



# RECON PROGRAM 2014

Saturday, May 17

12:00 noon – 6:00 pm

Registration

Sunday, May 18

7:00 – 10:00 am

**Volunteer Leadership Orientation**  
VOLUNTEER LEADERSHIP (By Invitation only)

8:00 am – 5:00 pm

Registration

9:00 – 10:00 am

**Global Leadership Summit**  
(By Invitation only)

10:00 – 11:30 am

**Volunteer Appreciation Brunch**  
VOLUNTEER LEADERSHIP (By Invitation only)



10:00 am – 5:00 pm

**ICSC  
Marketplace  
Mall@RECON**

## Marketplace Mall

10:30 am – 12:00 noon

**ICSC  
Education**

## RECon Academy

Separate registration fee required. Register at [www.icsc.org/2014RA](http://www.icsc.org/2014RA).

### Essential Restaurant Fundamentals and Leasing Strategies for Property Managers and Leasing Professionals

This session will explain the strategies which every retail real estate professional in asset management, property management and leasing should know in order to structure a successful restaurant deal. Whether in-line, out-parcel, regional mall, lifestyle center or strip/power-located, restaurants are an essential component of the vitality of the shopping center fiber. Topics will include: developing a strategic and tactical process that helps property managers make better tenant improvements and leasing decisions; examining and evaluating restaurant tenant lease terms and profitability statements; establishing key operational and performance tracking metrics; analyzing sales potential relative to occupancy costs; and understanding essential restaurant principles and operational cost percentages.

**SPEAKER:**



**Mike D'Amico**  
Senior Restaurant Consultant  
The Lamy Group, Ltd.  
Mandeville, LA

12:00 noon – 5:00 pm

## Leasing Mall

1:00 – 2:00 pm

### Coca-Cola Hosts “To Spend or Not to Spend”

If our businesses are to succeed in this consumer driven economy, it is of the utmost importance that we understand consumer spending behavior. To spend or not to spend, that is the question. Join us for a roller coaster ride through how do we at The Coca-Cola Company's Foodservice and On-Premise division understand the drivers of consumption, what are the transmission mechanisms between the macro-economy and our business, and the implications going forward.

Is there really a “new” normal, have consumers really changed, is the consumer better or worse off, why is healthcare an issue, what is the outlook for the economy and the consumer, let's explore these questions and peer through our window into the future.

**SPEAKER:**



**Carlos Herrera-Cuellar**  
Chief Economist  
The Coca-Cola Company

2:00 – 3:00 pm

**The New Math: 1 + 1 = 3: Leveraging the Omni-Channel Shopper**

Retailers have discovered that a bricks-and-mortar shopper who is also an online shopper is a very profitable shopper – that sales productivity doesn't just double, but triples...and in some cases, goes to an even higher multiple.

This panel session will explore how shopping centers can best work with retailers in an online + in-center partnership to drive traffic and sales. Panelists will discuss new technologies, such as geo-fencing and "push" marketing, designed to keep the in-store shopping experience fresh and compelling. Omni-channel messaging and purchasing channels, complimentary WiFi access, same-day delivery trends, new interactive shop concepts, mobile messaging, curating/ following and more will be addressed in this informative session.

MODERATOR:



**David D. Lobaugh**  
President  
August Partners, Inc.  
Marietta, GA

2:00 – 3:30 pm



**RECon Academy**

Separate registration fee required. Register at [www.icsc.org/2014RA](http://www.icsc.org/2014RA).

**Retail Property Redevelopment – Leading the Way in 2014**

This session will address the challenges and opportunities in redeveloping and repositioning existing retail properties. A panel of experienced retail industry executives will review recent successes and failures with a view toward lessons learned. Specific topics to be addressed include the development of a strategic vision for the subject property, the necessity for government sponsorship and support, value enhancement through partial or complete demolition, construction challenges and the supremacy of co-tenancy. The session will include a series of opportunities to question the panel and for panel discussion.

SPEAKERS:



**Ken Bleakly**  
Founder & President  
Bleakly Advisory Group  
Atlanta, GA



**John Gibson**  
Managing Director  
GreenArch Capital  
Augusta, GA



**Tommy Miller**  
Development Partner  
Trademark  
Fort Worth, TX

2:00 – 4:00 pm



**CLS Global Certification Review**

Separate registration required at [www.icsc.org/2014TRL](http://www.icsc.org/2014TRL).

Ideal for leasing professionals employed as representatives or agents of an owner and/or retail tenant, as well as corporate leasing executives who oversee the leasing function for multiple centers, ICSC Certified Leasing Specialists (CLS) have specialized expertise in leasing negotiation, licenses, contract administration, specialty leasing, trade area analysis, merchandise mix, tenant prospecting, financing and retailing. Convenient and practical, this 2-hour review course is designed to familiarize CLS candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CLS exam which will be graded and discussed in-depth as your ICSC Certified instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.



3:00 – 4:00 pm

**ICSC Office of Global Public Policy Presents: Tax Reform and Retail Real Estate – What Does the Future Hold?**

The panel oriented session will discuss how efforts to reform the U.S. federal tax code will impact the shopping center industry with invited Members of Congress who sit on the tax writing committees that will be deciding these important issues. Providing an update from last year’s panel on this topic, the ICSC Office of Global Public Policy hopes you will come and learn more about how the political dynamics will influence the timing and content of policy discussions, the potential impact of tax reform on your business and share your perspective on this very important topic.

