

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Allan L. Roeder
Dept.: Interim City Manager
Subject: AUTHORIZATION FOR TWO CITY COUNCIL MEMBERS TO ATTEND THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS CONVENTION IN LAS VEGAS, FROM MAY 17 THROUGH MAY 20, 2015

From: Kingsley Okereke
Dept.: Finance
Date: April 28, 2015

OBJECTIVE

To request City Council authorization for out-of-state travel and expense reimbursement for City Council related travel to Las Vegas, Nevada, on May 17 through 20, 2015, for the International Council of Shopping Centers (ICSC) Convention, also known as RECON.

BACKGROUND/DISCUSSION

RECON is the global convention for the shopping center industry and provides networking, educational opportunities for retail real estate professionals from around the world. This year the City's Economic Development staff will be exhibiting at the ICSC Cities of the World Pavilion showcasing the City's economic development programs and opportunities in the city of Garden Grove. (See Attached Recon Program.) During the Convention there will be opportunities for City Council Members to attend educational seminars to learn about retail development and help City Council make informed economic decisions. Council Member Beard and Mayor Pro Tem Jones are slated to attend the Convention to represent the City and answer questions regarding development opportunities for the City. Pursuant to the City's expense guidelines and reimbursement policy for City Council Members, expenses for out-of-state travel require prior City Council approval.

FISCAL IMPACT

It is estimated that the total cost impact will be \$2,000 per person. The funds for the expenses related to the 2015 ICSC-RECON Convention are contained in the FY 2014-2015 Budget in City Council packages 0010 and 0011.

AUTHORIZATION FOR TWO CITY COUNCIL MEMBERS TO ATTEND THE INTERNATIONAL
COUNCIL OF SHOPPING CENTERS CONVENTION IN LAS VEGAS, FROM MAY 17 THROUGH
MAY 20, 2015
APRIL 28, 2015
PAGE 2

RECOMMENDATION

Its recommended that the City Council:

- Authorize travel related expenses, including costs of travel, lodging, food, and other ancillary expenses, for two City Council Members related to travel to Las Vegas, Nevada on May 17 through the 20, 2015 for the International Council of Shopping Center (ICSC), also known as RECON.


KINGSLEY OKEREKE
Assistant City Manager


By: Greg Blodgett
Senior Project Manager

Attachment: RECON Program

Recommended for Approval


Allan L. Roeder
Interim City Manager



Program

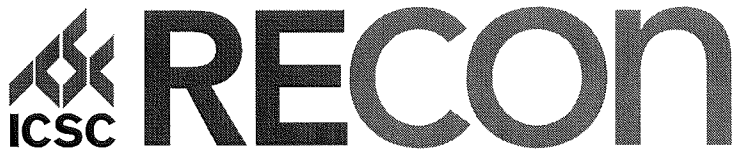
RECON

The Future Starts Now

May 17 – 20, 2015

**Las Vegas Convention Center
and Westgate Hotel**

Las Vegas, NV



ICSC RECON

RECon is the world's largest retail real estate exhibition and conference and is a must-attend event for shopping center industry executives, retailers, financial companies, and product and service suppliers. If you're in the shopping center industry, you can't afford not to attend RECon. When over 34,000 of the best and brightest in the industry come together, the opportunities are limitless.

The Future Starts Now With...

Professional Development Day

Before the exhibit halls open, take advantage of non-compete time to enhance your career skills with a day dedicated to education and training. With a choice of quick-hitting sessions or in-depth educational courses on industry concepts from ICSC's world-class speakers and faculty, this program offers a variety of timely topics across a range of disciplines, all included in your full access RECon registration. Exhibitors, SPREE RECon, Marketplace Mall and MAXIs attendees are invited to upgrade at a nominal fee.

Educational Sessions

This is your year to expand your RECon experience with enhanced learning opportunities. Academy-style courses, industry panels, blockbuster keynotes, power sessions and more are offered throughout the day on Monday and Tuesday, and are categorized by specialty to help you find exactly what you're looking for to enhance your career. Choose the topics and times that work for you, all included in your full access RECon registration.

SPREE RECon

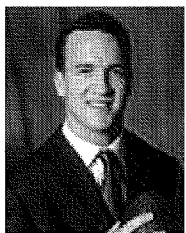
The world's largest show for the cart, kiosk, and temporary retail industry is coming to RECon. SPREE has become a fixture in the specialty retail industry, offering cart, kiosk and pop-up store retailers, wholesalers, specialty leasing professionals, and service providers the unique opportunity to gather under one roof and make deals. #SPREEshow

Talent Development Pavilion

Visit the first-ever Talent Development Pavilion to gain a deeper appreciation of ICSC's broad-based programs and services that will support your professional development at any stage of your career. The Pavilion will feature university programs in retailing and real estate, student mentoring programs, as well as innovative opportunities such as resume coaching, complimentary professional head shot photographs, and power sessions on wide-ranging topics to catapult your career.

...and Keynote Speakers

Sunday, May 17, 2015



1:00 – 2:00 pm
Peyton Manning, Denver Broncos quarterback, the league's only five-time MVP and a 14-time Pro Bowl selection, has earned

his place among the NFL's greatest quarterbacks and most recently set the NFL record for the most career passing touchdowns. His 14 postseason appearances rank first by a quarterback in league annals along with his 84 career 300-yard passing games.



2:30 – 3:30 pm
John C. Maxwell is a #1 *New York Times* Bestselling author, coach and speaker who has sold more than 24 million books in 50 languages.

Often called America's #1 leadership authority, he was identified as the most popular leadership expert in the world by *Inc.* magazine in 2014.

Monday, May 18, 2015



12:30 – 2:00 pm
Stefan Larsson is the Global President of Old Navy, a division of Gap Inc. Previously he was with Hennes & Mauritz (H&M) where he was a part of the

team responsible for growing H&M and expanding operations from 12 to 44 countries.

May 17 – 20, 2015
Las Vegas Convention Center
and Westgate Hotel
Las Vegas, NV

Leasing Mall

Whether you're a shopping center owner, looking to lease space in a new or existing shopping center, or a retailer, looking to expand into new markets, the Leasing Mall is the place where the deals get done! With over 900 of the world's largest shopping center development companies and retailers in attendance, the Leasing Mall is the most cost-efficient means of doing business.

Marketplace Mall

The Marketplace Mall will feature over 300 product suppliers and service companies, grouped together in one convenient location so that you can quickly and easily learn about the latest innovations to improve your profitability. Whether you are looking for signage, shopping carts, and more, you can find it at the Marketplace Mall.

Finance Pavilion

The Finance Pavilion is one convenient stop for attendees to meet with financial companies, banks, and lenders to discuss incentives and financing opportunities that will make their development dreams come true.

Cities of the World Pavilion

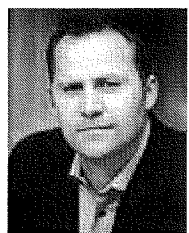
The Cities of the World Pavilion will feature cities and municipalities, as well as government and non-profit organizations, that are looking to attract retail real estate development to communities throughout the world. The Pavilion will allow attendees to conveniently learn about all the incentives, inducements, and development opportunities that exist in communities near and far.

ICSC Foundation Gala Dinner

Jump start your RECon at the ICSC Foundation Gala Dinner. This who's who of retail real estate is the ideal opportunity to give back, while entertaining your clientele or staff. Join us at this private engagement for a night of networking and song with a tribute to Frankie Valli and The Four Seasons. Separate registration fee required.

Meet the Trustees Breakfast

This is your opportunity to discuss key industry issues with ICSC's Board of Trustees in an interactive, roundtable setting.



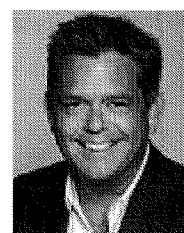
2:30 – 3:30 pm
Commander Rorke T. Denver has run every phase of training for the U.S. Navy SEALs and led special-forces missions. He starred in the hit film

Act of Valor, which is based on true SEAL adventures. His *New York Times* Bestseller, *Damn Few: Making the Modern SEAL Warrior*, takes you inside his personal story and the fascinating, demanding SEAL training program he oversaw.



11:15 am – 12:15 pm
Erik Qualman, author, speaker, professor, entrepreneur – called a Digital Dale Carnegie, is the author of *Socialnomics*, which was a finalist for

"Book of the Year" and on Amazon's #1 Bestselling List. He made *Forbes* Top 50 Power Influencers list.



12:30 – 2:00 pm
Michael R. Francis Chief Global Brand Officer of DreamWorks Animation SKG, is responsible for global brand strategy, location-

based entertainment, digital, publishing and franchise development. His prior experience in the retail industry includes, serving as President of J.C. Penney, Global Chief Marketing Officer with Target Corporation and overseeing the Target Foundation.

