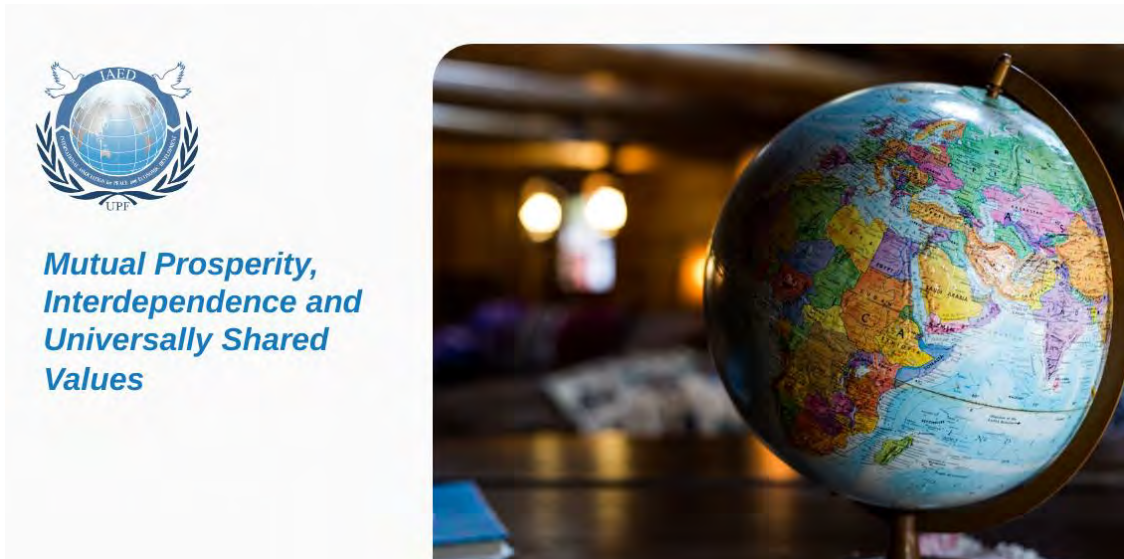


## IAED USA Webinar: Empowering Economic Equity - 2 PM, Tuesday, Dec 17, 2024

Roger Wetherall  
December 13, 2024



# Empowering Economic Equity

How to Drive Entrepreneurship and Democratize Commercial Real Estate Ownership in Low-and-Moderate Income Communities

2 PM, Tuesday, Dec 17, 2024

Dear Gary

Lyneir Richardson leads The Center for Urban Entrepreneurship and Economic Development (CUEED) at Rutgers Business School. His work and research are at the forefront of building a new holistic and strategic framework for community-centered economic development. His strategies aim to overcome the root causes of disinvestment in low and moderate income urban communities. Devaluation of Commercial Real Estate (CRE) reduces the owners' access to capital for maintenance and improvements, leading to stagnation and decline which is often a precursor of gentrification and displacement of residents.

The [Buy Back the Block Lab](#) (BBtB) is his most ambitious project aiming to democratize ownership of commercial real estate and move beyond the conventional ownership model. The BBtB Lab approach differs from other shared ownership models in that its principal purpose is to help individual residents and local entrepreneurs create wealth through buying appreciating CRE assets

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Register to join the webinar

If registration is full, you can join the [Live Feed on our Website](#)

## About the Speakers



### **Dr. Lyneir Richardson**

Dr. Richardson is CEO of The [Chicago TREND Corporation](#), a commercial real estate firm that owns 6 shopping centers with over 380 community investors. He provides advisory services to corporations, government agencies and foundations. Dr. Richardson is also Assistant Professor of Professional Practice at Rutgers Business School and serves as the Executive Director of the university's [Center for Urban Entrepreneurship and Economic Development\(CUEED\)](#).

Lyneir is a Nonresident Senior Fellow of the [Brookings Institution](#) and a Wealth Innovation Fellow of the Aspen Institute. He graduated from Bradley University and the University of Chicago Law School.



### **Rev. Zagary Oliver** **Vice President of the Universal Peace Federation.**

Zagary is focused on development in Africa and the Caribbean through educational programs and business initiatives. He is also the President of the National Faith Based Empowerment Coalition, working with faith leaders in federal Opportunity Zones serving as a bridge between Investors, Developers, and the communities they serve. He is the founder of Black Leadership for Moral Values and Development, building a network of black conservative leaders upholding faith traditions and taking a stance for the family

as a vital unit for rebuilding and strengthening America.



## Alan Jessen

### Moderator

North American Coordinator,  
International Association for Peace and  
Economic Development

The recording from last month: [How a "Human First" Culture Improves AI](#)

If you missed any of our previous IAED webinars, you can [watch them here](#).

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We look forward to your participation and engagement in this event.

Thank you,

Roger Wetherall

IAED-USA Coordinator

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## International Association for Peace and Economic Development - USA

We affirm our belief that business leaders have the opportunity and responsibility to work in collaboration with other sectors of society to make the world a better place, addressing its most significant challenges, and promoting world peace, long-term mutual prosperity and truly sustainable development.



## Empowering Economic Equity How to Drive Entrepreneurship and Democratize Commercial Real Estate Ownership in Low-and-Moderate Income Communities

Date & Time Dec 17, 2024 12:00 PM in [Mountain Time \(US and Canada\)](#)

Description Lyneir Richardson leads The Center for Urban Entrepreneurship and Economic Development (CUEED) at Rutgers Business School. His work and research are at the forefront of building a new strategic framework for community-centered economic development that is holistic. His strategies aim to overcome the root causes of disinvestment in low- and moderate-income urban communities. Devaluation of Commercial Real Estate (CRE) reduces the owners' access to capital for maintenance and improvements, leading to stagnation and decline which is often a precursor of gentrification and displacement of residents.

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### Meeting Registration

First Name\*

Last Name\*

Email Address\*

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