprint, quote or publish this information as part of its award program or other public communications.

SELECTION PROCESS

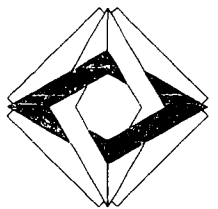
The Board of Trustees, prominent leaders in business, academia, labor and the media, selects the award recipients. A Screening Committee composed of distinguished business persons and academics reviews the nominations and makes recommendations to the Board.

TO SUBMIT A NOMINATION:

1. Complete all information requested on this form, including the "References For Further Information."
2. Please attach a one-page summary of the action, decision, program or initiative which is being nominated. Explain why the individual, group or business qualifies for a Business Enterprise Award. *This summary must not exceed one page.* You may submit a longer description of the nominee's achievement but it cannot be used as a substitute for the one-page summary.
3. You may include articles, brochures, memoranda, documents, videotapes or other materials that you consider helpful in assessing the validity, merit and impact of the nominee's achievement. *(Optional)* Please attach a one-page listing of these materials.
4. Return the Nomination form and accompanying materials to:

The Business Enterprise Trust
204 Junipero Serra Blvd
Stanford, CA 94305
415 321.5100 FAX 415 321.5774

The Business Enterprise Trust



NOMINATION

If this is a nomination for an individual, fill in that person's name below. If it is for a group (department, business unit, task force, etc.) list the name of the head of the group. If it is for a business, list the chief executive officer of the business.

Nomination of: Individual ☐ Group ☐ Business ☐

NOMINEE

NAME (NOMINEE OR HEAD OF GROUP NOMINATED)

TITLE

DEPARTMENT/DIVISION

COMPANY

COMPANY ADDRESS

CITY

STATE

ZIP

()

()

TELEPHONE NUMBER

FAX NUMBER

PERSON SUBMITTING NOMINATION

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

()

()

TELEPHONE NUMBER

FAX NUMBER

SIGNATURE

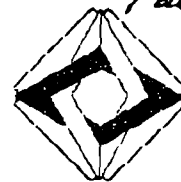
(OVER)

The Business Enterprise Trust

Norman Lear

*Copy sent (hand-
delivered)
to Laura Tyson's
office. Pat*

3/29



March 28, 1996

MAR 29 1996

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Katherine Graham
The Washington
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Bank One, Cleveland

Robert A. Iger
Capital Cities/ABC, Inc.

Kay Koplovitz
USA Networks

Norman Lear
Art III Communications

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The Academy for
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and Graduate School

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Harvard Business School

Richard L. Meagall
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John A. Clay
Director of Finance

Marilyn A. Turner
Program Associate

Laura M. Wittenberg
Research Associate

VIA FEDERAL EXPRESS

President Bill Clinton
The White House
1600 Pennsylvania Avenue
West Wing
Washington, DC 20500-2000

Dear Mr. President:

I was excited to read yesterday about your campaign to promote corporate citizenship, starting with an April 10th White House meeting.

The Business Enterprise Trust now has 25 compelling videotape profiles of exemplary companies; a new book about their achievements, due to be published in September; business case studies now being distributed by Harvard Business School Publishing to hundreds of schools; an extensive database on socially innovative management; and greatly admired board members and awardees eager to commend business leadership that combines sound management with social conscience.

These emerging innovations in business must not be miscast as benighted corporate do-gooding; they must be persuasively presented as smart, rigorous management that bolsters competitive performance.

The Trust is uniquely positioned to help you in this effort and would be pleased to do so. This issue needs your leadership.

Sincerely,

Norman Lear

NL/mt

(Dictated on vacation but not read)

CORPORATE CITIZENSHIP MEETING
Wednesday, April 3, 1996 -- 11:00 a.m.

