

# Index

- Abramoff, Jack, 80, 93  
ACORN. *See* Association of  
    Community Organizations for  
    Reform Now  
Adams, Samuel, 193  
agribusiness, 143–46  
Agribusiness Accountability Project,  
    145  
agricultural trade, 14–48  
Ahmanson Ranch, 76  
Albuquerque chamber of commerce,  
    120  
Alfero, Charlie, 33–37, 67  
Allemas Child Care and Enrichment  
    Center, 63  
Allen, Woody, 90  
alternative food economy, 147–50  
    organizations, 188, 191–92  
Alternative Grounds (cooperative  
    business), 17  
Amavida Coffee (cooperative  
    business), 17  
American capitalism, 13  
American Civil Liberties Union, 184  
American Independent Business  
    Alliance, 68  
American life  
    and consumerism, 142  
    as creator of alternatives, 195–96  
    relationship with natural world,  
        151–53  
American National Bank, 61  
American Values group, 182  
Angus cattle, 75–77  
The Apollo Alliance, 190  
Appalachian mountain people, 166  
Appalachian mountains, 165–67  
Appalachian Voices, 190  
Argo Teas Inc., 53, 67  
Arkansas Community Organizations  
    for Reform Now. *See*  
    Association of Community  
    Organizations for Reform Now  
Army National Guard, 108  
Association of Community  
    Organizations for Reform Now  
    (ACORN), 113–27, 135  
    organizing strategies, 114

- organizing successes, 115–16
- Precinct Action Leaders (PALs)
  - program, 120–21
- AT&T (corporation), 8
- auto emissions control, 154–55
- Avakian, Arsen, 53, 67
  
- Baessler, Joe, 86
- Baggott, Caitlin, 87–88
- Ball, Kara, 177
- Ball, Lucille, 16
- Ball, Reverend Jim, 177–78, 189
- BALLE. *See* Business Alliance for Local Living Economies
- Bangkok, 176
- Bangladesh, 31–32
- Bangla language, 30
- bank cooperative, example of, 60–65
- bank investment in its community, 62–65
- Bank of America, 61
- “Bank of the Villages.” *See* Grameen Bank
- banks
  - and community-development organizations, 60–65
  - and “EcoDeposits”, 64
  - indifference to customers, 58–59
  - investment in their community, 60–65
  - micro-lending practices, 30–31
  - with style and personality, 61
- Baraboo, Wisconsin, 129
- Barker, Jeff, 89
- Barker, Rocky, 172
- Barkley, Charles, 102
- Barry, Dave, 79
- Baucus, Max, 81
- Bauer, Gary, 182
- Bean North (cooperative business), 17
- Benjamin, Jack, 132
- Bennett, Andre, 64
- Bieber, Lorraine, 110
- Biodiversity Foundation, 189
- Bioneers, 190
- Blodgett, Jeff, 107, 109
- Blue-Green Alliance, 156, 189
- Bob Fest. *See* Fighting Bob Fest
- Boise Weekly* (newspaper), 174
- Bonds, Judy, 168–70
- Bongo Java (cooperative business), 17
- “Boss Day,” 42
- BroomGate event, 132
- Brown, Carmelita, 170–71
- Bruegger’s (corporation), 16
- bunk (or bunkum), meaning of, 112
- Bush, George W., 79, 102, 108, 123, 153–54, 157, 171
- Bush, Jeb, 119
- business
  - definition of, 8
  - and idealism, 13
  - resource organizations concerning, 68–70
  - social responsibilities of, 29–37, 107
  - worker-owned companies, 46–50
  - and workplace democracy, 42–43
- Business Alliance for Local Living Economies (BALLE), 68
- business cooperatives, 20–25
  - as business families, 22
- business school
  - business students and corporate social responsibility, 38–39, 41
  - curriculum, 38–39, 41
  - MBA degree, 38–39, 41
- Business Week* (magazine), 41
- Butterfield Stagecoach line, 34
  
