



Author Richard Florida to Headline Greenlight Greater Portland's Economic Summit

PORTLAND, Ore. - (Business Wire) Richard Florida, international best-selling author of *Who's Your City* and *The Rise of the Creative Class* will address 500 business and community leaders on Wednesday, June 4, at the Portland Art Museum.

Greenlight Greater Portland's economic summit, "Pursuing the Future: The Outlook for Greater Portland," will also feature the release of *The 2008 Portland Prosperity Index*, a publication that compares the region to nine other competitive metropolitan areas on an array of business, demographic and quality of life metrics.

Recently named one of the "Best and Brightest" in America by *Esquire* magazine, Florida is the director of the Martin Prosperity Institute and professor of business and creativity at the University of Toronto's Rotman School of Management.

Florida is best known for his work in developing the concept of the "Creative Class" and the significance of a region's ability to attract young, educated talent to its workforce. In his new book, *Who's Your City*, Florida outlines the importance of place in the global economy.

"With Professor Florida's expertise on cities and the global economy, his perspective on greater Portland should be very instructive," said Tim Priest, Greenlight Greater Portland CEO. "His innovative emphasis on quality of place as it relates to economic development is timely and highly relevant in the face of Portland's projected growth."

Greenlight's economic summit will also feature Priest's presentation of a five-year forecast for greater Portland's population, job, and gross regional product, as well as other findings from the *Prosperity Index*.

Greenlight is partnering with the Portland Business Alliance and Regional Partners to produce the economic summit, whose morning session includes an update of the Regional Business Plan.

Greenlight Greater Portland is a private consortium of business leaders dedicated to growing a sustainable and vibrant economic future for greater Portland.

Greenlight Greater Portland
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