

Bertram Morris (1908-1981) was born in Denver. Educated at Princeton and Cornell, he taught at the University of Colorado from 1947 until his retirement in 1977. He published books including *The Aesthetic Process*, *Philosophical Aspects of Culture*, and *Institutions of Intelligence*.

Bertram Morris is remembered as much for his committed involvement in the social issues of his community as for his scholarly work. In 1953, he began an outreach program at Manual High School in Denver that still continues. In 1975, he was given a special award by the American Civil Liberties Union of Colorado for his efforts on behalf of academic freedom and his work to improve conditions at the Boulder County Jail.

As an expression of admiration and gratitude, the Philosophy Department established this colloquium when Bertram Morris retired in 1977.



This year's colloquium is partly funded by the generous support of the Department of Philosophy, the College of Business, and the Graduate School.

Nineteenth Annual Bertram Morris
Colloquium on Social Philosophy

Business and Social Responsibility

February 9th, 10th and 11th, 1995

Sponsored by the
Department of Philosophy
University of Colorado at Boulder

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Max Bazerman is the JJ Gerber Professor at the Kellogg School of Business, Northwestern University. He is an international authority on negotiation and decision-making and is the author of over sixty articles and books, including *Rational Negotiation*. He is currently interested in business responsibilities to the environment.

Linda Clark is the managing director of public finance of Piper Jaffray, an investment firm which gives over \$70,000 away annually in Denver as corporate philanthropy. The firm's mission statement includes no mention of the word 'profit.'

Josy Eyre is the founder of the Women's Bean Project which bags dried beans for soup mixes. This business was established to help give jobs to women who are not in traditional workforce roles.

Peter French holds the Cole Chair in Ethics at the Ethics Center of the University of South Florida. He is the author of twenty-three books, including *Corporate Ethics*. His interests include the alienation between small businesses and the neighborhoods in which they operate.

Sara Goering is a graduate student at the University of Colorado-Boulder. She is co-editor of *It Just Ain't Fair: The Ethics of Health Care for African-Americans*. Her current research concerns hidden factors that affect ethical decision-making in business. She wishes to thank the Ethics in Business Research Fund for helping to support her research.

Jason Grant is the vice president and co-founder of EcoTimber, Inc., which works with co-ops in Central and South America to import tropical hardwoods which have been harvested using sustainable methods.

Joyce Meskis is the owner of the Tattered Cover Bookstore, the largest independent bookstore in the United States. The browsing atmosphere of the store makes it seem more like a library than a retail outlet.

Rob Michalak is a senior vice president of Ben & Jerry's Ice Cream. He will speak of Ben & Jerry's attempts to be ethically decent in the world of business.

Thursday, February 9

Keynote Address

7:00 p.m., Business 225

"Good Business—Good Neighbors? The Responsibility of Mom & Pop Stores and Franchise Owners to the Local Community"

Peter French

Reception to Follow

Friday, February 10

2:00–5:00 p.m., UMC Forum Room

"Business Decisions and the Environment"
Max Bazerman

"Sustainable Forest Products and Ecologically Sound Business"

Jason Grant

"Ben & Jerry's on Caring Capitalism"
Rob Michalak

Ice Cream Donated by Ben & Jerry's

Saturday, February 11

9:30 a.m.–12:00 noon,

Old Main Chapel

"Hidden Factors that Hinder Doing the Right Thing"

Sara Goering

"Business Should Be Socially Responsible"
Moderator—John Garnand

Josy Eyre

Joyce Meskis

Linda Clark