- cab companies, health and dental plan, 48

- Café Cambio (cooperative business), 17
- Café Campesino (cooperative business), 17
- Café Rico (cooperative business), 17
- Cambridge Naturals (grocery store), 53, 67
- Campbell's soup, 146
- Camp Wellstone, 107–10
- Candidates Gone Wild (CGW) debate, 90
- Cantor, Eric, 81
- Capitol Times* (newspaper), 129
- capitalism, alternative to market-centered orthodoxy of, 13
- Cascade Mountains, 172
- Center for Responsive Politics, 136
- CE. *See* clean elections
- CGW. *See* Candidates Gone Wild debate
- Chat & Chew* (radio show), 100
- Chautauqua movement, 128
- Checker Cab Company, 44–46
- Cheney, Dick, 105, 153
- Cherokee (Native American tribe), 166
- Chez Panisse Foundation, 188
- Chicago Tribune* (newspaper), 125
- Chivian, Dr. Eric, 160, 180, 189
- Choctaw (Native American tribe), 166
- Chouinard, Malinda, 40
- Chouinard, Yvon, 40
- Christian Care. *See* evangelical environmentalism
- Christians for the Mountains, 169–70, 189
- Church of God Theological Seminary, 163
- Citibank (corporation), 61
- Citizenship, meaning of, 78–79
- civic education, example of, 114
- Cizik, Reverend Richard, 160, 162, 176–87, 189
- clean elections (CE), 95–99, 134–135
- Clean Elections Institute, 134–35
- climate change, 159–62, 180, 184–86
- Cloudforest Initiatives (cooperative business), 17
- coal mining industry  
     economic power of, 170  
     in Appalachia, 166–68, 170–71  
     mineworkers, 168  
     mountaintop removal (MTR)  
         methodology, 165–70, 190  
     reclamation claims of, 168  
     watchdog organizations, 189–91
- Coal River Mountain Watch, 169, 190
- “Tending the Commons” project, 190
- Cochran, Jim, 149, 188
- coffee cooperatives, 17, 66
- Coffee Exchange (cooperative business), 17
- coffee grower cooperatives, 16
- Colombia, 16
- commerce, ways of organizing, 8
- Common Cause, 136
- community, goals of, 11
- Community Health Center (federal program), 35
- Conscious Coffees (cooperative business), 17
- consumerism, 142
- Conyers, John, 131
- Coolidge, Calvin, 12–13
- Co-Op America, 68–69  
     *Natural Green Pages* (directory), 69  
     and Social Investment Forum, 70
- cooperative businesses, 20–25, 27–28, 43–50, 68–69
- Cooperative Coffees, Inc., 17, 66

- Cooperative Regions of Organic Producer Pools (CROPP), 20–25, 27, 66–67
- Corp Watch, 69
- corporate culture, order, and values  
 alternatives to, 51–54, 194–96  
 breaking the bonds with, 2–4, 69–70  
 maxims for a progressive revolution against, 1–2  
 and political control, 78–79, 93–94, 113, 117, 141–42, 153–54  
 and society, 151–152, 193–94
- corporate salaries, 158–59
- corporate sin, 169, 184–85
- corporations  
 definition of, 8, 9  
 and ethics, 9–10  
 examples of, 8  
 and greed, 9–11, 20, 128, 158, 167  
 and the law, 9–11  
 structure of, 9
- Costco (corporation), 148
- Creation Care, 177, 179–80, 182, 185–87
- “creationist” beliefs, 102
- Creek (Native American tribe), 166
- CROPP. *See* Cooperative Regions of Organic Producer Pools
- Cunningham, Duke, 80, 93
- CVS (pharmaceutical chain), 54
- Darwin, Charles, 102–104
- Davis, Milton, 60
- Dean Foods, Inc., 27
- Dean, Shirley, 125–26
- Dean’s Beans (cooperative business), 17
- DeLay, Tom, 80, 83, 93, 118
- Delinqua, 56
- democracy, 78, 81–82, 84, 101, 106, 109, 111–112  
 and grassroots organizing, 110–112
- Democracy for America, 136
- Democracy North Carolina, 135
- Deschutes County (Oregon), 89
- Desert Sun (cooperative business), 17
- “Development Deposits,” 62
- Discovery (cable TV network), 154
- Dobson, James, 102, 171, 181–82, 185
- Dot’s Diner, 148
- Dover, Pennsylvania, 103
- Downen, Garrett, 88–89
- Dreyfus, Diane, 124
- Drinking Liberally, 136–37
- Drucker, Peter, 38
- drug industry  
 alternative pharmacy business, example of, 54–55  
 profit ethic of, 53–54
- drugs, cost of *versus* profits from, 53–55
- Dunmore, West Virginia, 169
- Dunn, Martin, 32–33, 67
- Dunn Development Corporation, 32–33, 67
- Earth Day, 29
- Earth Dinner, 26, 67
- Easley, Mike, 98
- ecocide, example of, 166–67
- “EcoDeposits,” bank policy of, 64
- Ecotrust (nonprofit company), 63–64
- Ecuador, 84
- Einstein, Albert, 2, 139
- Ellison, Keith, 109
- Emmington, Margaret, 126
- empowered citizenry, 185
- energy industry, 153–156  
 and pollution, 154–55, 165–68, 170
- Enron (corporation), 10, 38

