



# The Colors of Money<sup>©</sup>

An Introduction to Associative Economics

22-24 October 2010 / French Garden Conference Room, Sebastopol, CA, USA  
& Sophia Hall, Summerfield Waldorf School & Farm

Understanding money has never been more important than today. Whether it be unfair trade, widespread poverty, burgeoning debt or bank bail-outs, modern life is marked by a ceaseless and unhealthy chase after money, which then acts more as our master than our servant. Whether locally or globally, can we understand and use money in ways that enable competition to give way to more cooperative ways of doing business?

Derived from Rudolf Steiner's contribution to economic and monetary history, **The Colors of Money<sup>©</sup>** seminar looks at the history and purpose of money and how it can be the main instrument for bringing about real and lasting change in our economic circumstances. Grounded in associative economics – an approach that covers many schools of thought, beginning with Aristotle and leading up to today's wide range of views from mainstream to alternative – the seminar ranges from the problems of small businesses to larger questions of global finance and the power of corporations. Offering a radical yet concrete and in-depth approach to money in our times, it is presented using colored chalk imagery on black paper, a technique intended to overcome the reputation of economics as a dismal science!

The seminar is presented by **Arthur Edwards\***, an economist based in England, who combines formal academic credentials with on-going research into associative economics and Rudolf Steiner's work in particular. *The seminar also serves as Step 1 for businesses seeking to use the ☺ **Guarantee Mark** (see [ae-mark.com](http://ae-mark.com)) and as Module 1 of the **Diploma in Associative Economics** ([cfae.biz/diploma](http://cfae.biz/diploma)).*

\* A member of the Economics Conference, part of the worldwide social scientific activity associated with the Goetheanum, Switzerland.

**Cost:** \$265, including Saturday lunch; \$295 if paid after September 1, 2010 • Evening Public Lectures \$10

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PROGRAM		
Friday - 22 Oct	Saturday - 23 Oct	Sunday - 24 Oct
	09:30 - 11:00 AM	09:30 - 11:00 AM
	<b>Starting with Individuals</b> People, not states or markets, are the foundation of economic life	<b>Money as Accounting</b> Accounting – effecting change through one's own activity
	Pause	Pause
	11:30 - 01:00 PM	11:30 - 01:00 PM
	<b>Right On Corporations</b> Whether for-profit or not-for-profit, the role of corporations is to capitalise initiative	<b>Cooperation without Collusion</b> Despite Adam Smith concerns, a healthy economic life depends on people working together
	Lunch	Lunch
	02:30 - 03:45 PM	02:30 - 03:45 PM
	<b>Exchange</b> Midway discussion of themes	<b>Practical Steps</b> The ☺ Mark; The AE Diploma
	Pause	
	04:00 - 06:00 PM	
	<b>The History of Money</b> Future of economic life rests on a clear understanding of money	
	Supper	
	7:00 - 9:00 PM	
	<b>PUBLIC LECTURE</b> <b>Youth Financial Literacy</b> Enterprise education: is personal finance enough?	
<i>The Friday evening lecture will include a reception with hors d'œuvre at the French Garden Restaurant from 5:30 to 7PM.</i>		
7:00 - 9:00 PM		
<b>PUBLIC LECTURE</b> <b>Beyond the Market</b> The origins, history and future of the market economy.		