

EURO 27
OBJECTIVIST CONFERENCE

A LYCEUM INTERNATIONAL CONFERENCE



EURO 97

OBJECTIVIST CONFERENCE

May 30 – June 1, 1997

Hotel Palace
Brussels, Belgium

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SCHEDULE OF EVENTS

Friday ■ May 30th

9:00AM	–	10:30AM	Registration desk check-in
10:45AM	–	12:30PM	Dr. Andrew Bernstein
12:30PM	–	2:00PM	LUNCH—optional meal plan
2:00PM	–	3:30PM	Dr. Gary Hull
3:45PM	–	5:15PM	Dr. Andrew Bernstein, continued
5:15PM	–	6:30PM	EVENING BREAK
6:30PM	–	8:00PM	Reception and dinner
8:15PM	–	9:45PM	Dr. Michael Berliner

Saturday ■ May 31st

9:00AM	–	10:30AM	Dr. John Ridpath
10:45AM	–	12:30PM	Dr. Leonard Peikoff—History and Philosophy
12:30PM	–	2:00PM	LUNCH—optional meal plan
2:00PM	–	3:30PM	Dr. Gary Hull, concluded
3:45PM	–	5:15PM	Question & Answer Panel—All Speakers
5:15PM	–	9:45PM	FREE TIME

Sunday ■ June 1st

9:00AM	–	10:30AM	Dr. John Ridpath, concluded
10:45AM	–	12:30PM	Dr. Leonard Peikoff—Morality
12:30PM	–	2:00PM	LUNCH—optional meal plan
2:00PM	–	3:30PM	Dr. Andrew Bernstein, concluded

MEETING ROOM LOCATION

All courses and lectures will take place in the meeting room, Delvaux, located on the 8th floor.

LOCATION OF LUNCHESES

All lunches will be served in the Salon des Arts, located on the ground floor.

RECEPTION & DINNER LOCATION

Cocktails will be served in the foyer of Rogier I, located on the ground floor, followed by dinner served in Rogier I.

CONFERENCE INFORMATION

DRESS

The dress for all conference functions, including receptions and dinners, is business casual.

BREAKFAST

Those attendees staying at Hotel Palace have breakfast each morning of their stay. Check with hotel staff for time and location of breakfast.

MEAL PLAN

Those attendees registered as double or single occupancy at Hotel Palace will receive a MEAL PLAN name badge. Check with the LYCEUM registration desk for information on where lunch will be served. Lunch includes wine or soft drink. If you wish to purchase the meal plan, please contact the LYCEUM registration desk.

NAME BADGE

You will find your name tag included in your registration packet. If your name is incorrect, please notify the LYCEUM registration desk. Name badges must be worn to all conference events, including meals. Not only does your name badge allow conference staff to distinguish attendees from other hotel guests, but they are also an easy way to get to know each other. Your name badges should indicate if you registered for the meal plan; if you did and it is not noted, please notify the LYCEUM registration desk.

Q & A CARDS

Included in your registration packet are four question and answer cards. Please submit your cards to Dr. Yaron Brook or a member of the conference staff by 2 PM on Saturday. Questions may also be taken from the floor.

TAPE RECORDING

No event at Euro 97 may be audiotaped, videotaped or otherwise reproduced, because it is copyright protected.

LEONARD PEIKOFF

Leonard Peikoff • Ph.D., Philosophy

Dr. Peikoff, Ayn Rand's associate for more than 30 years and her legal and intellectual heir, is the leading Objectivist philosopher. He is the author of *Objectivism: The Philosophy of Ayn Rand*, the first systematic presentation of Ayn Rand's philosophy, and *The Ominous Parallels*, and is the editor of several Objectivist anthologies. He taught philosophy at New York University, Long Island University, Hunter College, the University of Denver, and the Polytechnic Institute of Brooklyn. Dr. Peikoff is the host of the weekly radio talk show, "Philosophy: Who Needs It," now being syndicated across the United States.



