

Going From the 'Best' to the 'Greenest'

In the limited space that I'm allotted on this page, I typically try to bring perspective to several of the topics that our *BizVoice*® staff explores elsewhere in the issue. This time there will be just a few words about the present before we look a few months into the future.

May concludes our third Best Places to Work in Indiana program. Each year has brought more applicants and a larger number of companies being recognized for their strong workplace cultures. Just as professional athletes often cite recognition from their peers among their greatest accolades, businesses can take special pride in the fact that these awards are largely a result of the opinions of their employees.

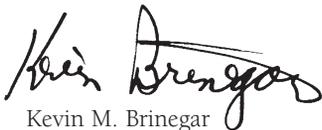
Find out what makes these organizations the best of the best in our special report on Pages 14-69.

While that 56-page section is indeed in-depth, it will pale in comparison to the "going green" edition in July/August. Work is in full swing on a comprehensive focus on programs, policies and initiatives that companies, communities and organizations are utilizing in the effort to be environmentally friendly.

We'll also explore the "greenwashing" phenomenon in which the walk doesn't always match the talk. Whether green practices end up revolutionizing the way we operate on the job and in our personal lives or they slip out of the forefront in ensuing years, there's no denying the current wave of activity.

Type the words "going green" into your favorite search engine and you'll get back approximately 15 million hits. While political figures and celebrities are driving the momentum on the green bandwagon, others are already claiming a "waning excitement" about the long-term prospects.

It won't be possible to write all the green stories taking place throughout the state, but we'll cover as many angles as we can. You won't want to miss it.



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