3:00 – 4:00 pm

**Shopper Traffic Mapping Through Mobile Technology – Smart Business or Privacy Nightmare?**

Shopping center developers, operators and retailers have been flocking to new mobile technologies that allow them to map customer movement through their shopping centers and stores. The mapping data gathered by these systems promises to provide valuable information to better inform decision making in marketing, operations, leasing and development. Is the gain worth the pain of entering the heated data privacy debate? Can the technology really improve shopper loyalty, marketing efficiency and customer satisfaction? How can the information the systems provide enhance NOI? Our panel of shopping center innovators, mobile mapping data providers and digital privacy experts will illuminate the current state of this new business and provide insight into how it will evolve.

**MODERATOR:**



**Alan McKeon**  
President  
Alexander Babbage  
Atlanta, GA

**PANELISTS:**



**Cyrus Gilbert-Rolfe**  
Vice President  
Path Intelligence  
Portsmouth, UK



**Jules Polonetsky**  
Executive Director  
Co-Chair  
The Future of Privacy Forum  
New York, NY



**William Ross**  
Executive Vice President,  
Asset Management  
Forest City Enterprises  
Cleveland, OH



**A. Adam Wilson**  
Chief Marketing Officer  
Euclid Analytics  
San Francisco, CA

4:00 – 4:15 pm

**2014 VIVA “Best-of-the-Best” Awards Presentation**



ICSC’s annual VIVA “Best-of-the-Best” Awards honors and recognizes the most outstanding examples of shopping center marketing, design and development, sustainability and community service worldwide.



RECon 2013 was a great show for us. Thanks to the fact that everyone in the industry attends RECon, combined with a lot of prep work on our part to set up meetings in advance, we were busy with high quality prospects the entire time. In fact, we decided to double the size of our booth for next year. The bottom line is that RECon is THE show for us.



*Joe Rando, President, Trade Area Systems*

4:15 – 5:00 pm

**Opening Session**

Biz Stone has been named Nerd of the Year by *GQ*, one of the Most Influential People in The World by *TIME* magazine, Entrepreneur of the Decade by *Inc. Magazine*, one of *Vanity Fair's* Top Ten Most Influential People of the Information Age, and was honored with the International Center for Journalists' Innovation Award. Biz is best known for developing collaborative systems freely accessed by hundreds of millions of people worldwide.

As a progenitor of early social media, Biz became an Internet entrepreneur in 1999 and went on to work at Google. Later, he co-invented and co-founded Twitter. After stepping away from his day-to-day role at Twitter Inc., Biz helped incubate Medium, a new, web-based publishing platform. In April of 2013, Biz announced his latest startup, Jelly. An adamant believer that when we help others, we also help ourselves, Biz supports a new way of doing business with a higher level of ambition, and a better, more altruistic way to measure success.

SPEAKER:



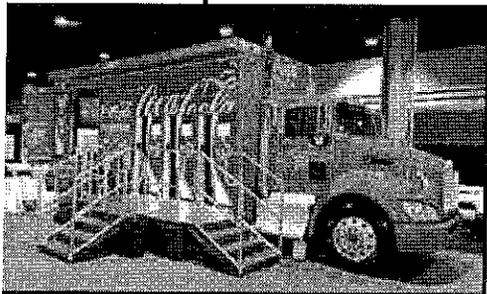
**Biz Stone**  
Co-Founder  
Twitter

5:30 – 7:00 pm

**Fortune Tellers Gathering and Researcher Award Ceremony**

Encore Hotel

Open to all with an interest in industry research.

**Open Some Happiness at RECon!**

Think the #ITechLounge was sooooo 2013? So did we! Therefore, much like digital platforms and strategies themselves, we too are evolving rapidly. For 2014 we partnered with Coca-Cola to bring some happiness (and knowledge!) to RECon. The ICSC Coca-Cola **Happiness Lounge** is where digital, mobile and social platforms will be transformed into unified online marketing strategies (and where you can be transformed from tired and stressed, to rested and happy!). Stop by 19th Avenue and K Street in the Central Hall for digital, mobile and social crash-courses during "ICSC Tech Talk" sessions, one of Coca-Cola's scheduled **Happiness Breaks**. There will be live interviews with industry leaders, complimentary WiFi or mobile device charging, and plenty of comfortable seating.

So whether you are looking to take the initial plunge into digital platforms, find out the latest trends that will be shaping marketing strategy in the coming months, or for a quick pick-me-up; you'll find it at the all-new **Happiness Lounge** at RECon.

*All Leasing Mall badges will have access to the Lounge.*





6:00 – 7:30 pm



## U.S. MAXI Awards Ceremony and Reception

Encore Hotel

Come and celebrate as ICSC recognizes best practices in retail marketing, new media strategies and NOI enhancement programs. Awards will be given to innovative events and programs that add value to shopping centers and companies across the United States. This event is open to all RECon attendees. Register at [www.icsc.org/2014MAXI](http://www.icsc.org/2014MAXI).

2014 U.S. MAXI CHAIR:



**Jane Liszy**  
Senior Vice President Marketing  
Forest City Enterprises  
Cleveland, OH

6:00 – 9:30 pm



## Foundation Gala Dinner

Encore Hotel

Kick off RECon in style. Join us to have fun, meet with industry leaders, host clients at a first-class dinner and enjoy A-list comedian Howie Mandel. All of this while giving back to the industry that has brought you your success. An additional fee applies. Register online at [www.icscfoundation.org/2014GALA](http://www.icscfoundation.org/2014GALA) or with your RECon registration. Business attire suggested.