I. Follow-up From April 2 Meeting

- A. Business Outreach
- B. Scripts
- C. Business Presentations
- D. Congressional Outreach

II. Media Plan

- A. Profile With Contacts
- B. Business Press Plan
- C. Interview Schedule
- D. Regional Press Releases
- E. Announcement

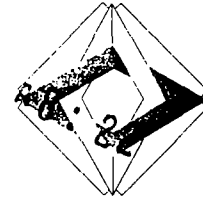
Norman Lear

Business Enterprise Trust

Througth Eff. Sec
Peter S. R. asst

March 12, 1996

96 MAR 18



VIA FEDERAL EXPRESS

President Bill Clinton
The White House
1600 Pennsylvania Avenue
West Wing
Washington, D.C. 20500-2000

Dear Mr. President:

I read your recent speech at Harman International Industries and couldn't be happier that you are continuing to sound the drum on an issue so central to our future. When you addressed our 1994 Business Enterprise Awards Ceremony via satellite you urged our audience to treat workers "not as cost centers to be cut, but wealth centers to be strengthened." Vice President Gore underscored that same theme in his closing remarks.

For the last seven years the Trust has been at the cutting edge of this evolution of business' ever increasing influence on and responsibility to American society. The stories of our 25 award recipients exemplify the values you spoke of at Harman International and are being used in over 450 colleges, business schools and corporate training centers in the U.S. and increasingly abroad, inspiring the next generation of business leaders to "go and do likewise." The First Lady graciously included several of the stories in her book, and this fall all the stories will reach a much wider audience with the publication of *Aiming Higher: 25 Stories of How Companies Prosper by Combining Sound Management and Social Vision*.

Please use us as a resource as you continue to speak out on this issue. Our nomination database has over 1100 examples of American businesspeople whose innovative management programs address important social needs while enhancing bottom-line profitability. We would be happy to provide you with information on any of these companies or with short video documentaries on our award recipients.

Thank you for having Carol Rasco call me. I hope we can get together in Washington or Los Angeles soon.

Sincerely,

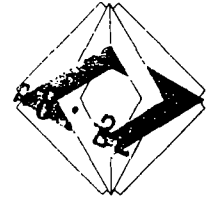
Business Enterprise Trust

Norman Lear

Through Jeff Suss
Peter Suss and

96 MAR 18

March 12, 1996



VIA FEDERAL EXPRESS

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Washington, D.C. 20500-2000

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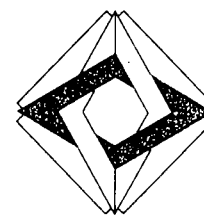
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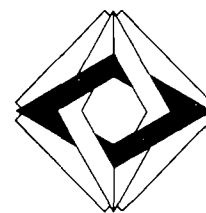
THE BUSINESS ENTERPRISE TRUST

The Business Enterprise Trust is a national nonprofit organization which seeks to shine a spotlight on acts of courage, integrity and social vision in business. The Trust identifies bold, creative leadership that combines sound management with social conscience and, through video and other educational materials, tells engaging stories of practical innovations and socially-minded role models in business.

Founded in 1989 by eighteen prominent leaders in American business, academia, labor and the media, the Trust believes that a strong, competitive private enterprise system is the foundation of our national economic prosperity and the cornerstone of our personal and political liberty. Private enterprise also exercises a profound influence on American life and culture. Business decisions affect millions of employees and consumers, entire communities and the environment. Business leaders serve as role models and their values are projected into many spheres of American life. With the structure of the global economy and of corporations now in transition, it is increasingly important to explore how business can contribute to both economic and social progress.

Since 1991 the Trust has conferred the Business Enterprise Awards on selected business people and firms whose behavior advances the compelling principle that businesses which serve their constituencies in creative and morally thoughtful ways, in the long run, also serve their shareholders best. These recipients are honored at an annual ceremony attended by business and academic leaders, and given wide exposure in the national media.

The Trust also produces short video documentaries, narrated by Bill Moyers, monographs and business school cases on the award recipients. These materials are currently in use in hundreds of business schools, universities and corporate training programs.



THE BUSINESS ENTERPRISE AWARDS

Each year The Business Enterprise Trust asks business people, educators, students, journalists and the public to help identify potential recipients of the Business Enterprise Awards by submitting nominations.

The act, decision, program or initiative nominated must demonstrate a commitment both to the long-term interests of the shareholders and to the needs of society. Only actions that occur in the normal course of business – not acts solely of philanthropy or volunteerism – are considered. Special consideration is given to those actions that have not yet attracted widespread attention and to those that are effective models for similar behavior by others.

