



Wayne Zink

CEO, entrepreneur, philanthropist

Wayne Zink is CEO of Endangered Species Chocolate (ESC), producer of the nation's number one brand of all-natural and organic gourmet chocolate.

ESC produced and sold eight million all-natural and organic chocolate bars in 2005 (up three million from the prior year), and 14 million in 2006—the company is projected to sell over 20 million bars in 2007. Throughout 2006 and the first quarter of 2007, ESC chocolate bars were ranked number one in the natural organic category in all regions of the USA.



Wayne has led ESC in broadening its definition of "endangered" to embrace the idea that all species, habitat and humanity are endangered on our planet, not simply animals on a list.

Wayne also serves as president of the Back Home Again Foundation, an Indiana family foundation co-founded in 1998 with Randy Deer. Back Home Again Foundation makes grants to non-profits working in hunger relief, conservation, homelessness, at-risk youth, the environment and the arts.

An active community member and noted Indianapolis philanthropist, Wayne is on the board of directors of The Nature Conservancy; on the board of governors of the Indianapolis Museum of Art; a member of the GreenPrint Natural Resource Stewardship Committee in Indianapolis; the former chairman of the board of Dance Kaleidoscope; and a past president and board member of Jameson Camp. He also serves as an advisor to Second Helpings, Step Up, the Damien Center and the Chrysalis Academy, and is on the Herron School of Art Dean's Advisory Council.

Wayne is also a partner of DZ Enterprises and a director of Interactions Incorporated.

Born in Phoenix, Ariz., Wayne received his B.S. in psychology from Grand Canyon University and his M.S. in psychology and counseling from Prescott College. While pursuing his masters, he founded Options for Living Successfully with HIV, a rural community-based service for those whose lives have been touched by HIV.

Wayne has been involved in the formation and success Hardaway Connections, a Phoenix public relations firm, which he and his business partner grew into one of Arizona's largest; the television show *Golf in Paradise*, where he was executive producer and syndicated the show internationally, creating a domestic viewership of 32 million; Zink-Richmond, a Scottsdale, Arizona-based public relations firm that remains in operation; Kish International, a Scottsdale-based cosmetics firm; Elementals LLC, where he formulated and marketed ZIRH Skin Nutrition, a line of men's skincare sold at high-end department stores, and was eventually sold to Shiseido Cosmetics. In 1999 Wayne created Full Circle Enterprise, a non profit organization designed to deliver marketing services for small non profit entities at little or no cost.