

**Shuman Promotes Building Local Economies Through Small Business**  
*Award-winning author and leading expert on community economics to deliver luncheon keynote at upcoming Downtown Revitalization Conference.*

**DOVER, Del.** (September 21, 2010) – Michael Shuman, author of *The Small-Mart Revolution*, will offer the Tuesday luncheon keynote at the inaugural 2010 [Delaware-Maryland Downtown Revitalization Conference](#) to be held on Sept. 27 and 28 at the Atlantic Sands Hotel & Conference Center in Rehoboth Beach, Del. Attendees, including small business owners and downtown representatives, will hear Shuman's message that challenges communities struggling to revive their economies to find ways to nurture competitive local alternatives to big boxes. Maximizing opportunities for locally owned businesses, he says, will lead to revitalization of our local economies and improve the prosperity of our communities.

Attendees will also hear from Doug Loescher, director of the National Trust Main Street Center, Anirban Basu, chairman & CEO of Sage Policy Group, and a variety of nationally-known topic experts. The conference, called **Revitalize!**, will feature a "Quick Tips" opportunity for entrepreneurs, merchants, and downtown representatives to consult one-on-one with a small business or downtown expert regarding a specific need. Sessions in three tracks, including Small Business Development, Sustainable Design, and Advanced Revitalization, will detail how to leverage more funding, attract investment and grow communities; curating an authentic downtown experience; and how to address issues of property vacancies while providing support for local businesses and entrepreneurs to succeed and thrive.

Conference participants can also take a bus tour featuring Delaware's new Wine and Ale Trail, as well as a downtown tour in the Jolly Trolley that will highlight Rehoboth Beach's architectural history. A Welcome Reception at The Cultured Pearl on Monday from 4:30 - 6:30 is free to all conference participants.

Seating is limited and pre-registration is required by Thursday, September 23. Registration is \$70. To review the agenda or to register, visit [www.visitdelaware.com/revitalize](http://www.visitdelaware.com/revitalize).

[Downtown Delaware](#), a program of the [Delaware Economic Development Office](#), is a major sponsor of the event, as are The National Trust for Historic Preservation, United States Department of Agriculture Rural Development, Main Street Maryland and Baltimore Main Streets.

Follow the conference highlights and participate in the discussion on Twitter [@DEDOgov](#) or #Revitalize.

**About the Delaware Economic Development Office**

The Delaware Economic Development Office is an executive state agency responsible for attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State. Visit [dedo.delaware.gov](http://dedo.delaware.gov).

Contact: Karen Smith  
[Karen.M.Smith@state.de.us](mailto:Karen.M.Smith@state.de.us)  
302-672-6826

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