- entrepreneurship, contrarian ethic of, 13, 29–30
- environmental degradation, 165–69
- environmentalism, 187
- environmental movement, public response to, 165–175
- environmental politics, 137
- environmental positive changes
  - coalition call to action, 159–63
  - as a moral obligation, 160–161
  - at personal level, 154, 174
  - at societal level, 156–57, 163
  - watchdog organizations, 189–91
- environmental scientists, coalition with evangelical Christian groups, 159–63
- environmental stewardship, 175
- Environment Protection Agency, 154
- “Environment Sustainability Policy” of the University of California system, 154
- Equator Coffee (cooperative business), 17
- Ethiopia, 16
- evangelical Christian groups
  - coalition with environmental scientists, 159–63, 180
  - concerns of, 171–72
  - and environmental responsibility, 172–75, 177–79
  - and grassroots youth groups, 179
- evangelical environmentalism, 165–175
- Evangelical Environmental Network, 177, 189
- evangelical heritage, 185
- Everitt, Dave, 44
- Exxon Mobil Corporation, 8, 29, 93, 128, 158
- fair trade
  - definition, 15
  - example of, 16–18
- Family Research Council, 182
- farmer cooperatives, 20–28, 66–67
- farm-to-(school) cafeteria movement, 148
- feral cows of Cheeseboro canyon, 75–77
- Ferguson, Ma, 83
- FHA-insured loans, 62
- Field, Andrew, 51–52, 67
- Fighting Bob Fest, 129, 131–33, 136
- FightingBob.com, 131
- Fletcher, James, 60
- Focus on the Family, 102, 181
- Fonseca Coffee (cooperative business), 17
- food awakening movement, 145–48, 150
- food business, positive goals of, 19
- food cooperatives, 148
- food policies of America, 143–47
- food production, 143–44
  - economics of, 146
  - use of pesticides and artificial fertilizers, 144, 146
  - watchdog organizations, 192
- Forgues, Travis, 23
- “For the Health of the Nation: An Evangelical Call to Civic Responsibility” (policy statement), 178–79
- Freedom Riders, 86
- Friedman, Milton, 9
- Friends of the Earth, 165
- Galbraith, John Kenneth, 143
- Galven, Irene, 35
- Gandhi, Mahatma, 30
- Garvey, Ed, 127–29, 131

