



An Afternoon of Social Responsibility An Exciting New Business Philosophy And Free Dessert for all

Auction Inn, The Boys & Girls Club of Lancaster, and The Lancaster Chamber of Commerce & Industry are proud to invite you to an Ice Cream Social and business program featuring Ben & Jerry's co-founder, Jerry Greenfield.



BOYS & GIRLS CLUB
of Lancaster



FRANKLIN & MARSHALL



The program also addresses the great sense of fun that is Ben & Jerry's hallmark, illustrated with the serving of Ben & Jerry's ice cream for the entire audience. The program begins at 2:30 p.m.; the Ice Cream Social will follow.

Ben Cohen and Jerry Greenfield are the men behind one of the most talked about and least conventional success stories in American business. As founders of Ben & Jerry's Homemade, Inc. they have built a store front venture into a \$200 million publicly-held ice cream empire by making social responsibility and creative management strengths instead of weaknesses.

The program is free but registration is required and seats are limited. Reservations will be granted on a first come, first serve basis. Registration is being conducted by The Lancaster Chamber of Commerce & Industry. Chamber members may register online at <http://www.lcci.com/bandj>

Non chamber members should email Samantha Seifried at sseifried@lcci.com with the following information:

Subject line: Ben and Jerry's

Name

Company name, address and phone number

Number of people attending and their names

**Franklin & Marshall College
Roschel Performing Arts Theater
January 17, 2007
2:00 p.m.**