

COLLEGE OF BUSINESS DEAN'S DISTINGUISHED LECTURE

It's Not About the Coffee

Lessons on Putting People First from a Life at Starbucks

Howard Behar

Founding President, Starbucks International

Author, "It's Not About the Coffee"



As the founding President of Starbucks International and through his years as a senior executive at Starbucks, where he helped the company grow from only 28 stores to more than 15,000 (spanning five continents) Howard Behar helped establish the Starbucks culture, which stresses the importance of people over profits. He coached hundreds of leaders at every level and helped the company grow into a world-renowned brand. Now he will share the ten principles and the memorable wisdom that guided his leadership and success—and not one of them is about coffee.

**WEDNESDAY
OCT. 5
7-8:30 P.M.**
Austin Auditorium
LaSells Stewart Center

**FREE
and open to the public**

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