



American Repertory Theater  
64 Brattle Street, Cambridge, Massachusetts 02138  
617.495.2668 TEL  
617.495.1705 FAX  
617.547.8300 TICKETS  
[www.americanrepertorytheater.org](http://www.americanrepertorytheater.org)

**FOR IMMEDIATE RELEASE:** October 16, 2013  
Contact: Kati Mitchell 617-495-2668

**American Repertory Theater Hosts  
an Evening with Seth Goldman, Honest Tea TeaEO and Author  
Moderated by Bill Aulet  
Monday, October 28, 2013, 5:00 p.m.**

Cambridge, MA – The American Repertory Theater (A.R.T) welcomes **Seth Goldman**, co-founder and TeaEO of Honest Tea and Harvard College alum, to discuss his new business book in comic format, *Mission in a Bottle – The Honest Guide to Doing Business Differently – and Succeeding*, published by Crown Business division of Random House. Co-authored with Barry Nalebuff, Honest Tea co-founder and Yale School of Management professor, the book explains how they built their business from five thermoses to more than 100 million bottles a year. Since its publication in September 2013, it has been named a *New York Times* and *Wall Street Journal* Best Seller.

Moderated by MIT's **Bill Aulet**, author of *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*, the event will take place at the Loeb Drama Center, 64 Brattle Street, Cambridge, on Monday, October 28 at 5:00pm. Goldman will examine the business lessons and personal insights shared in the book, including social-entrepreneurship and the challenges of growing a mission-driven enterprise in a profit-driven world. A book signing reception in the West Lobby of the theater will follow.

The event is free and open to the public. Tickets can be reserved by calling 617.547.8300 (Tuesday through Sunday, noon – 5:00 p.m.) or online at [www.americanrepertorytheater.org](http://www.americanrepertorytheater.org).

"I'm delighted to partner with the A.R.T. to discuss the questions raised by *Mission in A Bottle*. In the same way that the A.R.T. has a reputation for sharing stories through new perspectives, we hope our book will provoke readers to think differently about the role business can play in our society," said Goldman.

**ABOUT SETH GOLDMAN:**

Seth Goldman was born and raised in Wellesley, MA. He is a graduate of Noble and Greenough School ('83) and Harvard College ('87). After receiving his MBA from Yale School of Management, Goldman worked for Calvert Social Investment Fund. In 1998, he co-founded Honest Tea out of his home in Chevy Chase, Maryland with Barry

Nalebuff. Goldman has grown the enterprise into a national brand, recognized for its focus on authenticity, innovation and health. Today, Honest Tea is the nation's top selling organic bottled tea, and is carried in more than 100,000 outlets. In March 2011, Honest Tea was acquired by The Coca-Cola Company, helping to further the reach and impact of Honest Tea's mission.

The company continues to deepen its relationship with Fair Trade USA, expanding its support of suppliers in India, China, and South Africa. Honest Tea has initiated creative marketing partnerships with TerraCycle, Arbor Day Foundation and IndoSole, and was ranked by The Huffington Post as one of the leading "8 Revolutionary Socially Responsible Companies."

Goldman serves on the boards of the American Beverage Association, Bethesda Green, Beyond Meat, Happy Baby, and Repair the World, and sits on the Advisory Board of Net Impact. In 2011 he was appointed by Governor Martin O'Malley to the Maryland Economic Development Commission.

#### **ABOUT BILL AULET:**

Bill Aulet is the managing director in the Martin Trust Center for MIT Entrepreneurship at MIT and also a senior lecturer at the MIT Sloan School of Management. The center is responsible for entrepreneurship across all five schools at MIT starting with education but also extending well outside the class room with student clubs, conferences, competitions, networking events, awards, hackathons, student trips and most recently accelerators. In April 2013, Aulet was awarded the Adolf F. Monosson Prize for Entrepreneurial Mentoring at MIT. Aulet started his career at IBM getting training and experience in technical, marketing, sales, financial and international business operations and management. After 11 years, he was named a MIT Sloan Fellow which resulted in him attending MIT for a one year degree program. Upon graduation, he resigned from IBM and became a serial entrepreneur running two MIT spinouts as the president/chief executive officer (Cambridge Decision Dynamics and then SensAble Technologies). The latter became a two-time Inc. Magazine 500 Fastest-Growing Private Company. With a presence in over 20 countries, SensAble also won more than 24 awards and was featured in Fortune Magazine, BusinessWeek, The Wall Street Journal, and many other publications for its innovative products and strong business foundation. In 2003, he was recruited as chief financial officer to co-lead a turnaround of Viisage Technology. Today, in addition to his work at MIT, Aulet works with individuals and companies to become more successful through innovation-driven entrepreneurship. He holds a bachelors degree in engineering from Harvard University and an SM from the MIT Sloan School of Management.

#### **ABOUT THE A.R.T.:**

The American Repertory Theater (A.R.T.) at Harvard University is dedicated to expanding the boundaries of theater. Winner of the 2012 and 2013 Tony Awards for Best Musical Revival for its productions of **The Gershwins' Porgy and Bess** and **Pippin**, the A.R.T. is a leading force in the American theater, producing groundbreaking work in Cambridge and beyond. The A.R.T. was founded in 1980 by Robert Brustein, who served as Artistic Director until 2002, when he was succeeded by Robert Woodruff. In 2008, Diane Paulus became the A.R.T.'s Artistic Director. The A.R.T. is the recipient of numerous other awards including the Tony Award for Outstanding Regional Theater, the Pulitzer Prize, and many Elliot Norton and I.R.N.E. Awards. Its recent premiere production of **Death and The Powers: The Robots' Opera** was a 2012 Pulitzer Prize finalist.

Since becoming Artistic Director, Tony Award-winning director **Diane Paulus** has enhanced the A.R.T.'s core mission to expand the boundaries of theater by continuing to transform the ways in which work is developed, programmed, produced and contextualized, always including the audience as a partner. Productions such as ***Pippin***, ***The Gershwins' Porgy and Bess***, ***Sleep No More***, ***The Donkey Show***, ***Gatz***, ***The Blue Flower***, and ***Prometheus Bound*** have engaged audiences in unique theatrical experiences. The A.R.T.'s club theater, OBERON, which Paulus calls a second stage for the 21st century, has become an incubator for local and emerging artists, and has also attracted national attention for its innovative programming model.

The Loeb Drama Center, located at 64 Brattle Street, Harvard Square, Cambridge, is fully accessible. ASL interpreted and audio described performances are available at select productions. Visit [americanrepertorytheater.org/access](http://americanrepertorytheater.org/access) for more information.