

CONTENTS

Dennis Michael King, F.A.I.A. <i>Corporate Chairman and CEO, Harley Ellis Devereaux</i> <i>BLENDING PEOPLE, BUSINESS, AND SOCIETAL</i> <i>PRIORITIES TO ACHIEVE THOUGHT LEADERSHIP</i> <i>AND DESIGN EXCELLENCE</i>	7
Jeffrey O. Evans <i>President, CEO, and Chairman of the Board,</i> The Will-Burt Company <i>SHAREHOLDER VALUE: A BALANCED APPROACH</i>	19
David L. Brown <i>Chairman and CEO, Web.com</i> <i>RECOGNIZING THE VALUE OF EMPLOYEE</i> <i>INNOVATION, ACCOUNTABILITY, AND LOYALTY</i>	33
Theodore Charles <i>Chairman, Investors Capital Holdings</i> <i>BEYOND PROFIT: ADDING PEOPLE AND</i> <i>PLANET TO YOUR BOTTOM LINE STRATEGY</i>	43
David L. Hoff <i>President and CEO, Wayne Memorial Health System</i> <i>BENEFITING BOTH BUSINESS AND COMMUNITY</i>	53
Richard Dorfman <i>President and CEO, Federal Home Loan Bank of Atlanta</i> <i>BANKING ON BALANCE AND EQUILIBRIUM FOR</i> <i>SUCCESS</i>	61
Stewart F. Hughes <i>Chairman and CEO, Unicity International Inc.</i> <i>PROFITING FROM BUILDING YOUR PEOPLE</i>	75

Dennis W. Bakke

85

President and CEO, Imagine Schools

GOING BEYOND MERE “STRATEGY”

WITH THE TRIPLE BOTTOM LINE

Kristin Carrico

95

COO, VMC Consulting Corporation

A FOCUS ON PEOPLE, PROFITS, AND THE PLANET