PROGRAM AT-A-GLANCE

SPECIALTY

SUNDAY, MAY 17 – Professional Development Day

	8:00 am – 5:00 pm	Registration
	8:45 – 10:30 am	Global Delegates Networking Breakfast and Leadership Summit <i>By invitation only</i>
■ ■	9:30 – 10:45 am	Cold Calling and Prospecting For New Business
	10:30 – 11:45 am	Volunteer Appreciation Brunch with Distinguished Trustee Service Award <i>By invitation only</i>
■	11:00 am – 12:30 pm	Increase Your Sales and Profits with Powerful Negotiation
■ ■ ■		Increasing Income Through Superior Customer Experience
■ ■		High-Performance and Sustainability in Retail Facility Management
■ ■		Reinvention: Property Redevelopment and Repositioning
■		Driving Revenue from Social Campaigns
	12:45 – 1:00 pm	2015 VIVA “Best of the Best” Awards Presentation
■	1:00 – 2:00 pm	Keynote and Opening Session – Peyton Manning
■	2:30 – 3:30 pm	Blockbuster Session – John C. Maxwell
■ ■	2:30 – 3:45 pm	The Mall as a Retail Medium
■ ■ ■ ■	2:30 – 4:00 pm	Omni-Channel Presence and Personalization
	3:00 – 5:00 pm	Volunteer Leadership Orientation <i>By invitation only</i>
■ ■	4:00 – 5:15 pm	Specialty Leasing & Deal Making
■ ■ ■	4:00 – 5:30 pm	Retail Real Estate Market and Feasibility Analysis
■ ■		Introductory Training in ARGUS®
■ ■ ■		Maximizing Productivity – Enhancing Shopping Experiences
■ ■ ■		Essential Restaurant Fundamentals and Leasing Strategies
	5:30 – 7:00 pm	U.S. MAXI Awards Ceremony
	6:00 – 9:30 pm	ICSC Foundation Gala Dinner
	7:30 – 9:30 pm	Opening Reception

MONDAY, MAY 18

	7:00 am – 5:00 pm	Registration
■	7:00 – 8:00 am	Tax Update Breakfast
	8:00 am – 5:00 pm	Leasing Mall / Marketplace Mall / SPREE RECon
■	9:00 – 10:30 am	CMD Global Certification Brief
■ ■ ■		Luxury Retail Consumer Trends – Worldwide and in Your Neighborhood
■ ■	10:00 – 11:00 am	Capital Markets
■ ■		Successful Strategies to Attract and Retain Downtown Retailers
■	11:00 am – 12:30 pm	CDP Global Certification Brief
■	11:15 am – 12:15 pm	Blockbuster Session – Executive Women in Retail Real Estate

SPECIALTY

■	12:30 – 2:00 pm	Lunch and Keynote Presentation – Stefan Larsson
■	2:30 – 3:30 pm	Blockbuster Session – Commander Rorke T. Denver
	3:30 – 5:00 pm	Cities of the World Reception
■ ■		CRX Global Certification Brief
■ ■ ■		New Rules for Consumer Engagement in the SoLoMo Revolution
■		New Priorities in Asset Management
■ ■	4:00 – 5:00 pm	Broker-ology: Retail Broker Best Practices
	4:15 – 4:30 pm	Annual Meeting of Members
■	5:30 – 7:00 pm	Fortune Tellers Reception and Researcher Award Ceremony
	5:30 – 7:30 pm	Diversity Reception
	5:30 – 8:30 pm	SPREE RECon Cocktail Reception
	8:00 – 11:00 pm	Latin American Reception <i>By invitation only</i>

TUESDAY, MAY 19

	6:30 am – 5:00 pm	Registration
	7:00 – 8:30 am	Meet the Trustees Breakfast
	8:00 am – 5:00 pm	Leasing Mall / Marketplace Mall / SPREE RECon
■	9:00 – 10:30 am	CSM Global Certification Brief
■ ■ ■ ■		The Economics of a Lease: Developer and Retailer Perspectives
■	9:30 – 11:00 am	Envision 2020 Town Hall Meeting
■	10:00 – 11:00 am	Advanced Leasing Techniques – Enhancing Your Shopping Center
■	11:00 am – 12:30 pm	CLS Global Certification Brief
■		Getting Compensation and Benefits Right in Today's Evolving Marketplace
■	11:15 am – 12:15 pm	Blockbuster Session – Erik Qualman
■	12:30 – 2:00 pm	Lunch and Keynote Presentation – Michael R. Francis
■ ■	2:30 – 3:30 pm	The Continuing Conversation in Social Media
■		The Mall of the Future
■	3:30 – 5:00 pm	Management Strategies to Thrive in a New Era of Retailing
■ ■		Optimizing Tenant Mix for Downtown Business Districts
■ ■ ■	4:00 – 5:00 pm	Quantum Leap: Deal Making in the 21st Century Using Current Technologies

WEDNESDAY, MAY 20

	7:00 am – 2:00 pm	Registration
	8:00 am – 2:00 pm	Leasing Mall / Marketplace Mall / SPREE RECon

RECON PROGRAM 2015

SATURDAY, MAY 16

12:00 noon – 6:00 pm | **Registration**
(LVCC)

SUNDAY, MAY 17 – Professional Development Day

8:00 am – 5:00 pm | **Registration**
(LVCC)

8:45 – 10:30 am | **Global Delegates Networking Breakfast and Leadership Summit**
By invitation only (Wynn Hotel)

9:30 – 10:45 am | **Cold Calling and Prospecting For New Business**
■ ■ (Westgate Hotel)

Telephone prospecting, “door-knocking”, canvassing—there are many names for this early stage in connecting to prospective retail tenants. Whether face-to-face or in the cloud, effective canvassing strategies—including use of cold-calling techniques and when to approach retailers—is an essential tool in the specialty leasing manager’s tool kit. Gain new prospecting techniques in email marketing, social media marketing, and online searches. This course is designed to teach the art of approaching someone to identify and create new business possibilities with successful guidance on how to follow up and make deals.

INSTRUCTOR



Arleen Dalton, SLD
Vice President, Business Development
General Growth Properties, Inc.
Chicago, IL

10:30 – 11:45 am | **Volunteer Appreciation Brunch with Distinguished Trustee Service Award**
By invitation only (Wynn Hotel)

11:00 am – 12:30 pm | **Increase Your Sales and Profits with Powerful Negotiation**
■ (Westgate Hotel)

Negotiation is an important process when collaborating on a lease for a space in a shopping center. Retailers may evaluate whether their rents are in line with market rates, ask for discounts, or any myriad of concessions—ranging from help with build-outs to termination and kick-out clauses. Through this course you will learn how to prepare for what you want and understand what your prospective tenant needs to get to create a win-win deal.

INSTRUCTOR



Marc Feldman, CLS
President
NOI Partners
Cleveland, OH

11:00 am – 12:30 pm | **Increasing Income Through Superior Customer Experience**

■ ■ ■ (Westgate Hotel)

Shopping centers today are moving beyond the basic definitions of lifestyle center, urban entertainment center, town center, or main streets. The new imperative for retail real estate is place making and relationship management through tangibles like differentiated tenant mix that reflects the local character of your property and through intangibles that create a sense of rootedness and authenticity with consumers. Learn to achieve long-term value and increased net operating income by creating an atmosphere of community in your development that will be remembered affectionately by customers generating longer stays, repeat visits, and ultimately customer loyalty.

INSTRUCTOR



Michael Ruckman
President & CEO
Senteo Incorporated
Henderson, NV

11:00 am – 12:30 pm | **High-Performance and Sustainability in Retail Facility Management**

■ ■ ■ In conjunction with PRISM and BOMI (Westgate Hotel)

Growing occupant demand, investor pressures, and building code requirements have led to a new standard in high-performance building, driving many markets to mandate comprehensive sustainability and energy-efficiency programs. In this course, learn how industry leaders are applying sustainable initiatives, optimizing current and future high-performance building operations, maximizing cost-savings and environmental stewardship, and increasing their earning potential in the industry.

INSTRUCTORS



Cary M. Fronstin, RPA, LEED GA
Associate Director
Newmark Grubb Knight Frank
Management
Boca Raton, FL



Jeffrey A. Horn
President & CEO
BOMI International
Annapolis, MD

11:00 am – 12:30 pm | **Reinvention: Property Redevelopment and Repositioning**

■ ■ ■ (Westgate Hotel)

Factors such as overbuilding, recession, e-commerce, dependency on department stores, the experience economy, and of course, the ever changing consumer, have all come together demanding change from shopping centers and malls. Embracing change can sometimes be hard to swallow. But if you have accepted that your property is ready for a new approach to reach its full potential, this course may help you define it. You will explore innovative strategies that transcend traditional thinking and understand the key components of redevelopment plans that achieve triple bottom line success. Delve into the challenges and opportunities, successes and failures with a view toward lessons learned and value enhancement.