HOST:



**Howie Mandel**  
Comedian

ICSC Foundation Premier Sponsors:



7:30 – 9:30 pm

## Opening Reception

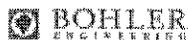
Encore Hotel

Deals and networking don't just happen on the show floor, they happen after hours as well! Be sure to stop by this year's Opening Reception taking place poolside at the Encore Beach Club; Las Vegas' premier club featuring 26 cabanas and 8 bungalows all hosted by RECon sponsors. Mingle with friends and business colleagues while listening to the sounds of DJ Fred, one of Las Vegas's renowned DJs.

Platinum Sponsors:



Gold Sponsors:



# Monday, May 19

7:00 am – 5:00 pm

## Registration

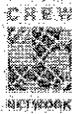
7:30 – 8:30 am

## Global Delegates Breakfast

Join industry leaders and RECon delegates from all over the world for this networking breakfast. Get connected with new business contacts from Europe, Africa, the Middle East, Asia/Pacific and Latin America.

7:30 – 9:00 am

## Opening Breakfast



SPEAKER:



**Jean Chatzky**  
Award-Winning Journalist & Best-Selling Author  
Financial Editor, NBC's *TODAY*  
Contributing Editor, *MORE* magazine  
Columnist, *The New York Daily News*

8:00 am – 5:00 pm

## Leasing Mall and Marketplace Mall

10:00 – 11:00 am

## The X Factor (and Other Global Certifications)



Separate registration required at [www.icsc.org/2014MIX13](http://www.icsc.org/2014MIX13).

Want to be part of an elite group of industry professionals and receive global recognition from your peers, boards and associates? It's time to start thinking about the CSM, CMD, GLS, CDP and the brand new CRX! Take a break from deal making to refresh and explore the ins and outs of how ICSC Professional Certification Programs can take your career to the next level. This is an ideal way to better understand the prerequisites, the process for application, how to prepare, and what the actual certification exams are like. Attendance is complimentary and refreshments are provided.

10:00 am – 12:00 noon

## CSM Global Certification Review



Separate registration required at [www.icsc.org/2014TRL](http://www.icsc.org/2014TRL).

Ideal for center managers as well as corporate management professionals who manage multiple centers, ICSC Certified Shopping Center Managers (CSM) have specialized management expertise in asset management, operations, maintenance, lease negotiations, contract administration, retailing, merchandising, marketing, community relations, financing, risk management, security, human resources and law. Convenient and practical, this 2-hour review course is designed to familiarize CSM candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CSM exam which will be graded and discussed in-depth as your ICSC Certified instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.



10:30 am – 12:00 noon



**RECon Academy**

Separate registration fee required. Register at [www.icsc.org/2014RA](http://www.icsc.org/2014RA).

**Enhancing Property Value through Digital Marketing, Promotions & Partnerships**

Lead by the marketing team for Retail Properties of America, Inc., this session will discuss how digital marketing, promotions and partnership strategies enhance the value of your shopping centers. Whether you are taking the first steps in developing your sponsorship strategy, interested in emerging trends, or looking for new way to integrate digital platforms, this topic will have something for everyone.

**SPEAKERS:**



**Tim O'Connell**  
Assistant Vice President,  
Director of Digital Marketing &  
Communications  
Retail Properties of America, Inc.  
Oak Brook, IL



**Mara Russiaky**  
AVP, Marketing Director  
Retail Properties of America, Inc.  
Oak Brook, IL

11:00 am – 12:00 noon

**Concurrent Sessions**

**1. The Intersection of Global Growth for Retailers: It's Here, There and Everywhere**

This fast paced panel composed of corporate executives from some of the global marketplace's top performing retailers and nationally and internationally recognized "Wall Street" experts will explore and highlight the keys to successful penetration and growth in away-from-home-country markets. Among other topics, the panelists will explain the importance to their success of local partners (all real estate is local), maintaining nimbleness and flexibility to seize opportunities and changes as they present themselves (new trends are everywhere), why the pace of global expansion is accelerating (from maturing home markets to improvements in logistics and supply chain management) and for retailers, the ability to outsource production in the global market to which they are expanding their footprint. The world may not be flattening and it may not be shrinking (at least not physically – apologies to the contemporary author and *New York Times* columnist, Thomas L. Friedman), but don't tell that to the market leaders and growth enterprises of our industry. They'll tell you the world is doing both, at least metaphorically.

**MODERATOR:**



**Jeffrey Hugh Newman, ESQ., CRX**  
Chair of the Real Estate  
Department, Senior Partner  
Sillis Cummis & Gross P.C.  
Newark, NJ

**PANELISTS:**



**Peter Sharp**  
President  
Walmart Asia Realty  
Causeway Bay, Hong Kong



**Dana L. Telsey**  
Principal  
Telsey Advisory Group  
New York, NY



**David Zoba**  
ICSC Trustee  
SVP Global Real Estate  
Gap, Inc.  
San Francisco, CA

**2. Today's Debt Markets**

Come hear these capital market experts who are actively engaged in the retail sector as they explore an array of debt options. From fixed rate senior debt to floating rate bridge debt and everything in between. What lenders look for in the retail sector and how the investor can take advantage of capital providers to maximize returns and realize opportunity. The panel will consist of participants from commercial banking, life insurance, CMBS and private/public fund sectors.