Unity in Epistemology and Ethics

HOW TO UNITE HISTORY AND PHILOSOPHY

Does philosophy make science, including history, possible—or is it vice versa? What, if any, is the role of historical fact in validating the principles of epistemology? of ethics? of politics? Do we learn that reason is man's basic means of survival by studying the nature of man or the history of men? Why did Ayn Rand say that she could not have formulated her ethics prior to the Industrial Revolution? How would an Objectivism formulated in the 17th century differ from the philosophy in *Atlas Shrugged*?

IS MORALITY DIFFICULT OR EASY TO PRACTICE?

Virtue, fundamentally, as the choice to focus.

Since knowledge must be a unity, does focus entail continuous mental work and/or struggle in order to perform the requisite integrations? If one is being influenced by a subconscious defense mechanism, can he be said to be in focus? If one is fully in focus, are his mental processes necessarily objective? Can a man ever act against his moral beliefs and yet still be fully in focus (e.g., the case of Rearden)? Can he still be an example of the unity of thought and action, i.e., of integrity?

ANDREW BERNSTEIN



Andrew Bernstein ■ Ph.D., Philosophy

Dr. Bernstein currently teaches Objectivism at Marymount College in Tarrytown, New York, and has taught Objectivism at the New School for Social Research in New York City. He is an adjunct professor of philosophy at Pace University, Iona University and the State University of New York at Purchase. He is the author of the "Teacher's Guide to *The Fountainhead*," published by New American Library, and is a member of both the Speakers Bureau of the Ayn Rand Institute and the 21st Century Speakers Bureau.

Ayn Rand's Fictional Characters as Philosophical Archetypes: Part Two

How is the conformism of Peter Keating an example of Kant's metaphysics? In what sense does Robert Stadler adhere to Plato's theory of human nature? Which fundamental premise of Kant's ethics is shared by Gail Wynand and Dominique Francon? These, and countless similar questions, can be answered only when it is understood that Ayn Rand's fictional characters are more than unique, unrepeatable individuals: they are dramatized instances of philosophy in action. Even the minor characters of *Atlas Shrugged*, e.g., Mr. Thompson, Floyd Ferris, Lillian Rearden, embody such philosophical principles as (respectively): Pragmatism, Skepticism, Nihilism. Focusing on *The Fountainhead* and *Atlas Shrugged*, Dr. Bernstein will analyze the philosophical principles that comprise the essence of many of Ayn Rand's leading characters.

MICHAEL BERLINER

Michael S. Berliner • Ph.D., Philosophy

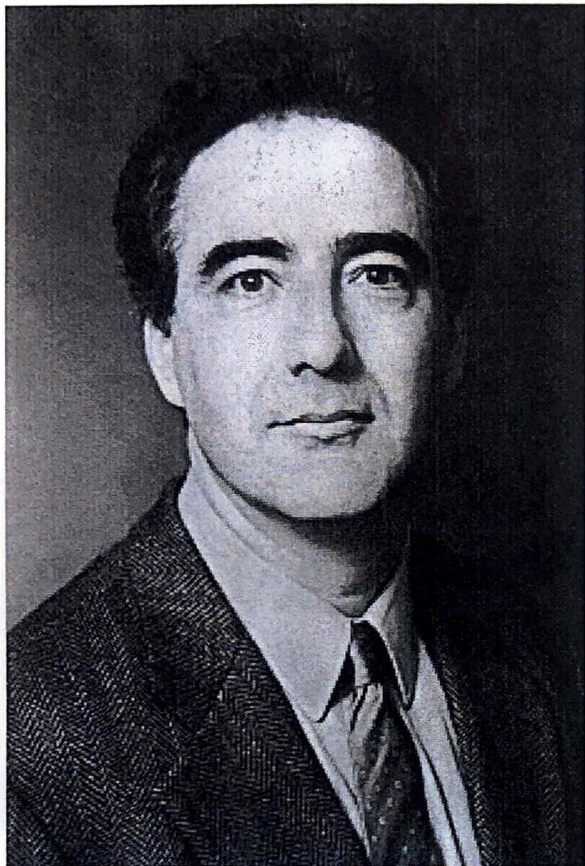
Dr. Berliner taught philosophy of education and philosophy for twenty years until he became executive director of the Ayn Rand Institute in 1985. He is the editor of *Letters of Ayn Rand* and has recently completed the cataloging of Ayn Rand's papers.



