

Jerry Greenfield Brings A Message of Social Responsibility

Chamber and Auction Inn Partner for Program



The recognition that business "is the most powerful force in our society" led Ben and Jerry's founders, Ben Cohen and Jerry Greenfield, to find a way to use their profits for a better society. The Lancaster Chamber joined with Auction Inn and the Boys & Girls Club of Lancaster to host Greenfield in Lancaster in January.

Greenfield told the story of how they built a store front venture into a \$200 million publicly-held ice cream

empire, and made social responsibility and creative management strengths instead of weaknesses.

Noting the "incredible influence" business has on society, Greenfield said he would like to see businesses redefine their bottom line by not how much they are making, but by how much they are giving. Greenfield suggested that more businesses should regularly include a social report next to their financial report. He said, "Businesses need to help address social problems."

A sense of social responsibility, Greenfield noted, gives businesses added value, and helps with recruiting and retaining employees as well as attracting new customers. He used two maxims to describe the spiritual aspect to business: "as you give, you receive" and "as you help others, it helps you in return."

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Attend The Chamber's AAA Central Penn Mixer

Thursday, March 8
5 to 7 p.m.
AAA Central Penn
804 Estelle Drive, Lancaster



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Whether you're planning a business trip, family vacation or need roadside automobile assistance, chances are you've encountered the services of The Lancaster Chamber's first March mixer host AAA Central Penn. Serving 50 million people worldwide, AAA not only assists people with automobile emergencies and driving directions, but in many facets of their lives, including travel and lodging, auto buying, leasing, renting, financial services and more.

The Chamber invites you to attend the AAA Central Penn Mixer to learn more about their many offerings and how you can save time, money and worries. You'll also have an opportunity to network with fellow business professionals while enjoying hors d'oeuvres and refreshments. Register today for what's sure to be an enjoyable evening.

Please note:

The Chamber will be holding two mixers this month.

To register, visit www.lancasterchamber.com/mixers or see the Action Line in this month's newsletter.

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