INSTRUCTOR



John-david W. Franklin, CRX, CLS
Senior Vice President
Madison Marquette
Philadelphia, PA

11:00 am – 12:30 pm | Driving Revenue from Social Campaigns

■ (Westgate Hotel)

Social media holds a prominent place in the marketing mix today alongside print and broadcast as an essential marketing channel for retail and shopping center management. As such, marketing and management must learn to hold social media to the same standard as those channels and social media ROI needs to contribute to the bottom line. In this course, you will explore the most successful strategies for leveraging digital channels to drive revenue and capture business intelligence. You will discover how to evolve your live marketing campaigns in real-time to reach more consumers, gain skills necessary to generate business intelligence from social media analytics, and monitor, measure, and react to online activity in real-time.

INSTRUCTORS


Corbett Guest
CEO
Imaginity Interactive
Dallas, TX



Brian Lutz
Director - Mobile & Digital
Strategies
CBL & Associates
Properties, Inc.
Chattanooga, TN

12:45 – 1:00 pm | 2015 VIVA "Best of the Best" Awards Presentation

(Westgate Hotel)



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.

1:00 – 2:00 pm | Keynote and Opening Session – The Future Starts Now

■ (Westgate Hotel)

Denver Broncos quarterback Peyton Manning, the NFL's only five-time Most Valuable Player and a 14-time Pro Bowl selection, has earned his place among the greatest quarterbacks in league history as the active leader in nearly every statistical passing category. Since entering the NFL in 1998 with the Indianapolis Colts as the first overall draft pick, Manning has thrown the most touchdown passes (530) in league history in addition to ranking second all-time in wins by a quarterback (179), completions (5,927) and passing yards (69,691). Named a first-team All-Pro selection by the Associated Press on seven occasions, Manning owns more postseason berths (14) and 300-yard passing games (91) than any quarterback in NFL history. In each of his three seasons with Denver, Manning has led the Broncos to an AFC West Division title and a first-round playoff bye. During that time, he ranked first in the NFL in regular-season wins (38), passing touchdowns (131) and completion percentage (67.7). He compiled the best statistical season by a quarterback in NFL history during the 2013 campaign, setting single-season records for passing yards and touchdown passes, helping the Broncos become the most prolific offense in NFL history, setting a league single-season record for points scored while extending his NFL record with his fifth Most Valuable Player Award from the Associated Press, and being named Sportsman of the Year by Sports Illustrated. His 2013 season ended with a trip to Super Bowl XLVIII, making him only the third quarterback in NFL history to lead multiple teams to a Super Bowl. During his first 14 NFL seasons with the Colts, Manning set club records in nearly every career passing category. He led the franchise to its first World Championship in 36 years during the 2006 season, earning MVP honors in the Colts' 29-17 win over the Chicago Bears in Super Bowl XLI.

SPEAKER


Peyton Manning
Quarterback
Denver Broncos

2:30 – 3:30 pm | Blockbuster Session

■ (Westgate Hotel)

John C. Maxwell is a #1 *New York Times* bestselling author, coach, and speaker who has sold more than 24 million books in fifty languages. Often called America's #1 leadership authority, Maxwell was identified as the most popular leadership expert in the world by *Inc.* magazine in 2014. And he has been voted the top leadership professional six years in a row on LeadershipGurus.net. He is the founder of The John Maxwell Company, The John Maxwell Team, and EQUIP, a non-profit organization that has trained more than 5 million leaders in 180 countries. Each year Maxwell speaks to Fortune 500 companies, presidents of nations, and many of the world's top business leaders. He can be followed at [Twitter.com/JohnCMaxwell](https://twitter.com/JohnCMaxwell). For more information about him visit JohnMaxwell.com.

SPEAKER



John C. Maxwell
Bestselling Author, Coach
Founder, The John Maxwell Company,
The John Maxwell Team, EQUIP

2:30 – 3:45 pm | The Mall as a Retail Medium

■ ■ (Westgate Hotel)

Developing the concept of the mall as an advertising medium requires establishing opportunities to market programs to existing mall traffic from a virtually endless range of possibilities in your center. Gain insight into what major brands are looking for when establishing long-term partnerships and implementing shopping center sponsorship and advertising programs. Learn what type of brand exposure they are seeking, how the consumer experiences the brand, how to deliver value to the sponsors, and how to measure results.

INSTRUCTOR



Erik R. Carlson
Vice President – Mall Retail – East
Westfield, LLC
Tampa, FL

2:30 – 4:00 pm | Omni-Channel Presence and Personalization

■ ■ ■ ■ (Westgate Hotel)

The customer power shift is in full swing and the game has changed. To win mindshare, retailers and brands are reformulating their supply chain strategies to match this paradigm shift in consumer demand. It's not physical or digital; it's physical with digital where the omni-channel consumer is the central force shaping the future of e-commerce and brick-and-mortar stores alike. Tackling the impact of emerging omni-channel strategy, from the changing business needs of tenants to real time inventory challenges can be intimidating. This course is your chance to explore how shopping centers and retailers can best work together in an online + in-center partnership to drive traffic and sales.

INSTRUCTOR



Patrick Flanagan
VP of Digital Marketing & Strategy
Simon
Indianapolis, IN

3:00 – 5:00 pm | Volunteer Leadership Orientation

By invitation only (Wynn Hotel)

4:00 – 5:15 pm | Specialty Leasing & Deal Making

■ ■ (Westgate Hotel)

Specialty leasing representatives have a full plate, from locating, evaluating, and developing potential leasing tenants and income-generating opportunities for common area and temporary in-line space, to negotiating agreements to achieve the financial objectives of the property, referring prospective tenants for approval, and coordinating short-term leasing administration and tenant presentation. In this course, learn about the different types of temporary and permanent deals for indoor or outdoor carts, kiosks, and displays. Discover the art of creative deal making and different approaches to closing the deal. Learn about deal structure, and come away from this class with the tools to work with a permanent leasing team.

4:00 – 5:30 pm | Retail Real Estate Market and Feasibility Analysis

■ ■ ■ (Westgate Hotel)

Before diving into your next project and hoping for the best, learn the process of a feasibility study to investigate the possible negative and positive outcomes before investing too much time and money. This course will explore the relationship between the most successful retail projects and the feasibility analysis. An analysis of forecasted demand and measured supply, as well as the ability to complete a project successfully, will be discussed, taking into account legal, economic, technological, site, political, scheduling, and other factors.

INSTRUCTOR


Gary M. Ralston, CRX, CLS, CDP, CCIM, SIOR, SRS, CRE
 Managing Partner
 Coldwell Banker Commercial -
 Saunders Ralston Dantzler
 Lakeland, FL

4:00 – 5:30 pm | Introductory Training in ARGUS®

■ ■ (Westgate Hotel)

ARGUS Valuation-DCF® software is a popular retail real estate financial analysis program used to forecast and model cash flows, prepare budgets, and determine property valuations. In this course fundamental concepts and best practices are introduced, fundamental topics are reinforced, and sample properties are modeled, providing a hands-on learning environment. You will review the modeling of general vacancy loss, expense reimbursements, percentage rent, and more.

INSTRUCTOR


Justin C. Landry
 Asset/Finance Manager
 Stirling Properties
 Baton Rouge, LA

4:00 – 5:30 pm | Maximizing Productivity – Enhancing Shopping Experiences

■ ■ ■ (Westgate Hotel)

Developers and retailers need to maximize ROI on spends against pre and post-shop, while captivating consumers at the point of purchase. Learn how the Coca-Cola Company is tackling this challenge to enhance shopping experiences in an evolving retail environment. The key principal of the module is, in order for brands, retailers, or developers to succeed, it is about effectively managing tactics along “the path to purchase” to differentiate and make the shop experience. Gain insights on leveraging technology, being laser-focused on guest needs and occasions, and leveraging tactics with retailers and developers to drive productivity, same store sales, and profit per square foot.

INSTRUCTOR


Scott Ryan
 Vice President, National Specialty Retail
 Coca-Cola North America Group
 Atlanta, GA

4:00 – 5:30 pm | **Essential Restaurant Fundamentals and Leasing Strategies**

■ ■ ■ (Westgate Hotel)

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. This course 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. 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 percentage.

INSTRUCTORS



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



Kenneth S. Lamy, CRX
President
The Lamy Group, Ltd.
Mandeville, LA

5:30 – 7:00 pm | **U.S. MAXI Awards Ceremony**



(Wynn 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.

Separate registration required. Register at www.icsc.org/2015MAXI.



Stacie Ellis, CMD
2015 U.S. MAXI Co-Chair
Sr. Director, Marketing
Retail Portfolio
Irvine Company Retail
Properties
Irvine, CA



Jessi Fausett, CMD
2015 U.S. MAXI Co-Chair
Vice President, Marketing
Forest City Commercial
Group
Cleveland, OH

6:00 – 9:30 pm | **ICSC Foundation Gala Dinner**



(Wynn Hotel)

This is the place to be on Sunday night! Year after year the ICSC Foundation Gala is where RECon attendees have fun, meet with industry leaders, host clients at a first-class dinner, and enjoy A-list entertainment. Premier sponsorship opportunities are available and recognized on all event communications plus as a RECon sponsor. Showcase your company as a leader to the 34,000+ RECon attendees and give back to your industry's philanthropic organization.

Separate registration fee required. Register at www.icscfoundation.org/gala2015 or with your RECon registration. Business attire.