Ayn Rand in Russia

Recent biographical projects—some still in progress—have greatly increased interest in Ayn Rand's early life. Drawing largely on material in the Ayn Rand Institute's recently created archives, Dr. Berliner provides new information and insights about Ayn Rand's life in the years prior to her arrival in America. The focus in this talk is on values: her own and those of her family. The primary source materials are interviews of Ayn Rand and letters to her from family. The evening features slides of historic photos and recordings she selected for her "musical biography."

GARY HULL



Gary Hull • Ph.D., Philosophy

Dr. Hull teaches philosophy at Whittier College and has taught ethics at the Fuqua School of Business, Duke University. He is currently teaching a year-long undergraduate seminar on Objectivism for the Ayn Rand Institute. Dr. Hull has lectured at numerous Objectivist conferences, is a graduate of the Ayn Rand Institute's graduate training program, and is a member of the Institute's Speakers Bureau. He is the author of the "Study Guide to Leonard Peikoff's *Objectivism: The Philosophy of Ayn Rand*," has written articles for *The Intellectual Activist*, and is a guest host for Leonard Peikoff's radio show, "Philosophy: Who Needs It."

Metaphysical Value-Judgments and Their Role in Art

In *Atlas Shrugged*, what premise motivates Dagny's comment to Galt: "We never had to take any of it seriously, did we?" In *The Fountainhead*, why doesn't Dominique want a career? Why do some people opt to hoard money for retirement rather than pursue a business dream—while others take calculated risks to make their values a reality? Each of these concretes is caused by certain metaphysical value-judgments. This three-hour course explains the essence of such judgments, and the crucial role they play in all areas of one's life, from one's attitude toward justice to one's enjoyment of everyday activities. The course includes an explanation of how art concretizes metaphysical value-judgments, and of the role these judgments play in one's personal response to art.

JOHN RIDPATH

John Ridpath • Ph.D., Economics

Dr. Ridpath is an associate professor of economics and intellectual history at York University in Toronto, Canada, and is a member of the board of directors of the Ayn Rand Institute. Widely recognized for his lecturing skills, public speaking and debates in defense of capitalism, he is a recipient of the prestigious award from the Ontario Council of University Faculty Association for outstanding contribution to university teaching. Articles by Dr. Ridpath have appeared in *The Objectivist Forum* and *The Intellectual Activist*.



Ideas and Revolution

LOCKE AND AMERICA; ROUSSEAU AND FRANCE

The 18th century saw two great social revolutions, one in America, the other in France. One of them—the American Revolution—was the outcome of Enlightenment ideas, and was fueled, in particular, by the ideas of John Locke. The other—the French Revolution—was the outcome of anti-Enlightenment ideas, and was fueled, in particular, by the ideas of Jean Jacques Rousseau. These lectures will contrast the ideas of Locke with those of Rousseau, in order to explain the contrast in what these revolutions produced: a free and prosperous America, and a blood-soaked tyrannical France. These lectures, therefore, will offer a case study in the power, for good, of true philosophical ideas, and the destructiveness of false ideas.

RESOURCES

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The Ayn Rand Institute

The Center for the Advancement of Objectivism

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310-306-9232 FAX 310-306-4925
E-MAIL mail@aynrand.org WEBSITE www.aynrand.org

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The Intellectual Activist Magazine

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908-842-6610 FAX 908-842-6381
E-MAIL tia@osg.com

PROFESSIONAL ORGANIZATIONS

Association of Objectivist Businessmen

Putting Ayn Rand's Philosophy of Objectivism to Work

PO Box 370
Beverly, MA 01915-0007
508-922-4381 FAX 508-922-4810
E-MAIL clgaob@aol.com WEBSITE www.nationweb.com
AOB's website is in "The Objectivist Trade Center" of NationWeb.