- Gellhorn, Martha, 73  
 George Washington University, 183  
 Gerard, Leo, 156  
 Gibbs, Lois, 131  
 Gingrich, Newt, 85  
 Global Exchange, 69  
 global warming, 152–53, 155–56,  
 161–63, 174, 181  
 “pastor’s tool kit,” 163  
 “God Pod,” 158  
 Gonzalez, Matt, 131  
 Goodman, Amy, 131  
 Goodman, Ellen, 125  
 Gore, Al, 153, 186  
 GRACE Factory Farm Project, 191  
 Grameen Bank, 30–31  
 Grameen Foundation, 67  
 Granny D. *See* Haddock, Doris  
 Granny Peace Brigade, 123–25, 135  
 Grant, Cary, 7  
 grassroots energy movement, 154–55  
 grassroots food movement. *See*  
 alternative food economy  
 grassroots politics. *See* politics  
 Greater Intercontinental Municipal  
 Airport (Silver City, New  
 Mexico), 36  
 green culture, 154–55  
 greenhouse gas emissions, 153–58,  
 162  
 corporate denial of responsibility  
 for, 153–155  
 Green Mountain, 16  
 Greider, William, 13, 39  
 Griffin, Merv, 120  
 Grizzard, Lewis, 127  
 Grzywinski, Ron, 60–61  
 Guatemala, 16  
 Haddock, Doris (“Granny D.”),  
 99–101, 131, 135  
 Hall, John, 109  
 Hansen, Dr. James, 162  
 happiness, definition of, 194  
*Hard Tomatoes, Hard Times*  
 (Hightower and DeMarco), 144  
 Harkin, Tom, 131  
 Harrell’s Hardware (store), 107  
 Harris, Fred, 186  
 Harrison, Vinnie Burrows, 124  
 Harvard Business School, 51  
 Harvard Medical School, 160, 180,  
 189  
 Center for Health and the Global  
 Environment, 180  
 Harvard University, Department of  
 Evolutionary Biology, 161  
 health care  
 community-supported, 35–37, 67  
 “concierge care” concept, 34  
 cost of, 33  
 health-care industry, structure of, 33  
 Heine Brothers’ Coffee (cooperative  
 business), 17  
 Heller, Ted, 125  
 Hernandez, Luis, 14–15  
 Herrera, Arturo, 54  
 HFC. *See* Household Finance  
 Corporation  
 Hidalgo County (New Mexico), 34–37  
 community health service in,  
 35–36  
 dental service in, 36  
 Hidalgo Medical Services (HMS),  
 35–37, 67  
 Hightower, Jerry, 12  
 Hightower, Larry, 12  
 Hightower, Lillie Mabel, 111  
 Hilton, Paris, 159  
 Himalaya mountains, 167  
 Hinz, William D., II, 61, 68  
 HMO chains, 33

- HMS. *See* Hidalgo Medical Services
- “Homeowners Energy Conservation Program”, 64
- “Hometown Advantage” program, 69
- Horizon organic milk, 27
- Hospital Corporation of America, 34
- Houghton, Mary, 60–61
- Houghton, Sir John, 177–78
- Household Finance Corporation (HFC), 116
- housing development
- built with green technology, 32–33, 67
  - luxury market, 31
  - for middle- to low-income people, 31–33, 67
  - for people with disabilities, 32, 67
- Hunter, Dr. Joel, 161, 163, 189
- Hurd, Maude, 114
- IATP. *See* Institute for Agriculture and Trade Policy
- Idaho Conservation League, 174
- Illyn, Reverend Peter, 172
- Inholfe, Jim, 181, 185
- Institute for Agriculture and Trade Policy (IATP), 14–16, 66
- Institute for Local Self-Reliance, 69
- Institute for Southern Studies, 135
- “intelligent design” movement, 101–104
- Inter-Community Cooperative Council, 48
- Intergovernmental Panel on Climate Change (IPCC), 177, 188–89
- International Hummer Owners Group, 153
- IPCC. *See* Intergovernmental Panel on Climate Change
- Is God Green?* (PBS television documentary), 169
- Ivins, Molly, 92
- Jackson, Jesse, 113
- James, Jesse, 83
- Jersey cattle, 75–77
- Johns, Dr. Cheryl, 163
- Johnson, Allen, 169–70, 189
- Johnson, Bryna, 54
- Johnson, Chris, 53, 67
- Johnson, Rick, 174
- Jones, Van, 187
- judicial campaign reform, example of, 96–99
- Just Coffee (cooperative business), 17
- Kanter, Michael, 53, 67
- Kennedy, Robert F., Jr., 131
- Kentuckians for the Commonwealth, 168, 191
- Kerry, John, 119
- Kesey, Ken, 86
- Kiesgen, Tom, 45
- King, Reverend Martin Luther, 187
- Kitzhaber, John, 87
- Klopot, Molly, 124–25
- Krumrei, Steve, 47
- Kyser, William, 119–20
- LaFollette, Robert M., 129–30
- Larry’s Beans (cooperative business), 17
- Laundry and Dry Cleaners International Union (LDIU), 45–46
- Lay, Kenneth, 10
- LDIU. *See* Laundry and Dry Cleaners International Union
- League of Conservation Voters, 137
- League of Pissed Off Voters, 110, 135

