



Address at the FIU Downtown on Brickell Opening

**Given by Mark B. Rosenberg
on September 16, 2011**



The following speech was presented on September 16, 2011 at the Grand Opening of the FIU-Downtown Location on Brickell.

Thank you, **Chairman Martinez and Mayor Regalado**. I am Mark Rosenberg, President of FIU, and I am thrilled to be here with all of you to mark a historic day for FIU and Downtown Miami. We are here thanks to the support of our community, particularly many of the people gathered here today. I would like to recognize some of our special guests. I also would like to give a special welcome to our sponsors, who have made today's celebration possible:

- **Florida East Coast Realty**. President **Tibor Hollo**, my good friend, is here today with his wife and family. Mr. Hollo and family will you please stand and be recognized?
- I also would like to give special thanks to the **Downtown Development Authority**, our corporate sponsor. The DDA has been supporting FIU's growth in the downtown area since 2005. **DDA Executive Director Alyce Robertson**, will you please stand and be recognized?

I would also like to thank our supporting sponsors. As I call each company and representative's name please stand. Ladies and gentlemen, please hold your applause until all supporting sponsors are called:

- **Jarett Levan**, President and CEO of Bank Atlantic
- **Gustavo Berenblum** of Berenblum Busch Architecture
- **Jose Manuel Diaz** of Compass Office Solutions
- **Florencia Rotemberg**, General Manager of JW Marriott Miami
- **Marcial Torres**, President of RK Designs, Inc.
- And **Ernie Diaz**, South Florida Market President for TD Bank

There are a few people who deserve special recognition today because they worked long hours to finish the renovation of the Brickell space to make sure it was ready for the first day of class. They are:

- **Claudio Pico**
- **Dax Pedraza**
- **And David Diaz**

FIU aims to be where our students are. And many of our students are right here, in Downtown Miami and on Brickell, the nerve center of our business community. Our Brickell location will enhance our role as an anchor institution in this community and as an economic and innovation engine for South Florida. With the opening of FIU Downtown on Brickell we are making a significant commitment to the downtown area. We are making this commitment because our students and our alumni tell us they need greater access to evening graduate programs near their offices. This downtown expansion is an integral part of FIU's plan to educate locally and globally engaged citizens and increase enrollment by 2,000 students a year for the next 5 years. We previously served about 500 students in the downtown area. We now are able to educate twice as many.

FIU Downtown on Brickell builds on our longtime relationship with downtown Miami and the Downtown Development Authority. The establishment of FIU Downtown on Brickell reflects the importance of Downtown Miami as a global center of entrepreneurship and problem-solving innovation. The key to prosperity for our community is education and job creation. Of particular importance, we must tie our educational goals to the employment needs of our community.

FIU Downtown on Brickell is a shining example of the power of partnerships between an educational institution like FIU and the business community. By working together we can educate a workforce that is Worlds Ahead and that will help our region in its economic recovery.

But beyond economic recovery and job creation, FIU Downtown on Brickell is a place where we will train the next generation of public servants. It is a place where those leaders will acquire the cutting edge tools they need to compete in the rapidly-changing 21st Century global marketplace. It is also a place where leaders on the international stage will come to hone their skills. FIU Downtown on Brickell represents the future of our community. It is now my pleasure to introduce our next two speakers, the deans who are spearheading our groundbreaking education initiatives on Brickell, College of Business Administration Executive Dean Joyce Elam and College of Arts and Sciences Dean Ken Furton.

Under the leadership of Executive Dean Joyce Elam, the College of Business Administration has grown tremendously in the number of undergraduate and graduate students it serves, has extended its global reach and has earned an international reputation as a leading business school.

And College of Arts and Sciences Dean Kenneth Furton has completely transformed the university's largest college into three mission-based schools focused on some of the biggest issues society faces today. With more than 23,000 students, the

college continues to grow with plans for greater innovation in onsite and online programs.