The Association for Objective Law

PO Box 1225
Purcellville, VA 22132-1225

UPCOMING EVENTS

Summer '97

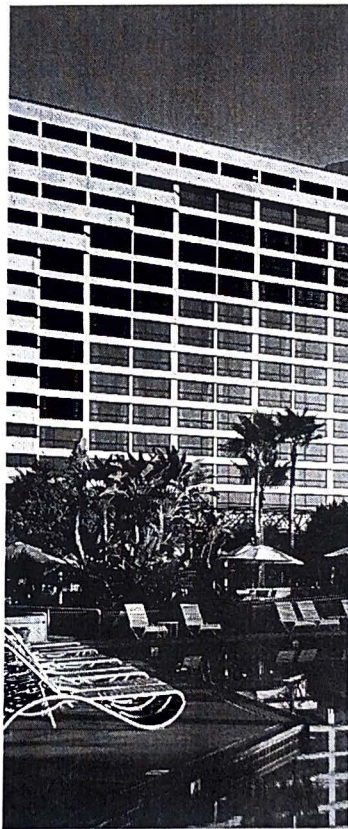
OBJECTIVIST CONFERENCE

AUGUST 9th -16th • 1997
IRVINE • CALIFORNIA

Summer '97 offers a variety of lectures, optional courses and special events in a luxurious vacation atmosphere. Just minutes from Newport Beach, the Hyatt Regency is an incomparable resort located in the heart of Irvine—close to Disneyland, famous restaurants, first-rate shopping and exciting nightlife—making it the ideal choice for your conference destination.

**Do Not Miss
Your Chance to Attend!**

*Contact Us To Receive
Your Registration Packet*



General Session Lecturers

Andrew Bernstein
Harry Binswanger
Gary Hull
Edwin Locke
Robert Mayhew
Leonard Peikoff
Richard Ralston
John Ridpath
Richard Salsman
Peter Schwartz
Stephen Siek

Optional Course Presenters

Andrew Bernstein
Daniel Drake
Dina Garmong
Robert Garmong
Onkar Ghatge
David Harriman
Ellen Kenner
Edwin Locke
Robert Mayhew
Scott McConnell
Shoshana Milgram
Jonathan Rosman
Sandra Schwartz
Stephen Siek
Sandra Shaw
Tara Smith
Darryl Wright

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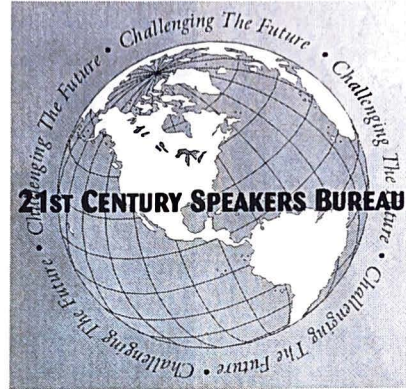
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*“The American businessmen,
as a class, have demonstrated
the greatest productive
genius and the most
spectacular achievements
ever recorded in
the economic history
of mankind.
What reward did they
receive from our culture
and its intellectuals?
The position of a hated,
persecuted minority.
The position of a
scape-goat for the evils
of the bureaucrats.”*

—Ayn Rand
“America’s Persecuted Minority: Big Business”
Capitalism: The Unknown Ideal



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Gary Hull
Ph.D., Philosophy

Richard Salsman
*Vice President
H. C. Wainwright & Co.
Economics, Inc.*



Yaron Brook
Ph.D., Finance

Ellen Kenner
Ph.D., Clinical Psychology



Andrew Bernstein
Ph.D., Philosophy

Ken West
*President
Capitalist Leadership
Group*



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right to make profits,
the right to work in
an unregulated and
free environment.*

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Profit Is Moral

SEMINARS



Dr. Gary Hull



Dr. Yaron Brook



Richard Salsman

Everywhere, we hear that business has a duty to sacrifice profits to the environment, animals, the needy.

Executive salaries should be capped, and companies should be forced to have a multicultural board of directors. Downsizing is cruel; mergers, takeovers, and restructuring are heartless. Money is the root of all evil, businessmen are pillagers and must be regulated by an omnipotent government. This litany of anti-business attacks is heard daily in college classrooms, the press, Hollywood.

**We at Lyceum International
reject these attacks categorically.**

Our one-day business ethics seminars—led by world-class experts—gives executives the knowledge to understand the root cause of these anti-business ideas. We explain how to defend your inviolate right to produce and trade, free of government coercion. We teach attendees that Ayn Rand's radical morality of rational selfishness—as illustrated in her two novels *The Fountainhead* and *Atlas Shrugged*—is the only ethical code consistent with business, capitalism, and the free market.