Entertainment

OH WHAT A NIGHT: A Tribute to Frankie Valli & The Four Seasons

ICSC Foundation Premier Sponsor





SUNDAY, MAY 17

7:30 – 9:30 pm | **Opening Reception**
(Encore Beach Club)

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 day club, featuring cabanas and bungalows hosted by RECon sponsors! Mingle with friends and business colleagues while listening to the sounds of one of Las Vegas's renowned DJs!

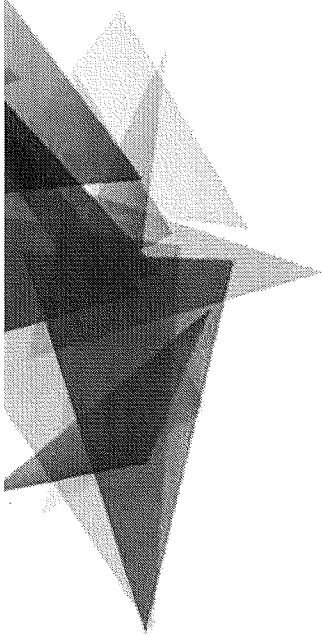
Platinum Sponsors



Gold Sponsors



Silver Sponsor



MONDAY, MAY 18

7:00 am – 5:00 pm | **Registration**
(LVCC)

7:00 am – 5:00 pm | **Tax Update Breakfast**
■ (Westgate Hotel)

With a new Congress in place, there is increased interest in overhauling the tax code. This panel discussion will take an in depth look at which provisions in particular would potentially impact the retail real estate industry. Speakers including Members of Congress and tax experts will provide their insights surrounding the political dynamics and current issues that are driving discussion on Capitol Hill. They will share invaluable information about how ICSC members may engage the process to ensure that the interests of the shopping center industry are heard.

8:00 am – 5:00 pm | **Leasing Mall / Marketplace Mall / SPREE RECon**
(LVCC)

9:00 – 10:30 am | **CMD Global Certification Brief**
■ (Westgate Hotel)



Are you ready to pursue the Certified Marketing Director (CMD) designation but don't know where to begin? Maybe you've already signed up but don't know how to pull it all together. Regardless of where you are in the process, this course is your next step. The CMD exam covers a comprehensive body of knowledge. From customer relationship management, research and analysis, and marketing plan implementation to retailing and sales development, public and community relations, advertising, and

media buying; there's a lot of information to review. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CMD your mark of excellence in what you do.

INSTRUCTOR



Angela Herlth Sweeney, CRX, CMD
Chair, CMD Admissions & Governing Committee
Vice President - Corporate Marketing & Communications
The Peterson Companies
Fairfax, VA

9:00 – 10:30 am | **Luxury Retail Consumer Trends – Worldwide and in Your Neighborhood**

■ ■ ■ (Westgate Hotel)

Factors like a burgeoning middle class in emerging markets and new consumers in mature markets have reportedly generated a more than threefold increase in luxury consumers. Looking ahead, some analysts predict worldwide luxury goods revenues to grow up to 50% faster than global GDP. In this course discover the source of these consumers, explore where they present the strongest opportunities, and learn how luxury brands and shopping centers can capitalize on this potential.

INSTRUCTOR



Sarah Quinlan
SVP and Group Head of Market Insights
MasterCard Advisors
New York, NY

10:00 – 11:00 am | **Capital Markets**

■ (Westgate Hotel)

Attend this panel and hear these highly experienced and high-powered panelists give insights and advice regarding topics such as lending outlooks for 2015 – 2016, best lending opportunities (sectors and sub-sectors) and what to avoid, and if retail real estate lending is the place to be. Also covered will be the matrix for a successful "ask," including equity requirements; preleasing minimums; preferred/favored tenants; and surprises on the horizon (underwriting standards, interest rates, demand for new development, etc.). This session will cover all this and more!

MODERATOR



Kieran Quinn
ICSC Past Trustee
Managing Director
Guggenheim Commercial Real Estate Finance, LLC
Atlanta, GA

PANELISTS

Simon Breedon
Managing Director
First Key Lending
New York, NY



Ken McIntyre
ICSC Trustee
Senior Vice President
Hudson City Savings Bank
Paramus, NJ



Roddy O'Neal
Director
Goldman Sachs Commercial
Mortgage Capital
Irving, TX



Frederick Van Overbeek
Principal
Prudential Mortgage Capital
San Francisco, CA



Christine Zarndt
Senior Vice President
Draper and Kramer
Chicago, IL

10:00 – 11:00 am | **Successful Strategies to Attract and Retain Downtown Retailers**

■ ■ (Westgate Hotel)

This panel will focus on how to attract retailers to your downtown. These industry experts, comprised of public sector representatives and retailers, discuss ways downtowns of all sizes can attract and retain successful retailers. Attend this panel to identify the retailers that need to be attracted to a location; how to attract them; once attracted, how to expedite the process to an executed lease; and, thereafter, to help them grow, prosper and expand.

MODERATOR



Thomas G. Bolen III
Consulting Associate
Crossman & Company
Orlando, FL

PANELISTS



Kim Ellis
ICSC Trustee
Consultant
Minneapolis, MN



Bill Fulton
Director
Kinder Institute for
Urban Research
Houston, TX



Carl L. Goertemoeller
ICSC Trustee
Senior Vice President of
Real Estate
Macy's, Inc.
Cincinnati, OH



Robert Stark
President & CEO
Stark Enterprises
Cleveland, OH



Nancy Whitworth
Director of Economic
Development
City of Greenville
Greenville, SC

11:00 am – 12:30 pm | **CDP Global Certification Brief**

■ (Westgate Hotel)



Are you ready to pursue the Certified Development, Design and Construction (CDP) designation but don't know where to begin? Maybe you've already signed up but don't know how to pull it all together. Regardless of where you are in the process, this course is your next step. The CDP exam covers a comprehensive body of knowledge. From site selection, acquisition, design, and construction management to project scheduling and phasing, tenant coordination, cost management, sustainability, regulatory codes and safety; there's a lot of information to review. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CDP your mark of excellence in what you do.

INSTRUCTOR



Stephen E. Gallant, CRX, CDP
Chair, CDP Admissions & Governing Committee
Sr. Project Manager - Special Projects
Skye Group
Hampstead, MD

11:15 am – 12:15 pm | **Blockbuster Session – Executive Women in Retail Real Estate**

■ In conjunction with CREW (Westgate Hotel)

This panel of high-powered, female, C-Suite executives will share their views, perspectives, and visions on all things retail and all things real estate.

MODERATOR



Kristin Mueller, CRX, CSM
Executive Vice President/COO
JLL
Atlanta, GA



PANELISTS



Collete English Dixon
Principal, Transactions
Prudential Real Estate
Investors
Chicago, IL



Lyn Kirby
Chairman & CEO
Beauty Brands, Inc.
Kansas City, MO



Jodie McLean
President & Chief
Investment Officer
EDENS
Columbia, SC

12:30 – 2:00 pm | **Lunch and Keynote Presentation**

■ (Westgate Hotel)

Stefan Larsson is the Global President of Old Navy, a division of Gap Inc. He joined Gap Inc. in 2012 after a highly successful career at Swedish retailer, Hennes & Mauritz (H&M), spanning nearly 15 years where he was a part of the team responsible for growing H&M, with revenues increasing from about \$3 billion to about \$17 billion and operations expanding from 12 to 44 countries.

He most recently served as head of Global Sales with functional responsibility for about 2,300 stores and nearly all of the company's \$17 billion in annual sales. This role, which reported to the CEO, encompassed all aspects of the business that are customer-facing: product merchandising, visual merchandising, store operations, store design and development, inventory management, and customer service.

SPEAKER



Stefan Larsson
Global President
Old Navy, a division of Gap Inc.

2:30 – 3:30 pm | **Blockbuster Session**

■ (Westgate Hotel)

Commander Rorke T. Denver, awarded the Bronze Star with "V" for valorous action in combat, has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa, Latin America and other international hot spots. Denver starred in the hit film *Act of Valor*, based on true SEAL adventures. His *New York Times* Bestseller, *Damn Few: Making the Modern SEAL Warrior*, takes you inside his personal story and the fascinating, demanding SEAL training program he oversaw. Join us for this exciting story and how Commander Denver relates his training to leadership and everyday business life.

SPEAKER



Commander Rorke T. Denver
Former U.S. Navy SEAL
Bestselling Author

3:30 – 5:00 pm | **Cities of the World Reception**

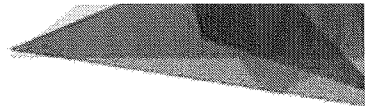
(LVCC – Central Hall)

3:30 – 5:00 pm | **CRX Global Certification Brief**

■ ■ (Westgate Hotel)



Are you ready to pursue the Certified Retail Property Executive (CRX) designation but don't know where to begin? Maybe you've already signed up but don't know how to pull it all together. Regardless of where you are in the process, this course is your next step. The CRX exam covers a comprehensive body of knowledge. From property management, leasing, development and marketing to financing, portfolio management, organizational leadership, appraisal and valuation; there's a lot of information to review.



