

CEG and The Stakeholders to Bring Renowned Urban Theorist Richard Florida to Albany



Renowned Urban Theorist Richard Florida gave a very compelling talk on how the Capital Region is one of the top "Creative Class" areas. In case you were unable to attend the Sept. 24th event at the Palace Theatre listen to [the audio of his talk](#).

Richard Florida is Director of the Martin Prosperity Institute and Professor of Business and Creativity at the Rotman School of Management, University of Toronto. His ideas on the "creative class," commercial innovation, and regional development have been featured in major ad campaigns from BMW and Apple, and are being used globally to change the way regions and nations do business and transform their economies. He is author of the global best-sellers *The Rise of the Creative Class*, *Cities and the Creative Class* and *The Flight of the Creative Class*.

Florida's Albany appearance will focus on the concepts in his latest book, *Who's Your City? – How the Creative Economy is Making the Place Where You Live the Most Important Decision of Your Life*. In this age of globalization, Florida argues that where you live is not only important, it's more important than ever. In fact, he says, place exerts powerful influence over the jobs and careers we have access to, the people we meet and our ability to lead happy and fulfilled lives.

"Our region's culture of innovation is predicated on the development and exchange of ideas," said F. Michael Tucker, CEG's president and CEO. "When you couple that with a spirited quality of life you get a location that is well suited for a dynamic, high tech economy."

Who's Your City? provides the first ever-rankings of cities by life-stage, rating the best places for singles, young families and empty-nesters, including New York's Capital Region. It also grounds its new ideas and data to provide an essential guide for the more than 40 million Americans who move each year on how to choose where to live, and what those choices mean for their lives, happiness and communities.



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"The Stakeholders believe that the future of our region hinges on revitalization of our cities and on investment in a creative economy to ensure artists, entrepreneurs and social innovators can thrive," said Catherine Hedgeman, President & CEO of The Stakeholders. "Creating this environment and gathering resources for investment is part of our mission. We wanted to invite Richard Florida to our Capital City to start the discussion about how and why we should invest in a creative economy."

"Economic history shows us that an enterprising economy comes from innovative people working and living in an environment that allows them to be creative. The Capital Region has always been, and continues to be, that type of place," said Jan Smith, GE Energy's Manager of Public Affairs

CEG's Future Forward series brings world-class speakers to the Capital Region to present thought-provoking ideas, enlightening concepts and innovative methods to generate and accelerate regional momentum. Previous speakers have included Malcolm Gladwell, author of *The Tipping Point: How Little Things can Make a Big Difference* and Jeff Thredgold, author of *The American Economy ...What That Means to Your Wallet*.

About the Center for Economic Growth:

The Center for Economic Growth (CEG) is a regional economic and business development organization dedicated to attracting high-tech talent and companies and to providing innovative services to bolster local businesses in New York state's Capital Region and Tech Valley. CEG receives significant financial support from the New York State Office of Science, Technology and Academic Research (NYSTAR), New York's high-technology economic development agency, and the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP). CEG serves as NYSTAR's designated Regional Technology Development Center for Tech Valley, one of nearly 350 MEP locations across the country assisting local manufacturing and technology companies with generating new sales, creating stronger operational infrastructure and overcoming barriers to growth. Visit www.ceg.org.

About The Stakeholders:

The Stakeholders is a non-profit organization with a mission to cultivate an informed and active creative class dedicated to building diverse and sustainable communities throughout New York's Capital Region. The Stakeholders seeks to retain and attract residents, workers and visitors and



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foster regional pride by connecting individuals with area resources and providing enrichment through programming on arts & culture, civic engagement, sustainable communities and philanthropy. The Stakeholders Foundation works to ensure a sustainable future for New York's Capital Region by gathering and granting funds to a broad range of community programs supporting the mission and cultivating the future of charitable giving in our region by attracting and training the next generation of philanthropists. Visit www.thestakeholders.org and www.thestakeholdersfoundation.org.