**MODERATOR:**



**Brian Corrigan**  
Senior Vice President  
Capital Markets –  
Debt & Equity Finance  
CBRE  
Newport Beach, CA

**PANELISTS:**



**Michael Beidelman**  
Senior Investment Professional  
Nationwide Insurance  
Columbus, OH

**Wayne Brandt**  
Managing Director  
Wells Fargo Capital  
Los Angeles, CA



**Jeffrey Friedman**  
Principal/Co-Founder  
Mesa West Capital  
Los Angeles, CA



**Jake Roberts**  
Vice President Capital Markets  
Marcus & Millichap Capital Corp.  
West Los Angeles, CA



**3. Successful Public/Private Partnerships for Retail Development – Economic Developers and the Private Sector Panel Discuss Their Partnerships**

This panel representing both the public and private sectors will discuss how their communities have created successful retail developments through partnerships with municipalities, developers and retailers.

**CO-MODERATORS:**



**Jason Claunch**  
ICSC Texas State Alliance Chair  
Principal  
Catalyst Commercial  
Dallas, TX

**PANELISTS:**



**Jay Noddle**  
President  
Noddle Companies  
Omaha, NE



**Cathy O'Connor**  
President/CEO  
The Alliance for Economic  
Development of Oklahoma City  
Oklahoma City, OK



**Gordon J. Sudbeck, CRX, CSM,  
CMD, CLS**  
Vice President  
Noddle Companies  
Omaha, NE



**Prakash David**  
ICSC Canadian Division  
Alliance Chair  
Senior Vice President,  
Residential & Retail Development  
Build TORONTO  
Toronto, Canada



**Lyneir Richardson**  
ICSC New Jersey State  
Alliance Chair  
CEO  
Brick City Development  
Corporation  
Newark, NJ

**4. Digital Channels & Today's Shopper: Is Your Digital Marketing Reaching Your Shopper**

The ever-changing landscape of digital communication continues to evolve as new social networks become mainstream and shoppers move to new tools to assist them on their path to purchase. So which are the right digital platforms to embrace and what strategies should be adopted for maximum return on your investment?

Social media, mobile media and shopper companion apps all command strong and growing shopper audiences. Knowing which digital channels most effectively influence the buying habits of the ever important Millennial shopper in particular will be critical to future retail success. Hear from a panel of experts who know these digital channels inside and out and can share insights on where the digital trends are headed and what benefits you can expect to gain by employing a marketing strategy that uses these digital tools effectively.

**MODERATOR:**



**John Dee**  
President  
Placewise Media  
Denver, CO

**PANELIST:**



**Benjamin Miller**  
Co-Founder  
Fundrise  
Washington, DC



### 5. Tackling Today's Marketing and Leasing Challenges – From the Management Perspective

Marketing and leasing activities in the shopping center environment continue to take new twists and turns. A panel of seasoned asset and property management executives who are CRXs and CPMs will draw from their collective years of in-depth experience providing marketing and leasing oversight and even in-the-trenches direction of both functions often from a unique frame of reference.

Sponsored by the Institute of Real Estate Management (IREM®), this highly interactive session will explore such contemporary hot topics as:

- ▶ Success in Omni-Channel Retailing – What's working and why
- ▶ How to Create a "Socko" Marketing Plan – even on a shoestring budget
- ▶ Fact or Fiction? It always costs less to keep a tenant than to replace one
- ▶ Profitable "Pop-ups" – a look at innovative strategies for success

The session also will allow ample time for questions and answers. So bring your questions and problems...and our panel of experts will be happy to address them.

#### MODERATOR:



**O. Randall (Randy) Woodbury, CPM**  
2010 President, Institute of Real Estate Management  
President  
Woodbury Corporation  
Salt Lake City, UT

#### PANELISTS:



**Mez R. Birdle, CRX, CPM, CCIM**  
Director – Retail Services  
NAI Global  
Orlando, FL



**Gregory Carbone, CPM, CCIM**  
Vice President of Property Operations  
EDENS  
Bethesda, MD



**Yvonne A. Jones, CPM, CCIM**  
Managing Director,  
Asset and Property Management  
McCaffery Interests, Inc.  
Chicago, IL

12:00 noon – 2:00 pm

## Lunch and Keynote Presentation

2:00 – 3:30 pm

### RECon Academy



Separate registration fee required. Register at [www.icsc.org/2014RA](http://www.icsc.org/2014RA).

#### Field Tested Ideas to Make Your Shopping Center More Valuable

Every shopping center owner knows that increasing net operating income creates value. Savvy asset managers understand that value can also be greatly impacted by the property's curb appeal, in-place financing, and the quality of the rent roll and the fine print of key lease terms. This interactive session will offer a framework for increasing your center's worth and an opportunity to ask your questions regarding value whether you are preparing your property for immediate sale or are a long-term holder seeking to create value far into the future.

#### SPEAKER:



**Brad M. Hutensky**  
ICSC Past Chairman  
Principal  
Hutensky Capital Partners LLC  
Hartford, CT

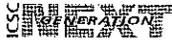
2:30 – 4:30 pm

**CMD Global Certification Review**

Separate registration required at [www.icsc.org/2014TRL](http://www.icsc.org/2014TRL).

Ideal for marketing professionals employed as representatives of an owner or retail tenant, as well as corporate marketing executives who oversee the marketing function for multiple centers, ICSC Certified Marketing Directors (CMD) have specialized expertise in customer relationship management, research and analysis, marketing plan implementation, retailing and sales development, public and community relations, advertising, and media buying. Convenient and practical, this 2-hour review course is designed to familiarize CMD candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CMD exam which will be graded and discussed in-depth as your ICSC Certified instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.

