The mission of Business Ethics is to promote ethical business practices, to serve that growing community of professionals and individuals striving to work and invest in responsible ways.

> PUBLISHER & EXECUTIVE EDITOR Michael Connor

> > EDITOR Marjorie Kelly

DESIGNER Christina Williams

> PRODUCTION Kathy Doyle

**BUSINESS MANAGER** Karen McNichol

ASSOCIATE PUBLISHER Jean Sheehan Madson

CONTRIBUTING WRITERS

Bill Baue David Biello Shel Horowitz James C. Hvatt **David Raths** 

#### **ADVERTISING**

Ph: 952/937-2285. Fax: 952/937-5886 Jean.Madson@business-ethics.com

#### LIST RENTAL **MKTG Services**

Tim Murphy at 215/968-5020 x 157 www.MKTGservices.com Email info@MKTGservices.com

CO-FOUNDERS Miriam Kniaz and Marjorie Kelly

## **CUSTOMER SERVICE**

Phone 612/879-0695 | Fax 612/879-0699 Email Subscriptions@Business-Ethics.com Write Business Ethics, Subscriptions Dept., P.O. Box 8439, Minneapolis, MN 55408

# SUBSCRIBER SERVICE REQUESTED

New or Renewal Subscriptions

Send us your name and address and enclose your check for 1 year (4 issues) -\$49.00 (current subscribers please enclose your address label).

Change of address (Please allow 4 weeks.)

Send us your new address and provide your label or former address for subscription identification.

Mail preference

We make our subscription list available to reputable companies and organizations whose products and/ or services may be of interest to you. If you do not want your name to be made available, please enclose your mailing label and initial here:

Business Ethics (issn 0894-6582) (USPS 0003-735) is published quarterly by New Mountain Media, LLC, 2845 Harriet Avenue, Suite 207, Minneapolis, MN 55408. Subscription rates: U.S. \$49; foreign \$59. Copyright © 2006 by New Mountain Media, LLC. Subscriptions and editorial correspondence should be addressed to Business Ethics, P.O. Box 8439, Minneapolis, MN 55408. Overnight deliveries may be sent to 2845 Harriet Avenue, Suite 207, Minneapolis, MN 55408. Phone 612/879-0695. Fax 612/879-0699. Postmaster: Send address changes to Business Ethics, Subscription Dept., P.O. Box 8439, Minneapolis, MN 55408

# vol. 20 no. 1 spring 2006 contents

#### **COVER STORY**

# 100 Best Corporate Citizens 2006

The 7th annual listing of large public companies that excel at serving a variety of stakeholders with excellence and integrity. David Raths

### **FEATURES**

# Interview — A Time of Pure Potential

Mike Thomas, former v.p. of human resources and corporate social responsibility at Granite Construction, is on a mission to bring companies alive.

You're the New Ethics Officer, Now What? Standing up in court and pleading guilty to felonies your company has committed ... plus other tales from ethics officers tackling their jobs. James C. Hyatt

# **DEPARTMENTS**

Letters to the Editor

Musings - On Putting Out Vol. 20, No. 1 Reflections on departing as editor. Marjorie Kelly

Governance — When Critics Turn Into Friends Evolving best practices in stakeholder engagement. Marc Gunther

Working Ideas — Where to Get a Doctorate in Business Ethics / Following the Money: Corporate Political Contributions / Ethics Pressures/ First CSR Report by a Law Firm / Who Cares About Global Warming? Investors Do / Sell the Company, Share the Wealth

Wordwide - The South African Brand of CSR Government-created structures help black empowerment take off. David Biello

**Book Snacks** Bite-size excerpts from books of note.

**Social Investing** — Activists' Most Wanted List ExxonMobil, Wal-Mart, Chevron are targets. Bill Baue

On The Move People and jobs in ethics and social responsibility.

What Would You Do? — Unethical Behavior in Ethics Class Eric's paper had been lifted entirely from a web site. Shel Horowitz