3:30 – 5:00 pm | **CRX Global Certification Brief** (continued)

Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CRX your mark of excellence in what you do.

INSTRUCTOR



Gordon T. Greeby, Jr., CRX, CDP
 ICSC Past Trustee
 Chair, CRX Admissions & Governing Committee
 President
 The Greeby Companies, Inc.
 Lake Bluff, IL

3:30 – 5:00 pm | **New Rules for Consumer Engagement in the SoLoMo Revolution**

■ ■ ■ (Westgate Hotel)

Today, marketing happens in real time and with or without your marketing department's involvement through a new global network—the consumers' network. The key principal of Coca-Cola Company's framework for consumer engagement is that it is no longer about the placement of messages, but about the movement of stories simultaneously across multiple screens. Explore numerous examples of how Coca-Cola is leveraging today's digital landscape to engage in storytelling and inspire consumers. Learn how savvy marketers can inspire consumers to do their marketing for them and discover the importance of innovation in content and delivery.

INSTRUCTOR



Scott Ryan
 Vice President, National Specialty Retail
 Coca-Cola North America Group
 Atlanta, GA

3:30 – 5:00 pm | **New Priorities in Asset Management**

■ (Westgate Hotel)

With a significant reduction of projects in the development pipeline, retail property professionals must now look to extract maximum value from existing assets. Gain "hands-on" insights into a wide variety of practical issues and solutions facing asset managers in the retail world, all with the goal of influencing the bottom line and adding value. You will explore strategic and operational planning; budgeting, forecasting, and cost control; return analysis and financial modeling; hold/sell analysis; industry and market trends; center merchandising strategy and development; understanding ownership's goals and perspectives on the investment; and more!

INSTRUCTOR



Christopher W. Roscoe, CRX, CSM
 Director, Retail Sector Head
 Clarion Partners
 Los Angeles, CA

4:00 – 5:00 pm | **Broker-ology: Retail Broker Best Practices**

■ ■ (Westgate Hotel)

Attend this panel of experienced and successful brokers to improve your business. Learn the proven principles of effective brokerage to attract and retain prospects, enhance your client relationships, more effectively reach final agreement, facilitate more efficient resolution of the issues needed to be agreed upon, then close the deal and get paid with a smile and a thank you. This group, comprised of some of the best brokers in the nation, will delve into ways the leaders in leasing, tenant rep, and investment sales separate themselves and get to the top of our industry by answering the proven techniques and approaches to: signing the client; speeding the deal; facilitating the closing; earning and receiving the commission.

MODERATOR



Jason Richter, CRX, CLS
Principal
Capricorn Asset Management
New York, NY

PANELISTS

David Lapierre
Executive Vice President
CBRE
New York, NY

Andy Misiaveg
Partner
The Shopping Center Group
Charlotte, NC



Joanne Podell
Vice Chairman, Retail
Brokerage
Cushman & Wakefield
New York, NY



Jeff Roseman
Executive Vice President
and Principal
Newmark Grubb
Knight Frank
New York, NY



Mark Thompson
Managing Director
Crossman & Company
Orlando, FL

4:15 – 4:30 pm | **Annual Meeting of Members**
(LVCC)

5:30 – 7:00 pm | **Fortune Tellers Reception and Researcher Award Ceremony**
■ (Wynn Hotel)
Open to all with an interest in industry research.

5:30 – 7:30 pm | **Diversity Reception**
(Wynn Hotel)

Join the conversation at the annual Diversity Reception. This celebration of professionals and students from groups that are traditionally underrepresented in retail real estate attracts national developers, title companies, retailers, law firms, and real estate investors, all who want to see a more inclusive industry environment. This year we will celebrate a new accomplishment by announcing the first Retail Real Estate Diversity Scholarship and Love Scholarship for Diversity recipients. You can support the ICSC Foundation's efforts by making a tax deductible donation towards Diversity Initiatives Scholarship Fund at www.icscfoundation.org/donate.

Separate registration required. Register at www.icsc.org/2015DR.

5:30 – 8:30 pm | **SPREE RECon Cocktail Reception**
(Wynn Hotel)

Join specialty retail industry colleagues for a fun evening of networking, a brief Hall of Fame Awards presentation and dancing.

8:00 – 11:00 pm | **Latin American Reception**
By invitation only (Wynn Hotel)

6:30 am – 5:00 pm | **Registration**
(LVCC)

7:00 – 8:30 am | **Meet the Trustees Breakfast**
(Westgate Hotel)

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 access registration attendees only. See page 24 for a list of Trustees and topics.

Separate registration required. Register at www.icsc.org/2015TBR.

8:00 am – 5:00 pm | **Leasing Mall / Marketplace Mall / SPREE RECon**
(LVCC)

9:00 – 10:30 am | **CSM Global Certification Brief**
(Westgate Hotel)



Are you ready to pursue the Certified Shopping Center Manager (CSM) designation but don't know where to begin? Maybe you've already signed up but don't know how to pull it all together. Regardless of where you are in the process, this course is your next step. The CSM exam covers a comprehensive body of knowledge. From asset management, operations, maintenance, lease negotiations, and contract

9:00 – 10:30 am | **CSM Global Certification Brief (continued)**

administration to retailing, merchandising, marketing, community relations, financing, risk management, security, human resources and law; there's a lot of information to review. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CSM your mark of excellence in what you do.

INSTRUCTOR

Janell K. Vaughan, CRX, CMD, CSM
VP, Asset Management - Northeast
General Growth Properties, Inc.
Wayne, NJ

9:00 – 10:30 am | **The Economics of a Lease: Developer and Retailer Perspectives**
(Westgate Hotel)

Economics are the heart of any lease transaction. Whether landlord or tenant, you'll learn the strategies and tactics of negotiating monetary provisions, including minimum and percentage rent clauses, security deposits, operating costs, real estate taxes, and merchants/marketing fund payments. You will be led through an analysis of the key elements of each of the lease provisions such as base rent, percentage rent, operating costs, real estate taxes, etc.

INSTRUCTOR



Oscar R. Rivera, ESQ.
Chairman of the Real Property Practice Group
Siegfried, Rivera, Hyman, Lerner, De La Torre, Mars & Sobel, P.A.
Fort Lauderdale, FL

9:30 – 11:00 am | **Envision 2020 Town Hall Meeting**

■ (Westgate Hotel)



The retailing and shopping center sector is experiencing one of the most profound and thorough transformations in its 60-year history. "Envision 2020" is a new BOT-level transformational change initiative, which will provide the knowledge base and resources necessary to define the industry changes to come. Envision 2020 represents a unique collaboration of industry leaders, trend experts, academic authorities, and ICSC's global membership to identify a "way forward" for the retail real estate industry. This session will feature a panel of industry leaders and academic authorities who will present the key Envision 2020 findings on the future of our industry. There will be an extended Q&A session and an opportunity to experience the exciting dynamic of the Envision 2020 initiative.

10:00 – 11:00 am | **Advanced Leasing Techniques – Enhancing Your Shopping Center**

■ (Westgate Hotel)

Whether you are a rank beginner, mid-level novice, or seasoned veteran, this session will offer you an inside look into how the art of leasing shopping centers continues to evolve, as well as the emerging trends surrounding those changes. The expert leasing professionals presenting at this session will discuss the ins and outs of leasing on a macro and micro level. In addition they will address the following "How to's:" How to grow and advance your career as a leasing professional; How to attract national retailers to your projects; How to lease the last difficult space in an existing shopping center; and How to assemble and manage a productive leasing team.

MODERATOR



Andre Koleszar
Vice President
Regency Centers
Atlanta, GA

PANELISTS



Beth Azor
President
Azor Advisory Services, Inc.
Davie, FL



Anthony F. Buono, CSM
Executive Managing
Director, Retail Services
CBRE
San Diego, CA

11:00 am – 12:30 pm | **CLS Global Certification Brief**

■ (Westgate Hotel)



Are you ready to pursue the Certified Leasing Specialist (CLS) designation but don't know where to begin? Maybe you've already signed up but don't know how to pull it all together. Regardless of where you are in the process, this course is your next step. The CLS exam covers a comprehensive body of knowledge. From leasing negotiation, licenses, contract administration, and specialty leasing to trade area analysis, merchandise mix, tenant prospecting, financing and retailing, there's a lot of information to review. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value making CLS your mark of excellence in what you do.

INSTRUCTOR



Holly Rome, CRX, CLS
Chair, CLS Admissions & Governing Committee
Vice President Leasing
Foot Locker Inc.
Saint Paul, MN

11:00 am – 12:30 pm | **Getting Compensation and Benefits Right in Today's Evolving Marketplace**

■ (Westgate Hotel)

Organizations of every type strain to ensure their "people processes" keep pace with a changing business landscape. With unemployment rates continuing to decline in the U.S. and competition for talent heating up worldwide, effective compensation systems are imperative to ensure that your organization can attract, motivate, and retain its employees. In this course, managers and executives take a deeper look at the trends impacting the industry and examine compensation and benefits from both the employer's and employee's perspective. You will learn how compensation has changed over the years and what expectations are going forward, explore how to create a program that can withstand market cycles, engage and retain top talent, and discover how compensation is perceived and its role across a multigenerational workforce.