3:00 – 4:00 pm

**Concurrent Sessions****1. How to Become a Developer – The Ground Work**

So you think you want to be a shopping center developer and want to learn how to get started? Dealing with bankers, municipalities, tenants and contractors can be an overwhelming and intimidating experience. Attend this interview with ICSC Trustee and developer Gary Rappaport who will discuss the highs and lows of becoming a developer and owner. Gary will share his journey as the founder of the Rappaport Companies that now controls over 13 million square feet as well as discuss his views on how to manage risk, grow a company and what it takes to strike out on your own. Learn from the best and grow your career as a part of this exciting ICSC Next Generation event.

Some questions that the session will seek to answer:

- ▶ What type of developer do you want to be and how developers make money
- ▶ The keys to successful development
- ▶ Managing risk
- ▶ The integrated stages of development
- ▶ How to borrow money

**SPEAKER:**

**Gary Rappaport**, CRX, CMD, CSM, CLS, CDP  
 ICSC Past Chairman  
 Chief Executive Officer  
 The Rappaport Companies  
 McLean, VA





**2. Acquiring and Then Revitalizing a Challenged Center**

A panel of industry leaders whose companies have recently been involved in the purchase, leasing, financing, or sale of challenged regional centers discuss their long term strategies and plans for revitalizing and returning these assets to their 'glory days'. The discussion will include what long-term financial goals are; how leasing targets can be achieved; how much investment is typically required to refurbish the asset and what a typical return might look like; and whether assets are purchased to hold or to rejuvenate and then sell.

**MODERATOR:**



**Sean Burke**  
Principal  
S.T. Burke Retail Partners  
Philadelphia, PA

**PANELISTS:**



**Erik Christopher**  
David, Hicks & Lampert  
Brokerage, LLC  
Denver, CO

**Edward J. Coury**  
Vice President and  
Director of Leasing  
Starwood Retail Partners  
Chicago, IL



**Timothy J. Joyce**  
Managing Director  
HFF, L.P.  
Chicago, IL



**Bryan McFarland**  
Principal  
Alberta Development  
Partners, LLC  
Greenwood Village, CO

**3. Equity and the Retail Projects That Attract It**

Come listen to these active retail equity providers as they present insights into the equity markets. What the investor needs to know about equity and the projects that attract it. What is equity looking for? What does a typical equity structure look like and what does it cost? Who does the equity provider partner with? As it relates to retail, where is equity headed? You'll walk away with a solid understanding of equity and what it takes to attract it.

**MODERATOR:**



**Chris Casey**  
Managing Director, Real Estate  
Investment Banking  
Jones Lang LaSalle  
Los Angeles, CA

**PANELISTS:**



**Michael D. Fisk, cfa**  
Senior Director, Head of South  
Region and Regional Mall  
Acquisitions  
TIAA-CREF  
Charlotte, NC



**Jim Garvey**  
International Director, Portfolio  
Manager, LaSalle Property Fund  
LaSalle Investment Management  
Chicago, IL



**Tuba Malinowski**  
Managing Director, Portfolio  
Manager Smart Markets Fund  
Stockbridge  
Atlanta, GA



**Richard Pink**  
Managing Director  
Clarion Partners  
Los Angeles, CA



**4. How to Restart Your Engines**

A panel of mayors will discuss how they have led efforts to revitalize and energize their communities by creating partnerships with developers and retailers. This ICSC Alliance Program will showcase mayors representing both large cities and smaller communities to demonstrate how they have been successful in bringing about successful retail projects in their communities.

**MODERATOR:**



**Marty Wieder, AICP**  
Director, Economic Development  
City of Colleyville  
Colleyville, TX

**PANELISTS:**



**The Honorable Vincent C. Gray**  
Mayor  
Washington, DC



**The Honorable William D. McLeod**  
Village President  
Village of Hoffman Estates, IL



**The Honorable Jim Tipple**  
Mayor  
Wausau, WI

### 5. Outlet Retailing: Past, Present and Future

Outlet centers account for less than 1 percent of total shopping center GLA, yet the sector generates nearly 11 percent of shopper visits and is one of the only retail asset classes to experience explosive growth during the last decade. Since 2006, 39 outlet centers have opened in the U.S., while developers have delivered only one regional mall. This panel of outlet veterans will discuss how the industry has grown and the arc of its future. Topics to be considered include:

- ▶ How brands are balancing multi-channel distribution
- ▶ The emergence of tertiary and urban markets for outlet development
- ▶ The impact of traditional developers into the outlet arena
- ▶ The re-emergence of outlet-market site fights
- ▶ International expansion by both brands and developers
- ▶ New product lines for outlet distribution

#### MODERATOR:



**Linda Humphers**  
Editor in Chief/Director  
Value Retail News  
Clearwater, FL

#### PANELISTS:



**Phillip Ende**  
Senior Vice President, Leasing  
Premium Outlets®  
Simon Property Group  
Roseland, NJ



**Sharon Haggard**  
Director, Real Estate  
Chico's FAS, Inc.  
Norcross, GA



**Jeffrey Montang**  
Vice President, Real Estate  
AM Retail Group INC.  
Wilsons Leather, Andrew Marc,  
Calvin Klein Performance,  
El Portal Luggage,  
G.H.Bass&CO., Vilebrequin  
Minneapolis, MN



**Lisa Morrison, CRX, CLS**  
Senior Vice President of Leasing  
Tanger Factory Outlet Centers, Inc.  
Greensboro, NC

3:30 – 5:00 pm

### Cities of the World Reception

4:00 – 5:00 pm

### Concurrent Sessions

#### 1. Retail – Hot Spots

Retailers are continuing to grow their businesses by adding traditional brick and mortar stores. They are in expansion mode again and actively looking for developments around the world in which they can find their customers. With continuing growth of overseas markets, when it comes to new stores, retailers are no longer constrained by political boundaries. This session will take an in-depth look at a group of top performing retailers who operate around the globe and discuss specific retail projects in which they are opening in order to reach their target customers. We will learn the "where and why" of their international expansion program, and how they answer those questions in the various different developed, emerging, and even frontier markets into which they are expanding.



