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**President Bruininks will open Great Conversations series**

*Summary:*

(January 14, 2004)-University of Minnesota President Robert Bruininks kicks off the opening program of the 2004 Great Conversations series when he discusses "Nurturing the Creative Class" with best-selling author Richard Florida, on Tuesday, Jan. 20, 7:30 p.m. in Science 1020 at the University of Minnesota, Morris (via live broadcast to UMM). Bruininks and Florida will explore the importance of creativity to both community building and urban competitiveness, and discuss the latest thinking on how governments, universities, developers, and designers can work together to generate creative places and spaces. Florida is the author of *The Rise of the Creative Class*, and recently designated Minneapolis as having one of the nation's top 10 "thriving creative classes." The series is free and open to the public.

A one-of-a-kind series, Great Conversations pairs University faculty with eminent world authorities to illuminate the subjects in today's headlines. All programs are free and open to the public. The series is broadcast live from the Twin Cities campus to UMM on a large screen. "Great Conversations" is sponsored by the College of Continuing Education with generous support from the University of Minnesota Presidents Club.

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