- League of Rural Voters, 137
- Lear, Judy, 124
- Leopold, Leo, 189
- Lerner, Rabbi Michael, 192
- Limbaugh, Rush, 195
- Lincoln, Abraham, 130
- Live Oak Three, 125–26
- living wage
  - coalitions to pass living wage laws, 118–19, 135
  - definition of, 44, 118
- Living Wage Resource Center, 119, 135
- lobbyists, 75, 80–81, 92–94, 97, 100–101, 136
- Local Harvest, 191
- Loesback, Dave, 109
- Long Beach, California, 15
- Los Angeles Times* (newspaper), 76
- Los Armadillos (cooperative business), 17
- Lusty Lady Theater, 55–57, 68
- Maine Clean Elections, 134
- Main Street Newsstand (Dennison, Texas), 12
- Marshall, Paul, 51
- Martinez, Mel, 81
- Mary Poppins* (play), 81
- Master of Business Administration degree. *See* MBA degree
- Matron Spirit of Democratic Reform, 101
- MBA (Master of Business Administration) degree, 38–39, 41
- McCabe, Mike, 132
- McConnell, Mitch, 100
- McDonald's (corporation), 8, 16, 120
- McElroy, Toni, 117
- McLaughlin, Sylvia, 125–26
- McNamara, John, 48–49
- McVeigh, Timothy, 167
- media, influence of advertisers, 153
- MedSavers (pharmacy), 54–55, 67
- Mexico, 16
- Microsoft (corporation), 29
- minimum wage, 115, 117–121
- Minnesota, 16
- Missouri Botanical Garden, 162
- Moral Majority, 102
- Morgenthau, Robert, 124
- Mount Alpha, West Virginia, 168
- mountaintop removal (MTR) coal
  - mining methodology, 165–69, 190
- MoveOn, 137
- Moyers, Bill, 169–70, 172
- MTR. *See* mountaintop removal coal
  - mining methodology
- Muffy, Miss, 56
- Muñoz, Joel, 164
- NAE. *See* National Association of Evangelicals
- NASA Institute for Space Studies, 162
- National Association of Evangelicals (NAE), 160, 172, 177, 180–84, 189
  - “For the Health of the Nation: An Evangelical Call to Civic Responsibility,” 178, 181–83
  - public theology of, 184
- National Center for Science Education, 135
- National Farm to School Program, 191
- National Football League (NFL), 127
- National Green Pages* (directory), 69
- National Mining Association, 168
- National Organic Standards board, 149

- National Welfare Rights Organization, 113
- nature
- abuse of, 152–53
  - corporations' effect on, 151–52, 154–55
  - human relationship with, 151–57
- NCVCE. *See* North Carolina Voters for Clean Elections
- Nelson, Willie, 86, 154
- Nestlé (corporation), 15–16
- Net Impact (network of MBA students and graduates), 41, 67
- Newsome-Rawls, Tammy, 63
- New York Times* (newspaper), 151
- Ney, Bob, 80
- NFL. *See* National Football League
- Nicaragua, 16
- Nik (goat), 164–65
- Nike (corporation), 8
- North Carolina State Bar Association, 98
- North Carolina Voters for Clean Elections (NCVCE), 96–98, 135
- Northland Church, 161, 189
- O'Brien, Miles, 181
- Occidental College, Center for Food and Justice, 191
- Office of Rural Health Policy (federal program), 35
- Ohio Employee Ownership Center, 69
- Ohio Valley Environmental Coalition, 168, 191
- old age and progressive values, 122–26
- Olds, Betty, 125
- On the Origin of Species* (Darwin), 104
- Oregon
- and grassroots political change, 87–90
  - public education system, 85
- Oregon Bus Project, 86–91, 134
- Candidates Gone Wild (CGW) debate, 90
  - christening of bus, 87
  - rules, 90–91
  - “Trick or Vote” event, 88
- Organic Consumers Association, 192
- organic farming, 147–49
- and fair labor practices, 149
- organic food, statistics of, 147–48
- Organic Valley: Family of Farms, 20–25, 27–28, 66–67
- annual summer festival, 28
  - business strategy of, 22, 24
  - Earth Dinner concept, 26, 67
  - as a partnership society, 27–28
  - profit-sharing plan of, 28
- Palmer's Dock (apartment building), 32–33
- PALs. *See* Precinct Action Leaders program
- Parker, Sara, 99
- Parkinson, Mark, 104
- Parks, Rosa, 86
- “pastor's tool kit,” 163
- Patagonia company, 39–41, 67
- business practices and goals, 40
- Patterson, Scott, 18
- Peace Coffee (cooperative business), 16–18, 66
- Peale, Norman Vincent, 183
- Pelosi, Nancy, 80, 94
- The People's Legislature, 131–32, 136
- Pepper, 56
- Perkins (restaurant), 128
- Perkins 10 (group), 128–29