**MODERATOR:**



**Michael Puline, cfs**  
Senior Vice President – Leasing,  
Mid-Atlantic & Southeast  
DLC Management Corp.  
Atlanta, GA

**PANELISTS:**



**Laura DeSwart, CRX, CSM, CLS**  
Vice President, Leasing &  
Asset Management  
Walmart Asia Realty  
Shanghai, China



**Lawrence Meyer**  
CEO  
Uniqlo USA  
New York, NY



**Aracibo Quintana**  
Senior Director Real Estate  
and Construction  
Nike, Inc.  
Beaverton, OR



**Joan Rouras Rodriguez**  
Director – Global Expansion  
Desigual  
Barcelona, Spain



**Simon Wilcock**  
CEO  
Arabian Centres dba Billy Beez  
Riyadh, Saudi Arabia

## 2. What Department Stores and Big Box Retailers are Doing to Use Up Excess Space

Managing and maximizing the value of Department Store and Big Box real estate portfolios in today's environment has created challenges and opportunities. Rightsizing initiatives aimed at heightened efficiencies and responding to changes in consumer spending have retailers seeking solutions to surplus space. Listen to top executives share how they've overcome these challenges and through the disposition of excess space are even finding an upside.

## 3. Shopping Center Security and the Changing Role in a Challenging World...

How are we responding? Over the last year, there have been terrorist attacks, mass shootings, public demonstrations, flash mob riots and smash and grab burglaries in shopping centers around the world. This session features some of the best security experts in the world. They will have a frank discussion about what is being done both now and planned for the future and give suggestions to help keep all sizes and types of shopping environments safe and secure. Come and learn what they envision the future being and how this has changed over time. This panel will also discuss the security risk of shopping malls for major events and what is being done and should be done to protect them. Some questions that will be looked at will be:

- ▶ Can a "Kenya style" terrorist attack occur at a local shopping mall in the U.S.?
- ▶ Can we as owners do anything to prevent a gunman attack like Paramus, NJ?
- ▶ Are we currently prepared for that? What can we do to help prepare for this type of situation?
- ▶ What would be implications of such an attack and how would it affect our industry?

**MODERATOR:**



**Joe R. Gehr**  
CEO  
Technon, LLC  
Aventura, FL

**PANELISTS:**



**Shaul Maouda**  
Senior Vice President  
Professional Security Consultants  
Los Angeles, CA



**Clark Rice**  
Director  
Bellevue Square Managers, Inc.  
Bellevue, WA



**Bill Strother, CDP**  
Director of Corporate Security  
Weingarten Realty  
Houston, TX

**4. Lemons Into Lemonade – How These Developers Turned the Corner on Deeply Impacted Post-Recession Projects**

It's been nearly 5 years since the official end of the "Great Recession" and many communities across the U.S. have come back stronger than ever with new life from exciting retail developments. This session will take a look at several success stories from around the country that were severely affected by the economic shift. Whether they were sold, recapitalized, remerchandised or redeveloped, come hear from an expert panel of shopping center executives about what were some key components to making these shopping centers thrive.

**MODERATOR:**



**Scott Auster**  
Managing Director  
Grid Properties Inc.  
New York, NY

**PANELISTS:**



**Clayton McCaffery**  
Vice President of Leasing  
McCaffery Interests, Inc.  
Chicago, IL



**Mark Toro**  
Managing Partner  
North American Properties  
Atlanta, GA



**Chris Weillminster**  
Senior Vice President Leasing  
Federal Realty Investment Trust  
Rockville, MD



**Kathryn Welch**  
Executive Vice President  
Forest City Enterprises  
Brooklyn, NY

**5. "VIVA" la Différence**

Competition to capture consumer spending is greater today than it has ever been in the history of the shopping center industry. Whether it's through catalogs, computers or mobile devices, consumers today have many options and ways in which to shop. In order to stay competitive, shopping center developers are pushing the design envelope in an effort to create unique one-of-a-kind shopping center experiences that appeal to a multitude of senses and emotions while enhancing value and delivering solid financial returns. Utilizing examples drawn from ICSC's VIVA (Vision, Innovation, Value, Achievement) Best-of-the-Best Awards this session will delve into the details on what is working around the world and why.