Individuals and actions nominated might include:

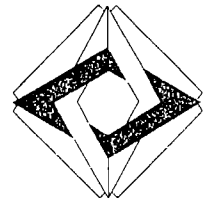
- *Employees whose courage and determination result in new, more enlightened business practices;*
- *Entrepreneurs who demonstrate social vision by creating new products, services or forms of corporate organization that address important social needs;*
- *Managers who show moral thoughtfulness, commitment to principle, and sensitivity to the needs of business' many stakeholders in making difficult decisions;*
- *Business leaders who resist pressures for short-term performance in serving the genuine long-term interests of both shareholders and society;*
- *Business persons who uphold important business principles and serve the common good, particularly in the face of substantial personal or corporate risk;*
- *Any business person who struggles productively with the natural tension between corporate profitability and social needs.*

Nominations are screened by a committee of distinguished business persons and academics.

The Board of the Trust selects all award recipients.

Award recipients are given broad national recognition through several activities sponsored by the Trust: an annual awards ceremony; video and print profiles which are widely disseminated; and publicity from business and general-interest news media. Recipients also receive an original crystal sculpture of the Trust's symbol.

The Business Enterprise Trust



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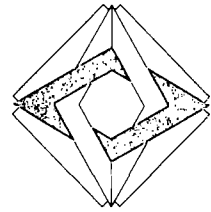
Kathleen A. Meyer, *Executive Director*

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The Business Enterprise Trust



THE BUSINESS ENTERPRISE TRUST

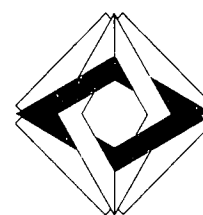
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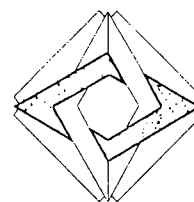
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Laura M. Wattenberg, *Research Associate*

The Business Enterprise Trust



204 Junipero Serra Blvd.
Stanford, CA 94305

Printed on recycled paper using soy inks



Request for Materials

- ☐ Please send a brochure on **The Business Enterprise Trust**
☐ Please send a nomination form for the **Business Enterprise Awards**

NAME: _____

TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

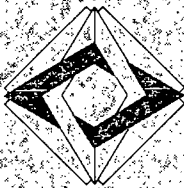
CITY, STATE, ZIP: _____

PHONE: _____

FAX: _____

EMAIL: _____

(You may also submit an award nomination directly on-line at: <http://www.betrust.org>)



A Quarterly Publication of

The Business Enterprise
Trust

P · R · I · S · M

Volume 1, Number 1
Winter 1996

1995 Business Enterprise Awards

INAUGURAL
ISSUE

Senator Bill Bradley

Joins The Business Enterprise Trust

In Honoring Five Award Recipients

for Combining Visionary Management and Social Leadership



Left to right: **James Burke**, Chairman of The Business Enterprise Trust, and former chairman of Johnson & Johnson; **Robert Haas**, CEO, Levi Strauss & Co.; **John Gardner**, Stanford University; **Senator Bill Bradley**; **Norman Lear**, founder of The Business Enterprise Trust, and CEO, Act III Communications; **Judy Wicks**, founder, White Dog Cafe; **Rachel Hubka**, President, Rachel's Bus Co.; **Hal Rosenbluth**, CEO, Rosenbluth International; **Rick Hashagen**, President & CEO, Vermont National Bank.

NEW YORK, November 14, 1995 – **Senator Bill Bradley** addressed a group of prominent leaders from American business, media and academia at our ceremony honoring the five recipients of the Fifth Annual Business Enterprise Awards. The awards recognize business people who creatively blend sound management and social conscience. The ceremony was hosted by ABC television journalist **Diane Sawyer** at New York City's Rainbow Room. **Bob Iger**, President of Capital Cities/ABC, Inc. gave the opening remarks.