- Perkins, Tony, 182–83
- Perrier Inc., 127
- Peru, 16
- Philip Morris (corporation), 15
- Picoazáá, Ecuador, election, 84
- Pierce, Jim, 20–21
- PIRG. *See* Public Interest Research Groups
- Planet Green (cable-TV channel), 154
- POCLAD. *See* Program on Corporations, Law and Democracy
- politicians
  - examples of progressive politicians, 105–109
  - salaries of, 118
  - views of the voting American public, 75, 105–106
- politics
  - and citizen involvement, 78–82, 96–97, 99–101, 112, 114, 120–21, 129, 131–33, 135–36, 138
  - controlled by money and media, 77–78, 80–81, 83–84, 153
  - and election reform, 98–101
  - grassroots, 82–91, 106–10, 113–21, 128–38, 190
  - link between lobbyists and lawmakers, 80–81, 136
  - meanings of, 77–78
  - opinions about, statistics of, 81–82
  - and political elite, 75, 78–82, 112–13
  - political e-mail lists, 88
  - and private money, 92–95
  - and the progressive movement, 106–12
  - and public funding, 95–96, 98, 136
  - and volunteer power, 87–91, 133
  - and voter apathy, 83–84, 102
- Pollock, Sasha, 87, 89–90
- poverty as an underserved market for business, 30
- Powers That Be. *See* corporate culture, order, and values
- Precinct Action Leaders (PALs) program, 120–21
- PrintingForLess.com, 52, 67
- Proctor & Gamble (corporation), 15, 25
- profit imperative, 9–10
- Program on Corporations, Law and Democracy (POCLAD), 69–70
- Progressive Majority, 137
- progressive political and social change, 122–23, 130, 142–43
- promotoras de salud (promoters of health), 37
- promoters of health. *See* promotoras de salud
- Prozac (drug), 54
- Psycho* (film), 182
- Public Campaign, 134
- Public Citizen, 137
- public financing of elections, 95–99
- The Public Health Institute, 189
- Public Interest Research Groups (PIRG), 138
- public theology, definition of, 184
- Pulvapiés (deodorant), 84
- Pura Vida Coffee (cooperative business), 17
- Quimby, Elva, 37
- Raging Grannies, 125, 136
- Randolph, Jennings, 168
- Rangel, Charles, 94
- Rathke, Wade, 113
- Raven, Dr. Peter, 162
- Raymond, Lee, 158

- Reagan, Ronald, 184
- REAP. *See* Research, Education, Action and Policy on Food Group
- renewable energy, 109, 154, 156, 190
- Research, Education, Action and Policy on Food Group (REAP), 192
- Retail Clerks union, 44–45
- Richardson, Jim, 77
- right-wing Christian political establishment, 162, 180–83
- Ringling Brothers Circus, 129
- Robertson, Pat, 102–103, 171, 181
- Robinson, Tri, 172–74, 189
- Rogue Brewery, 84, 89
- Roosevelt, Theodore, 85
- Rotary fellowship, 183
- Rove, Karl, 106, 171, 174, 183
- Ruby, 56–57
- Rural Advancement Foundation International—USA, Sustainable Agriculture Program of, 188
- rural politics, 137
- Saddle-Burr Productions, 12
- Safeway (corporation), 8
- Sanders, Bernie, 131
- Santa Monica Mountains National Recreation Area, 76
- Save the Oaks Coalition, 136
- Saving God's Green Earth* (Robinson), 174
- Schmidt, Rick, 153
- Schueffner, Tyler, 133
- Scottish Rite Fellowship, 183
- scriptural support for positive environmental change, 160, 162, 169
- SEIU. *See* Service Employees International Union
- Service Employees International Union (SEIU), 55, 68
- Shawnee (Native American tribe), 166
- Shields, John, 121
- ShoreBank, 59–65, 68  
bank statistics of, 65  
“Development Deposits” of, 62  
and environmental issues, 63–64  
expansion of, 63–64  
“Homeowners Energy Conservation Program”, 64  
investment in its community, 62–65
- ShoreBank Pacific, 64, 68
- Siemon, George, 22, 24–25, 27–28
- Siemon, Jane, 22
- Sierra Club, 156, 165, 186, 189
- Signatures (restaurant), 82
- Silver City, New Mexico, 36
- Simon, Paul, 129
- Simpson, Deborah, 96
- Skilling, Jeffrey, 10
- Sligh, Michael, 149, 188
- Slow Food USA, 192
- Small Business Administration (U.S. government agency), 46
- small businesses, examples of, 12–13, 54–55
- Smith, Jefferson, 85–87, 89, 91
- Smith, Joe, 86
- Smith, Nancy, 96
- The Snail* (quarterly newsletter), 192
- Social Investment Forum, 70
- Social Ventures Network, 70
- Sojourners, 192
- Sojourners* (magazine), 192
- Solo, Leah, 108
- Soul of Capitalism, The* (Greider), 13, 39