**MODERATOR:**



**Derek Barker**  
Managing Director  
Haskoll Architects and Designers  
London, UK

**PANELISTS:**



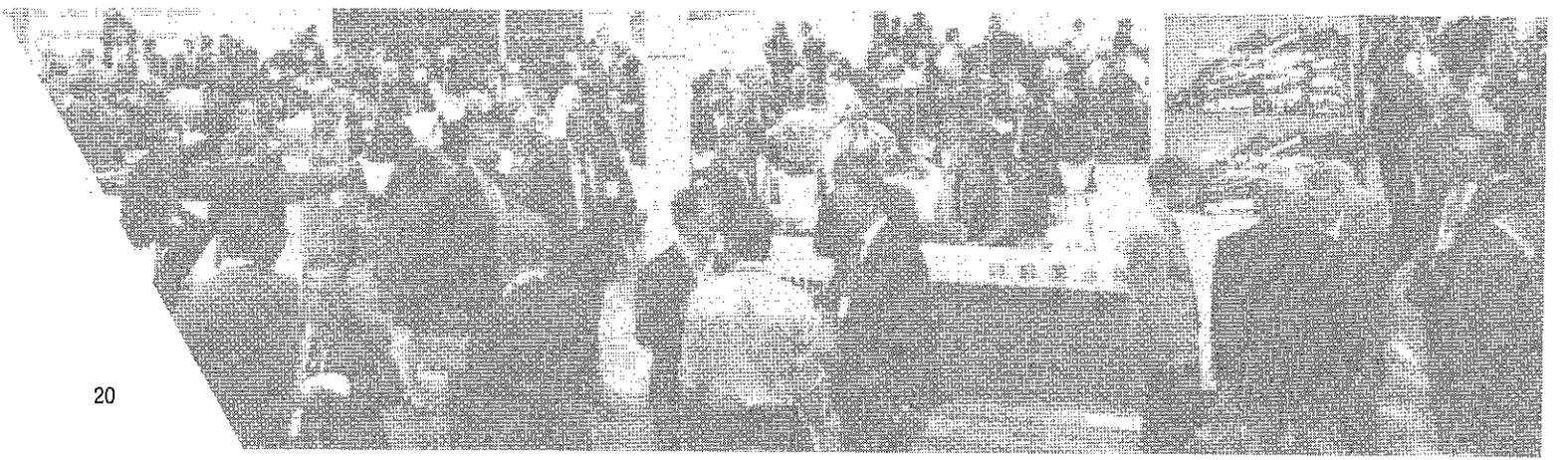
**Daniel T. McCaffery, csm**  
Founder & Chairman  
McCaffery Interests  
Chicago, IL



**Gonzalo Montañó Estrada**  
President and Chief Architecture  
& Development Officer  
MAC-L Arquitectos  
Mexico City, Mexico



**Michaela Weiner**  
Partner  
Petroff Partnership Architects  
Markham, ON





4:00 – 5:30 pm



### RECon Academy

Separate registration fee required. Register at [www.icsc.org/2014RA](http://www.icsc.org/2014RA).

#### The New Green Lease Paradigm for Tenants and Landlords

This session will provide an overview of the new paradigm of “green leases” and will use the new ICSC Green Study Lease as a template for how landlords and tenants can collaborate to create resource efficient, healthy and comfortable buildings with financial underpinnings that work for both the landlord and the tenant. We will cover the basic characteristics of what a green building is, and then delve into key leasehold provisions that will facilitate the sustainable construction, operation and renovation of multi-tenant occupied commercial buildings. We will also discuss how to “green” the leasing process and why regulatory considerations make this a critical factor for both retail landlords and tenants.

#### SPEAKER:



**Ellen Sinrelch, ESQ., LEED AP**  
President  
GreenEdge, LLC  
New York, NY

4:15 – 4:30 pm

### Annual Meeting of Members

5:30 – 8:00 pm



### Diversity Reception

Mandarin Oriental Hotel

For the past ten years the Diversity Reception has allowed national developers, title companies, retailers, law firms and real estate investors to network and hear industry leaders share their diversity experiences in the real estate and retail communities. This year, the Diversity Reception will be underwritten by ICSC and will serve as the launch pad for the ICSC Foundation, the charitable arm of ICSC, to create two diversity scholarships. You can support the Foundation's efforts by making a tax deductible donation towards diversity scholarships at [www.icscfoundation.org/donate](http://www.icscfoundation.org/donate) (General Contribution, Tribute to Diversity). Separate registration required at [www.icsc.org/2014DR](http://www.icsc.org/2014DR).

## Tuesday, May 20

6:30 am – 5:00 pm

### Registration

7:00 – 8:30 am

### Meet the Trustees Breakfast

This is your opportunity to meet and discuss key industry issues with ICSC's Board of Trustees in an interactive, roundtable setting. This breakfast is open to full convention attendees. Although there is no additional fee, pre-registration is required. Register at [www.icsc.org/2014TBR](http://www.icsc.org/2014TBR). Please see page 25 for a list of Trustees and roundtable topics.

8:00 am – 5:00 pm

**Leasing Mall and Marketplace Mall**

9:00 – 11:00 am

**CDP Global Certification Review**

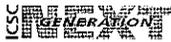


Separate registration required at [www.icsc.org/2014TRL](http://www.icsc.org/2014TRL).

Ideal for architects, engineers, contractors and developers, CDPs have specialized expertise in site selection, acquisition, design, construction management, project scheduling and phasing, tenant coordination, cost management, sustainability, regulatory codes and safety. Convenient and practical, this 2-hour review course is designed to familiarize CDP candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CDP exam which will be graded and discussed in-depth as your ICSC Certified Instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.

10:00 – 11:00 am

**Concurrent Sessions**



**1. Understanding a Retailer's P+L – An Insider's Look**

This session will analyze a Profit & Loss statement for a sample retailer in order to educate the attendees on what a retailer can truly afford to pay for rent. The session promises to be an invaluable opportunity for leasing agents to gain in-depth knowledge about a retailer's cost of doing business beyond occupancy costs. Learn why relying solely on public information can be misleading, understanding the difference between sales volume vs. profitability and about variables that affect margin. Don't miss this rare chance to listen to a retailer's perspective as it relates to occupancy and how each line item impacts the whole picture.

**SPEAKER:**



**Jason D. Richter, CHX, CLS**  
 ICSC New York/ New Jersey State Director  
 Vice President, Real Estate  
 Perfumania, Inc.  
 New York, NY

**2. Pop-Up Stores and the Changing Retail Landscape**

Pop-up shops have proven to be a popular and low risk way for retailers to either test the waters in new markets or drive brand equity in targeted markets for specific periods of time and purposes. They allow the retailer to interact with customers and see how they receive the brand while also fine tuning merchandise mix. As popular as pop-ups have shown themselves to be, they still account for less than 1 percent of retail space and has been a difficult entity to track aggregate sales. Hear this panel of experts speak to what they're seeing out there from both landlords and the world's best, innovative and newest brands.

