



Office of Public Affairs
Division of University Advancement

News Release

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Release No: 0708-037

FOR IMMEDIATE RELEASE
Jan. 8, 2008

CAL POLY POMONA CONFERENCE EXPLORES 100th ANNIVERSARY OF CROLY'S GROUNDBREAKING 'THE PROMISE OF AMERICAN LIFE'

POMONA, Calif. — Prominent scholars from around the country will converge at a free two-day conference to explore “Herbert Croly’s *Promise of American Life* at its Centenary” from Jan. 11 to 12 in the Cal Poly Pomona Bronco Student Center’s England/Evans Room.

Herbert Croly was a political author whose book *Promise of American Life* had such a striking impact on 20th century America that President Theodore Roosevelt used its themes in his second presidential campaign in 1912. Croly’s thoughts impacted twentieth century American politics, economic policy, social conditions, foreign affairs, journalism, and intellectual thought. His views were represented first by the New Deal, sanctioned by the Eisenhower era, and culminated in the New Frontier and the Great Society.

“Croly may be the single most important thinker and writer to affect the modern, and novel, model of American liberalism,” says conference chair and history professor emeritus John A. Moore.

“The conference intends to bring together absolutely the very best scholars on the topic who will provide seminal presentations and engage in a spirited discussion; any observer who is intrigued by politics, public philosophies, and public policies in the 20th and 21st century, including American foreign policy and economic policy, will find this conference highly enlightening.”

The conference opens at 8:30 a.m. on Friday, Jan. 11, in the Bronco Student Center’s England/Evans Room. *Herbert Croly in History* from at 9:30-11:30 a.m. includes presentations on “The Intellectual Origins of Croly’s *Promise*” and “Herbert Croly in the History of

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Liberalism.” Presentations exploring *Croly’s Promise and Modern American Liberalism* will be from 2-4 p.m. and address “Herbert Croly and 20th Century American Political Thought” and “Herbert Croly, Willard and Dorothy Straight, and the *New Republic*.”

On Saturday, Jan. 12, the conference opens at 9 a.m. in the Bronco Student Center’s England/Evans Room. Topics surround *Croly and Public Policies* begin at 10 a.m., including “Herbert Croly and U.S. Economic Policies” and “Of Heroes and Saints: *The Promise of American Life* and American Foreign Policy.” From 2:30 p.m. to 4 p.m. the six presenters will take part in a roundtable discussion “Assessing Croley’s *Promise* at the Centenary.”

For more information, contact Dr. John Moore at (909) 869-3585 or jamoore2@csupomona.edu.

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ABOUT CAL POLY POMONA — Striking the perfect balance between urban excitement and rural charm, Cal Poly Pomona is nestled in 1,428 rolling acres in the heart of sunny Southern California. With 2,600 faculty and staff to serve 20,000 students, Cal Poly Pomona’s mission is to advance knowledge by linking theory and practice while preparing students for leadership and careers in a multicultural world. The university champions an approach that places learning at the center of every program, course, and activity on campus. Students are afforded opportunities to apply their knowledge through hands-on projects, collaborate with faculty members on research, and participate in valuable internships and service-learning programs. Seven colleges and one school offer 66 undergraduate and 21 graduate degrees, as well as eight credential programs.