"What I find so inspiring is the way that these business leaders have creatively instilled the best of their humanity into the operations of their business organizations, while enhancing their profitability," said Senator Bradley.

"We are pleased that Senator Bradley joined us in honoring these individuals, whose principles and creativity richly deserve recognition," said **James Burke**, Chairman of the Trust. "The award recipients have shown that innovative, socially concerned management can invigorate an enterprise, making it more responsive to its community, its employees, and the marketplace."

The Trust prepares short video profiles, monographs and business case studies on each of its award recipients – 25 over the past 5 years. The video documentaries are narrated by acclaimed journalist **Bill Moyers**.

(Continued on Page 3)

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Published by:
The Business Enterprise Trust
204 Junipero Serra Blvd.
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415.321.5774 Fax
bet@betrust.org

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The Business Enterprise Trust is dedicated to identifying and promoting acts of business leadership which combine sound management and social conscience. The Trust's logo represents the complex, interlocking *prism* of relationships among businesses, shareholders, consumers, employees, communities and the environment.

Executive Director's Comments

Welcome to the inaugural issue of *Prism*, the quarterly newsletter of the BET. Our objective for *Prism* is to share current news items related to the Trust, highlight emerging trends and new initiatives in the corporate workplace, and keep you up to date on Trust "family" members.

Our ceremony this past November 14th (see cover story) marked the 5th year of our awards program and we are proud to highlight many of our achievements in this issue – the celebration of this year's award recipients, capped by the closing remarks from Senator Bill Bradley; recent media coverage of the event and our award recipients; the superb success of our new partnership with Harvard

Business School Publishing, "seeding" the next generation of business leaders with inspiring stories of our awardees; our forthcoming book from AMACOM; and (already!) the call for nominations for the 1996 Business Enterprise Awards.

The coming year promises to be an exciting one. We appreciate your continued support of the Trust, and welcome your comments - about our mission, our implementation of the awards program, our educational materials, and our new newsletter. Please call, write, fax or e-mail us with your reactions - and don't forget to browse our Web site on the Internet - <http://www.betrust.org>.

BET News:

• Board Members

Kay Koplovitz, founder, Chairman and Chief Executive Officer of USA Networks joined our Board of Trustees this last November... **Henry Schacht** was recently named Chairman and Chief Executive Officer of Lucent Technologies (AT&T's spinoff of its communications equipment and technology divisions). Mr. Schacht was formerly Chairman and Chief Executive Officer of Cummins Engine Company.

• Former Award Recipients

Rick Surpin and Cooperative Home Care Associates have launched a replication program, with new businesses based on the CHCA model operating or planned in four cities... In 1994, the government of Zambia invited **Jack Stack**, of Springfield ReManufacturing, to teach *The Great Game of Business* to the 55,000 workers of the ZCCM copper mine. A year into the program, ZCCM reports soaring morale, production, and profits... **Julia Stasch**, who had become deputy administrator of the General Services Administration in 1993, rejoined Stein & Company last year as managing director... The World Health Organization, the World Bank, and the Carter Center will be coordinating the distribution of **Merck's** drug Mectizan as part of a recently announced effort to wipe out river blindness in Africa... **GE Plastics' "Share to Gain"** program is now global, with the renovation of a retreat for impoverished children in Spain. ♦

In The Media...

• Los Angeles Times

October 29 - **Jack Stack** was featured in a lengthy article by Martha Groves.

• Charlie Rose Program

November 14 - **Norman Lear** was interviewed for the Charlie Rose program in New York, on the occasion of the '95 Awards ceremony.

• ABC News

November 17 - '95 Award recipient **Rachel Hubka** was profiled as the "Person of the Week" on *ABC World News Report* with Peter Jennings.

• Oprah Winfrey

January 22 - **Rachel Hubka** appeared on *The Oprah Winfrey* show featuring Hillary Rodham Clinton.

• It Takes a Village

Hillary Rodham Clinton's book on children's issues features a profile of the BET and several past award recipients in a section entitled "Every Business is a Family Business." The First Lady addressed the Business Enterprise Awards ceremony in 1993.

Quarterly Quote:

"Each of us needs to recognize and use the power we have to define the character of our enterprises so they nurture values important to our society."