INSTRUCTOR



Jeremy I. Banoff
Senior Managing Director
FPL Associates L.P.
New York, NY

11:15 am – 12:15 pm | **Blockbuster Session – What Happens in Vegas, Stays on YouTube**

■ (Westgate Hotel)

Called a Digital Dale Carnegie, Erik Qualman is the author of *Socialnomics*, a #1 bestselling book and a finalist for the "Book of the Year." His book *Digital Leader* helped him be voted the 2nd "Most Likeable Author in the World" behind Harry Potter author J.K. Rowling. *What Happens in Vegas Stays on YouTube* is his 2014 release, and it is already being adopted by the top universities and global brands. Mr. Qualman is listed as a Top 50 MBA Professor and is no stranger to the executive suite, having served as the Head of Marketing at Travelzoo (TZOO); today he sits on several company boards. Yet, he may be best known for writing and producing the world's most watched social media video. *Fast Company* lists Professor Qualman as a Top 100 Digital Influencer, and he made *Forbes* Top 50 Power Influencers list.

SPEAKER



Erik Qualman
Bestselling Author, Professor, Entrepreneur

12:30 – 2:00 pm | **Lunch and Keynote Presentation**

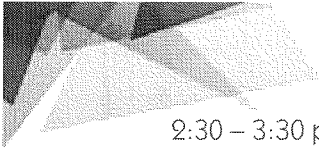
■ (Westgate Hotel)

Michael Francis, the Chief Global Brand Officer for DreamWorks Animation SKG, is responsible for global brand strategy, location-based entertainment, digital, publishing and franchise development. His prior experience includes decades in the retail industry, serving as President of J.C. Penney and spending more than 26 years with the Target Corporation in various positions, such as Global Chief Marketing Officer and overseeing the Target Foundation. *Advertising Age* named Francis one of the world's top marketers, and *Business Week* and *Fast Company* have listed him as one of the top global innovators.

SPEAKER



Michael R. Francis
Chief Global Brand Officer
DreamWorks Animation SKG
Glendale, CA



2:30 – 3:30 pm | **The Continuing Conversation in Social Media**

■ ■ (Westgate Hotel)

While we all understand that the conversations and exchange of ideas in social media continue to shape the success of shopping centers, it continues to evolve year after year. With over 1 billion people actively using Facebook alone, the recurring question often getting asked is, "How can I harness this media to help my shopping center and our retailers?" This session will feature experts who will share how they are using Facebook, Twitter, LinkedIn, and other social media to market their properties, enhance their networks, and grow awareness of their projects. What's more, you will learn not only what's happening now, but where the conversation is going and how YOU can be a part of it.

MODERATOR



Alan McKeon
President & CEO
Alexander Babbage
Atlanta, GA

PANELISTS



Sarah Alter
Chief Marketing Officer
General Growth Properties
Chicago, IL



Liz Gillespie, CMD
Partner, Vice President of
Marketing
North American Properties
Atlanta, GA

2:30 – 3:30 pm | **The Mall of the Future**

■ ■ (Westgate Hotel)

While nearly 60 years have elapsed since the first enclosed shopping mall opened in the United States, the evolution of technology continues to transform the enclosed mall as it alters other retail shopping venues around the world. Attend this session to learn about the cutting edge advancements in shopping center development, technology, and omni-channel retailing. More importantly, learn how social media and online are being used to change our retail shopping destinations and the retailers of the future as the consumer enhances its shopping intelligence, power, and control.

MODERATOR



Michael Puline, CLS
Sr. Vice President - Leasing
DLC Management Corporation
Atlanta, GA

PANELISTS



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



Tom Gong
Chief Executive Officer
AllDragon International
Beijing City, China

3:30 – 5:00 pm | **Management Strategies to Thrive in a New Era of Retailing**

■ ■ In conjunction with IREM (Westgate Hotel)

Succeeding in the current, ever-changing, retail environment calls for deftly navigating seemingly endless twists and turns and abandoning near and dear business practices that have become obsolete. It also calls for developing bold strategies that address "a new world order" generated by massive demographic shifts. Discuss the impact of these critical considerations for marketing to shoppers, optimizing tenant mix and synergies, marketing to retailers, the impact of merging retailers on landlords and managers, leasing



3:30 – 5:00 pm | Management Strategies to Thrive in a New Era of Retailing (continued)

and operating street retail properties, and adaptive reuse for non-retailer users. Learn how they're playing out in the current environment and, most importantly, their implications for the future.

INSTRUCTORS



Yvonne Jones, CPM, CCIM
Managing Director, Asset
and Property Management
McCaffery Interests
Chicago, IL



Richard Muhlebach,
CRX, CSM, CRE, CPM, RPA
President
Richard Muhlebach LLC
Woodinville, WA

3:30 – 5:00 pm | Optimizing Tenant Mix for Downtown Business Districts

■ ■ (Westgate Hotel)

As neither property owners nor brokers, public and non-profit officials who seek to improve downtown districts face a significant challenge in the effort to manage optimal tenant mix. Yet, the mix of goods and services is one of the most significant drivers of customer visitation. In this course you will learn to use a proactive approach to managing tenant mix by positioning city and/or downtown organizations to support, rather than replace, the efforts of the commercial real estate industry. Gain practical tips and tools to successfully attract your desired retailers. District practitioners and property owners alike will learn strategies for working closely with the real estate community to influence and enhance tenant mix for the benefit of the entire downtown business district.

INSTRUCTOR



Larisa Ortiz
Retail Consultant
Larisa Ortiz Associates
Jackson Heights, NY

4:00 – 5:00 pm | Quantum Leap: Deal Making in the 21st Century Using Current Technologies

■ ■ ■ (Westgate Hotel)

In recent years, online, mobile, and cloud technology have seemingly changed almost everything. Deal making is no exception. In the old days, the technology retail real estate deal makers used for finding, assessing, vetting, processing, and tracking deals was paper, then email and pdfs (basically email-able paper), then web-based systems—which provided via, online format or mobile access, the information previously supplied on paper or email. But a number of retailers and retail real estate companies have found the quantum leap, using online and mobile technology to put the power of a system in the hands of the deal makers, allowing them access to all of this information, as well as the ability to share market knowledge, collaborate around retail deals, and access high-powered analytics. The result is deal makers making better, faster decisions, drastically increasing, sometimes tripling, productivity by using technology to take their existing processes, honed over decades, and making them faster and easier to execute.

4:00 – 5:00 pm | Quantum Leap: Deal Making in the 21st Century Using Current Technologies (continued)

MODERATOR



Joe Rando
President & CEO
Trade Area Systems
Attleboro, MA

PANELISTS



Dale Johnston
Senior Vice President,
Chief Information Officer
Regency Centers
Jacksonville, FL



Robert Marcello
Senior Vice President
of Real Estate
CVS Health
Lincoln, RI



Jerry Rossi
Senior Executive Vice
President & Group President
The TJX Companies
Boston, MA



Brian Strickland
Director - Market Analytics
and Systems
Sterling Jewelers
Fort Mill, SC



Thomas Taddeo
Senior Vice President, Chief
Information Officer
Kimco Realty
New Hyde Park, NY

Wednesday, May 20

7:00 am – 2:00 pm | **Registration**
(LVCC)

8:00 am – 2:00 pm | **Leasing Mall / Marketplace Mall / SPREE RECon**
(LVCC)

Program information current as of February 10, 2015.



Welcome to ICSC's Mobile App...

The app that enables you to access all of ICSC's events, and connect with attendees anytime - anywhere - at your convenience. Puts the power of ICSC events and networking in the palm of your hand. New for 2015 RECon, ICSC's newest app feature gives attendees the ability to navigate from point A to point B in the Las Vegas Convention Center halls. An arrow will point you from one appointment to the next so you won't be late. Download the app today so you gain instant access to over 68,000 ICSC member contacts, and have networking capabilities 365 days a year!



Features include:

- Member and Attendee look up
- Way-finding navigation (RECon 2015)
- Event search
- Event details page
- Exhibitor listing & search
- Event floor plan (limited events)
- Social feeds
- Sponsorship on all pages
- Improved the My ICSC section
- Improved search functionality
- Ability to provide app feedback
- Create Meetups at ICSC events

Introducing **SPREE RECON**



SPREE, the world's largest show for the specialty retail industry, will be part of RECon! In the past, SPREE attracted more than 2,000 specialty leasing professionals and specialty retailers from around the world eager to do business. SPREE has been the specialty retail industry's premier event, connecting thousands of key industry players and helping to facilitate millions of dollars worth of deals.

