

Appendix B: The Additional Enlightened Companies

Scott and Rothman's (1992) book *Companies with a Conscience: Intimate Portraits of Twelve Firms that Make a Difference* celebrated the stories of 12 strong companies for corporate design, corporate citizenship, and positive examples of American businesses as introduced in Chapter 6 of this book. Chapter 13 of their book also includes 27 other companies in short case study summaries worthy of continued recognition. They include:

- Newman Own Inc. in Westport, Connecticut
- Cultural Survival Enterprises in Cambridge, Massachusetts
- Wynkoop Brewing Company in Denver, Colorado
- Sebastian International, Inc. in Woodland Hills, California
- The Body Shop, based in Brighton, England, but has more than 3,000 outlets in 66 countries (and has experienced ownership by L'Oréal from 2006–2017; now owned by Brazilian cosmetics company Natura)
- Working Assets Long Distance, based from San Francisco, California
- Aspen Skiing Company in the Colorado Rockies
- Consumers United Insurance Company in Washington, DC
- Smith & Hawken in Santa Rosa and Mill Valley, California
- Tattered Cover Bookstore in Denver, Colorado
- The Amer-I-Can Program, based in Los Angeles, California
- Hi-Tee Sports USA Inc., based in Modesto, California (acquired in 2016 by Carolina Footwear Group, LLC)
- Gerry Baby Products Company, based in Washington, DC
- America Outdoors, based in Knoxville, Tennessee
- William McDonough Architects from New York, now based in Charlottesville, Virginia
- Utne Reader originated in Minneapolis, Minnesota and now based in Topeka, Kansas
- Artisan Maintenance in Colorado
- Tom's of Maine, based in Kennebunk, Maine
- Shaklee Corporation in San Francisco, California, with global operations now in Canada, China, Indonesia, Japan, Malaysia, Mexico, and Taiwan
- San Francisco Hat Company, based in Berkeley, California

- The Backpackers Shop (Ohio Canoe Adventures) in Cleveland, Ohio
- Hanna Andersson Inc., based in Portland, Oregon
- Julius Klein Cleaners in New York, New York
- Outdoor Industry Conservation Alliance launched in Seattle, Washington
- Toys for Special Children in Hawthorne, New York
- Glen Ellen Winery in Sonoma, California
- The North Face, based in Alameda, California (now part of VF Corporation)