Walter A. Haas, Jr.
March 21, 1991

1995 Business Enterprise Awards

(Continued from page 1)

1995 Award Recipients were as follows:

• **E. RACHEL HUBKA**, president, Rachel's Bus Company, Chicago, for founding a thriving school bus business that is a powerful engine for personal growth and economic revitalization in a troubled inner-city neighborhood. In a location where good jobs – and qualified applicants – are scarce, Hubka has not only created scores of jobs, but has instilled in her employees a strong sense of professionalism and pride.

• **HAL ROSENBLUTH**, CEO, Rosenbluth International, Philadelphia, for transforming a local travel agency into the third-largest travel company in the world through innovative, employee-centered management. By making employee satisfaction a top priority, Rosenbluth has built a spirited workforce renowned for its superior service, and has reduced turnover to a fraction of that of peer companies.

• **VERMONT NATIONAL BANK**, Brattleboro, Vermont, for creating the Socially Responsible Banking Fund, which enables consumers to earmark their deposits for loans for local enterprises that have a positive community impact. Depositors have placed more than \$85 million into the Fund and thousands of loans have been made to affordable housing projects, organic farms, small businesses, environmental projects and education.

• **JUDY WICKS**, founder and proprietor of The White Dog Cafe, Philadelphia, for creatively using her restaurant to build a sense of community in an ethnically diverse city while providing an acclaimed dining experience. With great verve, The White Dog Cafe sponsors lecture series on timely public issues; a "sister restaurant" program that takes customers to restaurants in ethnic neighborhoods both in Philadelphia and foreign countries; and other special events that bring together people of diverse religions and races.

• **THE HAAS FAMILY** of Levi Strauss & Co., San Francisco, was honored with the Lifetime Achievement Award for providing steadfast social leadership while adapting to the rigors of global competition. Three Haas family generations have consistently shown long-term social vision in the conduct of their business through such pioneering initiatives as the racial integration of the Levi's workforce, global sourcing guidelines for overseas contractors, and sweeping corporate reengineering to improve customer service and empower workers. Such commitments did not come at the expense of business performance, but helped catapult the once-regional work-pants manufacturer into the largest clothing maker in the world. ♦

AMACOM Book

Fall of 1996, AMACOM, the publishing arm of the American Management Association, will publish a book that brings together the stories of all of our Business Enterprise Awardees. The title of the book is *AIMING HIGHER: 25 Stories of How Businesses Prosper by Combining Sound Management with Social Vision*, by **David Bollier** for The Business Enterprise Trust.

Harvard Business School Publishing

Since our affiliation in January 1995 with Harvard Business School Publishing, the Trust stories are reaching an even broader audience. Educational materials on our award recipients are now used in more than 450 business schools and corporate management training programs around the country, and increasingly abroad. HBSP sold more than 12,500 copies of our videos, business case studies and teaching notes in 1995.

American Institutes for Research

Together with Dr. John Gardner of Stanford University, the American Institutes for Research (AIR) in Palo Alto, CA, has been developing tools to assess and promote "community" in work settings. Their focus is on the extent to which individuals in an organization:

- Share a vision, a common set of values, and a common purpose;
- Are able to participate, communicate, and work as a team while incorporating diversity;
- Care about and trust each other and recognize each other's accomplishments.

In addition to making work life more meaningful for employees, the researchers suggest such "community" can help organizations become more effective.

Dr. Gardner and AIR have received a multi-year grant from the W.K. Kellogg Foundation to investigate the practices of select companies that have succeeded in developing a sense of community among their employees. They seek to document the importance of community in the workplace and to assist other companies in achieving it. There will be no monetary costs to companies, and time investments will be minimal and flexible.

For more information, please contact:

Dr. Robert Rossi
American Institutes for Research
P.O. Box 1113
Palo Alto, CA 94302
Phone: (415) 493-3550
email: rossi@air-ca.org

1996 Business Enterprise Awards

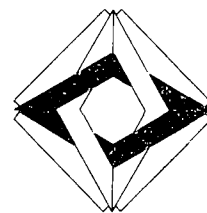
As described by *US News and World Report*...