- Southern Appalachian Mountains, 165–67, 191
- Southern Pacific railroad, 34
- Sprawlbusters, 70
- Stagl, Elizabeth, 53, 67
- Starbucks (corporation), 15–16, 53, 81
- St. Augustine, 184
- Steinberg, David, 56
- strip club cooperative, 56–57
- “supportive housing” concept, 32
- Swanton Berry Farm, 188
- Sysco (food wholesaler), 148
- Taipei, Taiwan, 183
- taking charge by questioning authority, 141–43
- Talent, Jim, 115
- telegram, definition of, 7
- Texas, politics in, 83, 92
- Thompson, Luscious, 171
- Tikkun Community and the Network of Spiritual Progressives, 192
- TIKKUN* (magazine), 192
- Timmons-Goodson, Patricia, 99
- tomato harvester machine, 144–45
- Toys ’R’ Us (corporation), 8
- Tracy’s Landing, Maryland, 172
- “Trick or Vote” event, 88
- True Majority, 138
- Twain, Mark, 58, 63
- Union Cab Cooperative, 43–45, 46–50  
business structure of, 49–50
- United Church of Christ, 61
- United Farm Workers Union, 149
- United for a Fair Economy, 70
- United Nations Panel on Climate Change, Intergovernmental Panel on Climate Change (IPCC), 155, 188–89
- United Steelworkers of America, 156, 189
- University of California at Berkeley, 125–26
- University of California at Davis, 144
- University of California system, “Environment Sustainability Policy” of, 154
- USDA. *See* U.S. Department of Agriculture
- U.S. Department of Agriculture (USDA), 145
- U.S. Federation of Worker Cooperatives, 67
- U.S. Senate Committee on Environment and Public Works, 181
- Valdez* (ship), 158
- Vanderbilt, William Henry, 29
- Vineyard Boise (Nazarene church), 172–74, 189
- Wakeup Wal-Mart.com, 70–71
- Wal-Mart (corporation), 8, 12, 25, 27, 128, 148
- Wal-Mart Watch, 71
- Walgreens (pharmaceutical chain), 54
- Walker, Felix, 112
- Walton, Sam, 25
- Walz, Tim, 108–109, 135
- Waters, Alice, 148, 188
- Wedeborg, Jim, 23
- Welch, Jack, 39
- Wells Fargo Bank, 58
- Wellstone Action, 107–10, 135
- Wellstone, Marcia, 106
- Wellstone, Paul, 105–107
- Wellstone, Sheila, 105–106, 109
- Welty, Eudora, 5
- Wenatchee, Washington, 183

- West Virginia Highlands Conservancy, 168
- Western National Bank, 61, 68
- Western Union (corporation), 7
- Weyrich, Paul, 182
- Wheaties (cereal), 146
- Whitworth College, 183
- Whole Foods (supermarket), 53, 145
- Wilde, Oscar, 3
- Wile, Joan, 125
- Wiley, George, 113
- Willamette Week* (newspaper), 90
- Williams-Skinner, Barbara, 172
- Wilson, Dr. Edward O., 161–62, 189
- Wizard of Oz, The* (film), 101
- Wolaver, Morgan, 147
- words, misuse of, 7–8
- worker cooperative, 42–50
- worker-owned companies, 46–50, 56–57, 66–68
- worker salaries and benefits, 16, 28
- WORT (cooperative radio station), 47
- Yellowstone River (Montana), 51
- Yunus, Muhammad, 30