

# [Jerry Greenfield talks entrepreneurship](#)

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Jerry Greenfield is the final lecturer this semester in the TUCP Direction Speaker Series. (Photo by Paula Burch-Celentano)

Those attending Monday evening's final installment of the Tulane University Campus Programming (TUCP) Direction Speaker Series featuring Jerry Greenfield were treated to cold ice cream and cold truths about the future of business.

Greenfield, who is the "Jerry" in the famous [Ben & Jerry's](#) ice cream empire, spoke to more than 200 attendees gathered in McAlister Auditorium on the uptown campus Monday (April 25). His goal was to encourage students to understand that business values and personal values don't have to conflict.

"He talked to us about how it should be OK to make money and support the community," says Gabriella Runnels, a Tulane senior and chair of the Direction Speaker Series committee. "It was great to see business owners can also be social activists. It's not always just about the money."

Runnels says Ben & Jerry's partnership with the [Greyston Bakery](#) is the perfect example of social entrepreneurship. The bakery has an "open hiring model" that allows an opportunity for employment for all people regardless of background or criminal history.

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