This stimulating seminar shows that ethics is not an idle luxury—but a life-and-death issue. It illustrates the inextricable connection between moral principles and marketplace issues such as corporate restructuring, regulation, environmentalism, and employer-employee relations. Attendees see how every idea antithetical to business efficiency and productivity is based on the moral principles of altruism. We explain how profitability and the very future of capitalism depend on accepting the moral principles of independence, productivity, justice, and the trader principle. Each seminar customizes these general principles to the problems faced by particular industries.

Our seminar is unique because we teach that business has a moral right to produce and trade for its own sake—that there is nothing nobler than to increase the inherent value of a company's stock—that business ought to be protected by the Constitution of the United States.

AVAILABLE SEMINARS

DR. GARY HULL has taught ethics at the Fuqua School of Business at Duke University and at the Peter F. Drucker Graduate Management Center, the Claremont Graduate School. He has lectured on Ayn Rand's radical morality of rational selfishness to business groups throughout the country, such as The Young Presidents' Organization and the Alumni Association of the San Jose State University College of Business. Dr. Hull has appeared on radio and television as an expert on business ethics, and has published articles in the *Los Angeles Times*, the *San Francisco Chronicle*, the *Chicago Tribune*, and *The Intellectual Activist*. He is an advisor to major corporations. Dr. Hull teaches philosophy at Whittier College and has taught numerous courses at Objectivist conferences. He teaches a year-long undergraduate seminar on Objectivism under the auspices of the Ayn Rand Institute, and has spoken on Ayn Rand's philosophy at universities around the country, such as the University of Michigan, Boston College, and the University of Texas at Austin. He is currently a monologue writer and guest host for Leonard Peikoff's radio show *Philosophy: Who Needs It*.

RICHARD SALSMAN is senior vice president and senior economist at H.C. Wainwright & Co. Economics, Inc., an economic forecasting firm in Boston. Prior to joining Wainwright in 1992, he was a banker in New York. Mr. Salsman is an adjunct fellow at the American Institute for Economic Research and a member of the Speakers Bureau of the Ayn Rand Institute. He received his M.A. in economics from New York University. Mr. Salsman is an expert in the banking industry and is also the author of numerous books and articles on economics, banking, and investments, including *Breaking the Banks: Central Banking Problems and Free Banking Solutions* (1990) and *Gold and Liberty* (1995). Mr. Salsman's work has appeared in *The Intellectual Activist*, the *Wall Street Journal*, *Forbes* and *Barron's*.

DR. YARON BROOK teaches courses on financial markets, institutions and finance, public policy, and ethics at Santa Clara University. Dr. Brook received his Ph.D. from the University of Texas, Austin, in 1994, an MBA from the University of Texas, Austin, in 1989, as well as a Bachelor of Sciences degree in civil engineering. He is unerringly described as an excellent teacher by his students, delivering topic material clearly and challenging his students intellectually. His colleagues consider Dr. Brook one of the top professors at Santa Clara University and this recognition led to his receipt in 1994 of the Leavy Grant for Teaching. He has been a guest speaker at a business ethics course at Duke University. Dr. Brook has had several articles on finance published in the *Journal of Financial and Quantitative Analysis* and in *Directorship*, as well as the article, "Terrorism In Israel", in *The Intellectual Activist* in May 1996. He presented papers at the Financial Management Association (FMA) meetings in New York (1995) and New Orleans (1996), as well as at the 1996 meeting of the European Finance Association in Oslo, Norway. Dr. Brook has been a guest on Leonard Peikoff's radio show, "Philosophy: Who Needs It" and has appeared on Bay TV in San Francisco, opposing multiculturalism.

Nature of the Corporation

- In Defense of Shareholder Wealth Maximization
- In Defense of Corporate Restructuring
- In Defense of Business Exploitation of the Environment
- The Moral and Practical Responsibility of Corporate Philanthropy
- Executive Pay—The Sky's the Limit

Statism

- Banking Regulation: Immoral and Impractical
- Regulations—Why We Can and Should Live without Them
- Antitrust Is Anti-American

Business Character

- Character Traits of America's Money-Making Personalities

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