"The most sought-after award for corporate good citizenship in America."

The Business Enterprise Trust is now accepting nominations for the annual Business Enterprise Awards, which celebrate visionary business people who combine sound management with social conscience. Award recipients, who may be either individuals or companies, are profiled in case studies and video documentaries distributed nationally by Harvard Business School Publishing and receive significant media coverage.

Deadline: April 1st

(To receive information and a nomination form please send in the "Request for Materials" on the back.)

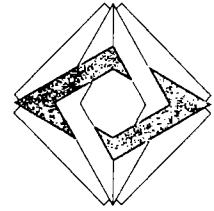


How To Order Educational Materials

To order ceremony videos, video documentaries, business school cases and teaching notes on The Business Enterprise Trust award recipients or to request permission to photocopy, call (800) 545-7685 or write Harvard Business School Publishing, Customer Service Department, 60 Harvard Way, Boston, MA 02163.

To order monographs (\$10.00 each) or videos of Lifetime Achievement Award recipients (\$50.00 each), call The Business Enterprise Trust (415) 321-5100.

Thank you.



THE BUSINESS ENTERPRISE AWARDS — 1994 RECIPIENTS

FEL-PRO INCORPORATED

Fel-Pro Incorporated, an engine gasket manufacturer, has initiated numerous programs to help its employees balance the tensions between their professional and personal lives. Fel-Pro's comprehensive programs and policies have created a dedicated and enthusiastic workforce which enables the company to adapt to the rapidly changing demands of modern manufacturing.

BARBARA B. ROBERTS

As President of FPG International, a major stock photography agency, Roberts has defied the conventional wisdom of her industry by promoting non-stereotyped images of women, minorities, people with disabilities and others. By celebrating the actual diversity of American society, FPG's "real life" photos have helped it become the pacesetter of its industry.

HOWARD SCHULTZ

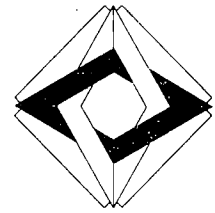
As Chairman and CEO of Starbucks Coffee Company, Schultz has developed an extraordinarily comprehensive benefits plan, including health insurance and stock options, for his predominantly part-time workforce. Employees have responded with uncommon loyalty, unusually low turnover, and exceptional customer service, all of which have fueled the company's explosive growth.

MARIO J. ANTOCI

As Chairman and CEO of American Savings Bank, Antoci implemented an unprecedented community outreach and urban lending program for California's low-income and minority populations. By rethinking each stage of the lending process, Antoci demonstrated that a highly profitable market exists in these traditionally under-served communities. His initiatives have given thousands of Californians the opportunity to purchase homes and helped American Savings become one of the most stable and profitable thrifts in the country.

XEROX CORPORATION - LIFETIME ACHIEVEMENT AWARD

Over the course of a half-century, the Xerox Corporation has demonstrated visionary management in its approach to both the marketplace and society. Beginning with Joseph C. Wilson, Xerox's first CEO, and continuing with C. Peter McCoolough, David Kearns and Paul Allaire, Xerox has maintained an unwavering commitment to certain core values: faith in promising but unproven ideas, the courage to show corporate leadership at substantial risk, and a sense of idealism in the face of daunting social and economic problems. The company's exemplary performance over two generations confirms a fundamental truth, that success is best fostered by a constancy of values and social vision.



THE BUSINESS ENTERPRISE AWARDS - 1995 RECIPIENTS

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VERMONT NATIONAL BANK

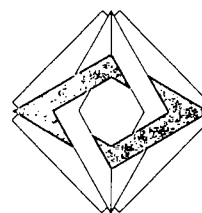
Vermont National Bank of Brattleboro, Vermont, is honored for creating the Socially Responsible Banking Fund, which enables consumers to earmark their deposits for loans to local enterprises that have a positive community impact. Depositors attracted to this mission have placed more than \$85 million into the Fund and thousands of loans have been made to affordable housing projects, organic farms, small businesses, environmental and conservation projects and education.