Whether you are a shopping center developer interested in generating additional ancillary revenue for your center, including specialty leasing income and sponsorship and advertising dollars, or you are a retailer seeking temporary locations, products and services, you will benefit from attending SPREE RECon (located in the North Hall in N4). **Entrance to SPREE RECon is free of charge.**

While you're on the show floor, SPREE's educational program is your ticket to the latest trends, insights and opportunities in the specialty retail industry. Choose from a wide array of industry-specific topics presented by leading professionals. The program is loaded with innovative new ideas and practical tips that you can put to use right away. The following topics will be covered:

Specialty Retailer Sessions

Award Winning Visual Merchandising • Specialty Retail Trends 2015 • What's New in Pop-up Retail • Online Marketing • Omni-Channel Retailing • Hiring and Retaining Top-Notch Employees • Franchising and Specialty Retail • Tips for Increasing Sales and Maximizing Profits • Specialty Retail 101 • Insider Secrets to Success • Mobile Marketing

Specialty Leasing Sessions

Maximizing Sponsorship & Advertising in the Common Area • Innovative New Ways to Prospect and Network Online • Specialty Leasing Idea Exchange • Utilizing Pinterest to Market Your Specialty Leasing Program • Five New Ways to Grow Your Ancillary Revenue

Attend the SPREE RECon Cocktail Reception

Monday, May 18, 2015, 5:30 – 8:30 pm | Wynn Hotel

Join specialty retail industry colleagues for a fun evening of networking, a brief Hall of Fame Awards presentation and dancing.

Register to attend SPREE RECon free of charge at www.icsc.org/2015MPM.

Are you interested in becoming an exhibitor or show sponsor? Please contact Patricia Norins at pnorins@icsc.org or call +1 781 709 2411.



MEET THE TRUSTEES BREAKFAST

Tuesday, May 19

7:00 – 8:30 am | Westgate Hotel

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 access attendees. **Separate registration is required. Register at www.icsc.org/2015TBR.**

The Future of Mega Shopping Mall Development in the Middle East vs. Big Events in the Middle East Region (EXPO 2020 & FIFA World Cup 2022)
Mohammed Iqbal B.H. Alawi
 CEO
 Red Sea Markets Company Limited

Investing Globally
Peter Ballon
 Managing Director, Head of Real Estate Investments - Americas
 Canada Pension Plan Investment Board

Integrated Development: Retail's Role
Andrew Brien
 Executive Director/CEO
 Suria KLCC

Future Trends in Latin American Real Estate
Eduardo Bross
 Chairman
 Planigrupo LatAM

Urban Retail and Mixed-Use Development
John Bucksbaum, CRX, CSM
 CEO
 Bucksbaum Retail Properties, LLC

Proactive Leasing Strategies in a Supply Constrained Environment
Michael Carroll
 CEO
 Brixmor Property Group

Redeveloping, Repositioning and Remerchandising 2nd Tier Malls
Joseph F. Coradino
 CEO
 PREIT

The Next Evolution of the Mall Anchor From a Retailer's Perspective
Vince Corno, CRX
 Sr. VP Real Estate
 Dick's Sporting Goods

Ask an Anchor Store (Both Shopping Center and Power Center) Real Estate Person About Their Decision Making Process
John Dolson
 Vice President, Real Estate
 Nordstrom, Inc.

Open Air Centers - The Future of this Category
Norris R. Eber, CRX, CSM, CLS
 President/CIO
 Abbell Associates

Real Estate Capital Markets - Current Forecast
Thomas M. Flexner
 Global Head of Real Estate
 Citigroup

What Really Happens at a Retailer Real Estate Committee?
Seth Geldzahler
 Vice President - Real Estate
 Bed Bath & Beyond, Inc.

Your Future Starts Now - With ICSC's Help!
Gordon T. Greeby, Jr., CRX, CDP
 President
 The Greeby Companies, Inc.

Reinventing B Malls That Are Old and Tired
Gar Herring, CRX, CDP
 President & CEO
 The MGHerring Company

Re-developing Existing Shopping Centers to Guarantee Future Success
Elizabeth Holland
 CEO
 Abbell Associates

Working With Chinese Investors (Both EB5 and Non-Immigration Capital) to Find Real Estate Opportunities in the U.S.
Stephen C. Hopkins
 Managing Partner
 Kirin Hopkins International

How to Find Equity to Acquire, Improve or Recapitalize a Shopping Center
Brad Hutensky
 Principal
 Hutensky Capital Partners

Merchandising a Center, from a Retailer's Perspective
Elise Jaffe, CRX
 Senior Vice President
 dressbarn

Understanding the Retailer's Real Estate Committee
James Lampassi
 Vice President, Real Estate & Construction
 Petco Animal Supplies, Inc.

Lessons Learned During 39 Years of Nordstrom Projects
David Lindsey, FAIA
 Principal
 David Lindsey & Associates

Leasing
Sandeep Mathrani
 CEO
 General Growth Properties, Inc.

Serving Urban Markets with Small Format Stores
Scott Nelson, CRX
 SVP Target Properties
 Target Corporation

Lessons from 40 Years of Development
Bruce D. Pomeroy, CRX, CDP
 President
 Evergreen Devco, Inc.

Investing in Retail Properties - A Guide to Structuring Partnerships
Gary Rappaport, CRX, CMD, CSM, CLS, CDP
 CEO
 Rappaport

Business Relationships - Develop, Build, Maintain
Beverly A. Ricks, CRX, CSM, CLS
 Principal
 Retail Property Solutions

Investing in Shopping Centers
Glenn Rufrano
 CEO
 O'Connor Capital Partners

Eat, Drink and See a Movie! The Latest in Movie Theatre Concepts and Locations
Charles Stilley
 President & CEO
 Stilley Partners, LLC

European Retail Markets
John Strachan
 Global Head of Retail
 Cushman & Wakefield, Inc.

What I Know Now But Didn't Know Then
Ian Thomas, CRX, CDP
 Chairman
 Thomas Consultants, Inc.

Building the Best Company - How to Do It, How to Hire, Corporate Culture, Etc.
Herbert Weitzman, CRX, CSM
 Chairman/CEO
 The Weitzman Group/Cencor Realty Services

European Tenants in the U.S.
Marcus Wild
 CEO
 SES Spar European Shopping Centers

Doing Business in China
David Zoba
 SVP, Global Real Estate
 Gap Inc.

RECON ADVISORY COMMITTEE



Jeffrey Newman Esq., CRX
2015 RECon Advisory Committee Chair
Chairman/ R.E. Dept.
Sills Cummis & Gross P.C.
Newark, NJ



Kim Ellis
ICSC Trustee
Consultant
Minneapolis, MN



Ivan Baker
Director of Economic Development
Village of Tinley Park
Tinley Park, IL



John-david Franklin, CRX, CLS
Senior Vice President
Madison Marquette
Philadelphia, PA



Kenneth Bernstein
ICSC Trustee
President & CEO
Acadia Realty Trust
White Plains, NY



Seth Geldzahler
ICSC Trustee
Vice President - Real Estate
Bed Bath & Beyond Inc.
Union, NJ



David Birnbrey
Chairman Of The Board/Co-CEO
The Shopping Center Group
Atlanta, GA



Elizabeth Holland
ICSC Past Trustee
CEO
Abbell Associates
Chicago, IL



Geoffry Brouman
Partner
Titan Realty Group, LLC
Solon, OH



Kristin Mueller, CRX, CSM
Executive Vice President/COO
JLL
Atlanta, GA



Karen Case
ICSC Trustee
Executive Managing Director &
President of Commercial Real Estate
The PrivateBank
Chicago, IL



Michael Puline, CLS
Sr. Vice President - Leasing
DLC Management Corporation
Atlanta, GA



Holly Cohen
ICSC Trustee
Vice President Global DTC Retail,
Real Estate and Store Construction
Nike, Inc.
Beaverton, OR



Jason Richter, CRX, CLS
Principal
Capricorn Asset Management
New York, NY

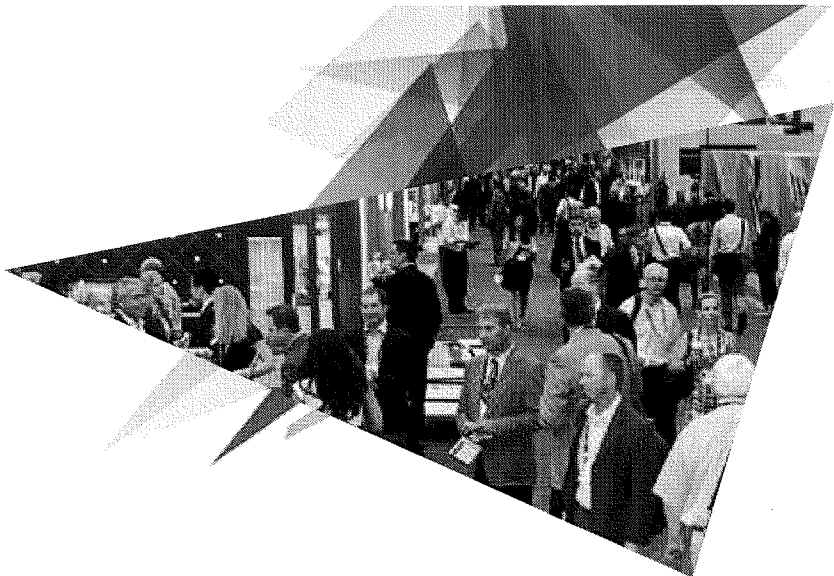


John Crossman, CRX
President
Crossman & Company
Orlando, FL



3 WAYS TO STAND OUT IN THE CROWD

- ▶ EXHIBIT
- ▶ SPONSOR
- ▶ ADVERTISE



With over 34,000 attendees once again expected to pack the halls of the Las Vegas Convention Center, you will want to ensure that you optimize your ability to get your message out. ICSC has several exhibiting, sponsoring and advertising opportunities that can help you gain exposure before, during and after RECon.

