



In Partial Fulfillment of the Requirements for the Degree of

Master of Arts
Colin Tetreault

Will defend his thesis

**Eating Green, Staying Green, and Making Green: Prolegomenon to
a New Restaurant Paradigm**

Abstract

Historically, business and industry has not been a consistent champion of an environmental or sustainability focused outlook. Indeed, NGO's, non-profits, and environmentalists have often taken umbrage to the actions of businesses and the potentially deleterious downstream effects of their operations. However, this has been seeing steady change within the last decade. Where there were once robber barons focused strictly on a "hockey-stick" mentality of quarterly profit maximization at the expense of any social or environmental externalities, a growing sentiment of responsibility and social embeddedness is beginning to permeate into the fabric of business.

Given this shifting context, leaders in business and industry have begun to move to examine more conscientiously the role of their businesses within the greater spectrum of society and the world. No longer is the pursuit of profit held as mutually exclusive from the effects it may have on the natural capital of the world around us. Indeed, the effect of any given business and industry on society and the environment is increasingly understood to have direct impact not only on the planet, but the financial health and long-term viability of the company itself. It is increasingly incumbent upon those in decision making positions in business to ask, "How can I produce profits with principles?"

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Faculty, students, and the general public are invited.

Supervisory Committee:

Dr. Daniel Childers (Chair)

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Mr. Mark Stapp, Master of Real Estate Development (Member)

Mr. Ed Fox, VP and Chief Sustainability Officer, APS (Member)