JUDY WICKS

Founder and proprietor of The White Dog Cafe, Philadelphia, is honored for creatively using her restaurant to build a sense of community in an ethnically diverse city while providing an acclaimed dining experience. With great verve, The White Dog Cafe sponsors a lecture series on timely public issues; a "sister restaurant" program that takes customers to restaurants in ethnic neighborhoods both in Philadelphia and foreign countries; and other special events that bring together people of diverse religions and races.

THE HAAS FAMILY - LIFETIME ACHIEVEMENT AWARD

The Haas Family of Levi Strauss & Co., San Francisco, is honored for providing steadfast social leadership while successfully adapting to the rigors of global competition. Three Haas family generations have consistently shown long-term social vision in the conduct of their business through such pioneering initiatives as the racial integration of the Levi's workforce, medical benefits to unmarried partners of employees, global sourcing guidelines for overseas contractors, and a sweeping corporate re-engineering to improve customer service and empower workers. Such commitments did not come at the expense of business performance, but helped catapult the once-regional work-pants manufacturer into the largest clothing maker in the world.



THE BUSINESS ENTERPRISE AWARDS — PREVIOUS RECIPIENTS

STEVEN BOWSHER, TYRONE BANKS, VIVIAN COSEY, ROBERT HUDSON, JR. & SCHARLENE HURSTON.

Working together, these five managers at Inland Steel developed a creative new program to sensitize employees to workplace diversity, helping change the corporate culture and open up new opportunities for women and minorities.

DAKA INTERNATIONAL INC. In the food service and restaurant business — an industry highly vulnerable to public misconceptions about AIDS — DAKA managers pioneered an open, aggressive employees' AIDS education program.

GUN DENHART. As CEO of Hanna Andersson, a mail order children's clothing business, Denhart encouraged customers to return used merchandise for credit toward future purchases; the clothing is then donated to needy children.

FINAST, OHIO. This major supermarket chain demonstrated that corporations can operate profitably in distressed urban neighborhoods while developing new management skills and spurring community development.

GE PLASTICS. By enlisting hundreds of employees to provide manual labor, GE Plastics renovated several nonprofit facilities while forging an *esprit de corps* among its workforce and a new model for building corporate teamwork.

LOUIS J. KROUSE. Krouse created an innovative electronic payment system that enables people without checking accounts to pay their utility bills without having to buy expensive money orders or travel to bill-paying offices.

GAIL MAYVILLE. Showing extraordinary initiative and imagination, Mayville pushed Ben & Jerry's Homemade, Inc. to create an aggressive company-wide recycling program which has benefited both the company and the environment.

MERCK & CO., INC. Merck developed a drug treatment for river blindness, a pervasive Third World illness, eventually pledging to supply and help distribute the drug for free after no government or aid organization stepped forward to fund it.

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA. Prudential pioneered a new insurance rider that allows terminally ill and permanently confined policyholders to obtain their life insurance benefits while still alive.

JACK STACK. Stack designed a new management system that required all employees to learn and use monthly financial statements to improve job performance, a bold innovation that saved a failing company and spawned legions of followers.

JULIA STASCH. As president of a commercial real estate services firm, Stasch implemented a remarkably effective model program for improving equal employment opportunity in the construction industry, a field historically closed to women.

RICK SURPIN. Surpin created a for-profit home health care cooperative that gives employees stock ownership, training and good pay — resulting in higher quality care and hundreds of full-time jobs for previously unskilled workers.

LIFETIME ACHIEVEMENT AWARDS — PREVIOUS RECIPIENTS

J. IRWIN MILLER. Over the course of six decades, Miller built the Cummins Engine Company from an obscure engine maker into an global powerhouse, while also fighting urban decay, racism, poverty and other pressing problems of our times.

JAMES W. ROUSE. A visionary developer, Rouse created the indoor shopping mall, the integrated planned community and the downtown festival marketplace, striving always for beauty, respect for people and a lively sense of community.

FRANK STANTON. From the dawn of the television age, Stanton built CBS into a major communications corporation while showing the utmost integrity as a manager, champion of the First Amendment and industry statesman.