

# COUNTRY SAMPLER'S Country Business<sup>®</sup>

The Magazine for Today's Independent Gift Retailers

## show news

### Ben & Jerry's Ice Cream Co-Founder to Deliver Keynote for The Chicago Market: Living and Giving

**Jerry Greenfield will speak on America's entrepreneurial spirit at the July market.**

The Chicago Market: Living and Giving has announced that Jerry Greenfield, co-founder of Ben & Jerry's Ice Cream will lead the keynote presentation at this year's July market, on Monday July 26.

Greenfield will deliver a rousing tribute to America's entrepreneurial spirit. His presentation will be full of anecdotes and radical business philosophy illustrating one of today's successful business models. Retailers will learn how Jerry and Ben built a storefront venture into a \$300 million ice cream empire covering the promise and pitfalls of a "value-led" business strategy along the way. The keynote presentation will include an inspiring wake-up call about the growing international influence of being a "socially conscious" or "mission driven" corporation.

"I will talk about the history of our company, how we got started and what we learned along the way," says Greenfield.

"The Chicago Market recognizes the importance of featuring high profile speakers that can inspire and educate retailers on the challenges of what it takes to build a successful business and brand," says Joan Ulrich, senior vice president, MMPI.

#### KEYNOTE PRESENTATION

Keynote Speaker: Jerry Greenfield, co-founder, Ben & Jerry's Ice Cream

Monday, July 26

4:30–5:50 p.m.

Ice cream reception to follow the presentation

\*Don't forget to register for the July Keynote Presentation, presented by Jerry Greenfield, co-founder, Ben & Jerry's Ice Cream. "An Afternoon of Social Responsibility, Radical Business Philosophy & Free Ice Cream."

RSVP Required: [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events).

Visit [www.shopchicagomarket.com](http://www.shopchicagomarket.com) for additional Retail / Business Power Seminars on Saturday, Sunday, Monday and Tuesday.

## **JULY CHICAGO MARKET: LIVING AND GIVING SHOW HOURS**

July 22–28, 2010 (Thursday – Wednesday)

Showrooms:

Thursday–Tuesday 9 a.m.–6 p.m. Floors 13,14 & 15

Saturday 9 a.m.–8 p.m. (Extended hours for Shop Late Night)

Wednesday 9 a.m.–5 p.m.

Temporaries & Beckman’s Handcrafted Show:

July 24–27, 2010 (Saturday – Tuesday)

Saturday–Monday 9 a.m.–6 p.m. Floor 8

Tuesday 9 a.m.–3 p.m.

### **Shop Late Night Charity Event**

Saturday, July 24

6–8 p.m. Floors 13, 14, 15

Join us for The Chicago Market’s “Shop Late Night” charity event for an international wine and culinary “tasting” featuring Chicago’s best celebrity chefs serving up their signature dishes along side a presentation of international wines, in-showroom hospitality, music and late night shopping all in the name of charity. Proceeds will benefit GiftForLife/DIFFA a charitable organization that funds life-saving AIDS research and education.

Check the website to see which of your favorite chefs and restaurants’ will be feature this market at [www.shopchicagomarket.com/events](http://www.shopchicagomarket.com/events).

For more information on The Chicago Market: Living and Giving, please visit [www.shopchicagomarket.com](http://www.shopchicagomarket.com) or call 800-677-6278 (MART).