Marketplace Mall, conveniently located in the North Hall, will host over 300 exhibiting companies and is a high traffic destination. Exhibitors will be featured in sections that fall into specific categories including Technology Showcase, Green Zone and Specialty Leasing Showcase. In addition to these special sections, Marketplace Mall will be home to RECon registration, ensuring every attendee will have the opportunity to see what's on display. To help drive traffic to your exhibit, you will receive 10 complimentary passes that allow your customers access to Marketplace Mall free of charge.

NEW IN 2015: SPREE RECON! SPREE the world's largest event for the cart, kiosk and temporary retail industry is now part of RECon. For sponsorship opportunities, contact Patricia Norins at +1 781 709 2411 or pnorins@icsc.org.

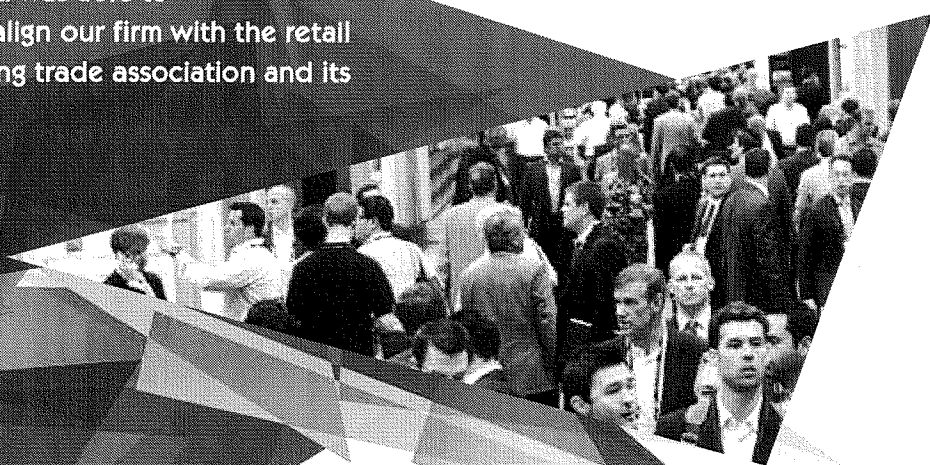
Consider one of the numerous **Sponsorship Packages** which provide unparalleled opportunities to put your company in front of 34,000+ attendees. Deals and networking don't just happen on the show floor, they happen after hours as well. The Opening Reception at the Encore Beach Club is an ideal venue to promote your company and brand awareness and generate new prospects. Additional Sponsorship Opportunities include, Marketplace Mall Continental Breakfast, WiFi Hotspots, Inter-Hall Golf Carts, ICSC Foundation Gala Dinner, U.S. MAXI Awards and Diversity Reception.

Take advantage of a variety of **Advertising Opportunities** that will extend your reach. Advertising Opportunities include, RECon Program Directory, RECon News (RECon-centric version of *Shopping Centers Today*), RECon Learning Journal, Digital Ads or "You Are Here" Locator Billboards throughout the Convention Center, Shuttle Buses, Badge Mailer Inserts, SCT, VRN, and *Specialty Retail Report*.

Let ICSC help you promote your company or product at the retail real estate industry's premier event. For more information on exhibiting, sponsoring or advertising opportunities contact Rita Malek at +1 646 728 3539 or rmalek@icsc.org or visit www.icscrecon.org.

"By sponsoring ICSC's RECon, Meridian received exceptional visibility and was able to promote our brand and align our firm with the retail real estate industry's leading trade association and its significant membership."

– Jonathan M. Stern
Managing Director
Meridian Capital Group, LLC



REGISTRATION FEES

Full Access Registration Fees:

	ADVANCE	ON-SITE
Member**:	\$570	\$720
Non-Member:	\$1,120	\$1,430
Student Member**:	\$50	\$50

Access to the Full Convention Program includes two lunches, receptions, Professional Development Day (Sunday), Monday and Tuesday education, Leasing Mall, Marketplace Mall, and SPREE RECon.

Best Value Registration Fees:

	ADVANCE	ON-SITE
Member**:	\$665	\$815
Non-Member:	\$1,215	\$1,525
Student Member**:	\$145	\$145

The Best Value Package not only includes your RECon Full Access Registration convention registration, but you will also enjoy unlimited, 24/7 access to the ICSC Digital Knowledge Center and experience up to 25 hours of audio recorded LIVE at RECon – all synchronized to presenters' PowerPoint presentations, downloaded MP3s, and presenter handouts.

PROFESSIONAL DEVELOPMENT DAY SUNDAY, MAY 17

	ADVANCE/ON-SITE
Full Access Registration:	Included
Best Value Registration:	Included
Professional Development Day Only:	\$250
Exhibitor Staff:	\$250
Marketplace Mall:	\$250
SPREE RECon:	\$250

This fee is for the **Professional Development Day** on Sunday, including all conference sessions and education courses. Those with RECon Full Access Registration or Best Value Package Registration do **NOT** need to add on this fee, as it is included in your registration fee.

* To qualify for the member rates, each registrant must be an ICSC member. A company membership does not entitle every employee of that company to register at the member rates.

** Registrants must be ICSC student members to qualify for the student rates.

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the Convention. To submit a photo, visit www.icsc.org/membership/photo-upload-instructions

Become a Member and Save on Registration!

ICSC MEMBERSHIP FEES	
Regular and Associate:	\$800
Affiliate:	\$125
Public/Academic:	\$100
Public/Academic Affiliate:	\$50
Student:	\$50

How To Register

Online: www.icscrecon.org

Fax: +1 732 694 1800

Mail: International Council of Shopping Centers
P.O. Box 26958
New York, NY 10087-6958, USA

REGISTRATION DEADLINES

March 27, 2015

Register and submit a photo by deadline to receive your badge in the mail. No badges will be mailed without a photo. Registrants who pay the member rate must be a member in good standing on March 27 to retain that rate and receive a badge in the mail.

April 30, 2015

Deadline to receive advance registration fee.

May 16, 2015

Registrations will be accepted on-site in Las Vegas.

Transfers/Cancellations

If you are unable to attend RECon, you may transfer your registration (member to non-member transfer requires higher registration fee be paid). After badges are mailed, the original registrant's badge must be returned at time of transfer. You may cancel your registration up to March 27, 2015 and receive a refund. All cancellations will be subject to a \$25 fee and must be received by ICSC in writing. No refunds will be issued after March 27, 2015.

DISCOUNTS AND EXCLUSIVE HOTEL EXTRAS

Your Hotel Stay

Great low rates at all of Las Vegas' most popular hotels are now available exclusively for RECon participants. Bookers will also have access to exclusive RECon hotel extras like free WiFi and substantial discounts on food and beverages. Other benefits include:

- ▶ No service fees to make reservations
- ▶ Immediate confirmations with no waiting or wondering
- ▶ Update/change hotel reservations with no fees or penalties
- ▶ Descriptions, photos and maps to help choose the perfect hotel
- ▶ Real support from real people, prior, during and after RECon

New & Improved Group Reservations Technology

Reserving your team's hotel reservations has never been easier. We offer booking features that you can't get anywhere else:

- ▶ Book all your rooms in a single session
- ▶ Assign same or different credit cards to each room
- ▶ Email a single confirmation to yourself or send individual confirmations to each guest
- ▶ Work offline in Excel and upload all of your reservations in a single click whenever you're ready

These and many more great features are available when you book your rooms with *Travel Planners*.

Get Started Today

To book online, visit www.icscrecon.org and click the Hotel tab. Or book by phone. Friendly RECon Housing Agents are ready to assist you Monday – Friday, 9:00 am – 7:00 pm ET, at +1 212 532 1660 or +1 855 355 0301. Travel Planners offers a set of benefits to help RECon participants get a great hotel deal with a locked-in rate, providing peace of mind and more time to concentrate on making business connections and deals during RECon. Travel Planners negotiates low-rate guarantees for all hotel contracts, works with hotels to meet or beat reduced competitive rates and passes the savings on to RECon participants.

International Council of Shopping Centers
1221 Avenue of the Americas, 41st Floor
New York, NY 10020-1099



Global Partner



North American Partners

