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News Release

Media Contact: Uyen Mai
(909) 869-5331, utmai@csupomona.edu
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Starbucks Cups to Feature Cal Poly Pomona Professor

POMONA, Calif. — August 18, 2008 — Cal Poly Pomona professor Dr. Renford Reese often imparts his knowledge to others through lectures, books and articles. Beginning this summer, the political science professor is adding coffee cups to his list of media.

Starbucks Coffee Company has begun printing 8 ounce cups featuring a quote from Reese's latest book *American Bravado* (Inkwater Press, 2007). Reese's quote appears in The Way I See It #294: "Insensitivity makes arrogance ugly; empathy is what makes humility beautiful."

Starbucks' The Way I See It series provides a collection of thoughts, opinions and expressions from notable figures to help spark discussion. Other recent quotables have been #273 Gen. Colin L. Powell, #268 musician Josh Groban, and #258 Pulitzer Prize-winning author George F. Will.

Reese submitted his quote for consideration for The Way I See It series two years ago. Earlier this year he learned his quote was selected for print on millions of cups.

"This has been amazing. Someone sent me a photo of the cup from a Starbucks in Toronto," said Reese. "In one way, my quote being on Starbucks' cups is validation. Authors want to be widely read. In the extremely competitive area of publishing it is difficult to connect with the masses via one's writings. I think it's ironic that a couple hundred people will read a book that I worked on for two years and millions of people will read a quote that I contemplated for less than five minutes. Life continues to be funny."

Reese is a professor in the political science department at Cal Poly Pomona. In addition to *American Bravado*, he penned *Prison Race* (2006), *Leadership in the LAPD: Walking the Tightrope* (2005), and *American Paradox: Young Black Men* (2004).

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