**MODERATOR:**



**Jordan Claffey, CLS**  
 Eastern Division  
 Next Generation Chair  
 Vice President of Leasing  
 Thor Equities  
 New York, NY

**PANELISTS:**



**David Blumenfeld**  
 Senior Vice President  
 Westfield Labs



**Russ Miller**  
 Founder/Co-Owner  
 Vacant LLC  
 Pleasanton, CA



**3. The New Frontiers: A Look Back, A Look Forward**

The Internet grows by gigabyte, as the brick and mortar world keeps expanding. Both sides have fully engaged with the other; no one has missed the internet-social media trend. Each side is now behind enemy lines as some Internet operators have opened brick and mortar stores while more and more brick and mortar operators are multi-channeling their offerings with a variety of Internet and social media initiatives. This fast-paced panel will discuss upcoming trends and initiatives, likely future scenarios between the Internet and the brick and mortar players and how the various participants will seek to enhance and grow their models through a combination of virtual and actual physical forays. Lastly, the panelists will suggest the likely future winners on each side. Don't miss this panel if you want to better understand the impact of the intersection of brick and mortar and virtual retail.

**MODERATOR:**



**Jeffrey Hugh Newman, Esq., CRX**  
 Chair of the Real Estate  
 Department, Senior Partner  
 Sills Cummins & Gross P.C.  
 Newark, NJ

**PANELIST:**



**Saeed Amidi**  
 CEO & Founder  
 Plug and Play Tech Center  
 Sunnyvale, CA



**Lori J. Schafer**  
 Executive Advisor, Retail  
 SAS Institute Inc.  
 Middletown, MA



**Lindsey Thomas**  
 Vice President, Marketing  
 and Communications  
 Westfield Labs  
 San Francisco, CA

**4. What Women Want**

Why do women “shop till they drop” and wield their 85% (of all) purchasing power and passion in certain places and with certain brands? These mysteries and more of what motivates gender F will be explored and explained by a group of high level retail real estate professionals. At last, the keys to their experience/product/comfort preferences as well as their spending habits will be revealed.

**MODERATOR:**



**Jill Bensley**  
 President  
 JB Research Company  
 Oxnard, CA

**PANELISTS:**



**Julie Brinkerhoff-Jacobs**  
 President/CEO  
 Lifescapes International, Inc.  
 Newport Beach, CA



**Cindy Chong**  
 First Vice President, Asset  
 Management, Retail Division  
 CIM Group  
 Los Angeles, CA



**Normalynn Cutler**  
 Principal  
 Cutler Enterprises  
 Marina Del Rey, CA



**Roberta Perry**  
 Vice President Business  
 Development  
 Edwards Technologies, Inc. (ETI)  
 El Segundo, CA



2013 was the first year Heartland Dental attended RECon in hopes of increasing lease and purchase opportunities. With 32,000 attendees and a great location between nationally branded retailers, we had more than enough traffic to meet our objectives. We signed up for RECon 2014 and are looking forward to what the show will bring.



*Ashley L. Buehnerkemper, Community & Brand Manager, Heartland Dental Care*

10:30 am – 12:00 noon



### RECon Academy

Separate registration fee required. Register at [www.icsc.org/2014RA](http://www.icsc.org/2014RA).

#### Retail Real Estate Benchmarking Strategies that Promote Sustainability and Improve NOI

This 90-minute session will explore why benchmarking for sustainability is important (in some locations, required!), how to start and what tools and resources are available to streamline your benchmarking project. Two states and eight major cities have passed laws requiring building owners to collect and disclose property energy use data. Typically owners are required to disclose information on behalf of both landlord and tenant utility meters. The session will provide a status update of what is required and where, and provide useful resources on how to comply. If you own a building, lease space or provide services to customers in California, Washington State, New York City, Philadelphia, Washington DC, Minneapolis, Boston, Austin, Seattle and/or San Francisco this session is not to be missed. Additionally, this session will provide an overview of the ICSC Property Efficiency Scorecard, an effort to develop a benchmarking tool to measure and compare the sustainability performance of shopping centers.

**SPEAKER:**



**Patrick Leonard, PMP, LEED AP**  
 Manager, Portfolio Services  
 Paladino and Company  
 Seattle, WA

12:00 noon – 2:00 pm

### Lunch and Keynote Presentation

**SPEAKER:**



**Mike Duke**  
 Chairman of the Executive  
 Committee of the Board  
 Wal-Mart Stores, Inc.  
 Bentonville, AR

2:00 – 3:30 pm



### RECon Academy

Separate registration fee required. Register at [www.icsc.org/2014RA](http://www.icsc.org/2014RA).

#### Market Analysis for Retail Real Estate Professionals

Successful retail projects are the result of a tested feasibility analysis. We will highlight the feasibility analysis process for a retail property. The analysis begins with defining the trade area. The feasibility process includes the comparison of forecasted demand and measured supply. Additional consideration is given to the evaluation of location, site and building characteristics, as well as political and legal impacts. The final step is to test the financial feasibility.

**SPEAKER:**



**Gary M. Ralston, CRE, CLS, CCIM, SIOR, SRS**  
 President  
 Coldwell Banker Commercial  
 Saunders Ralston Realty  
 Lakeland, FL