

BUILDING NETWORKS

# RECON

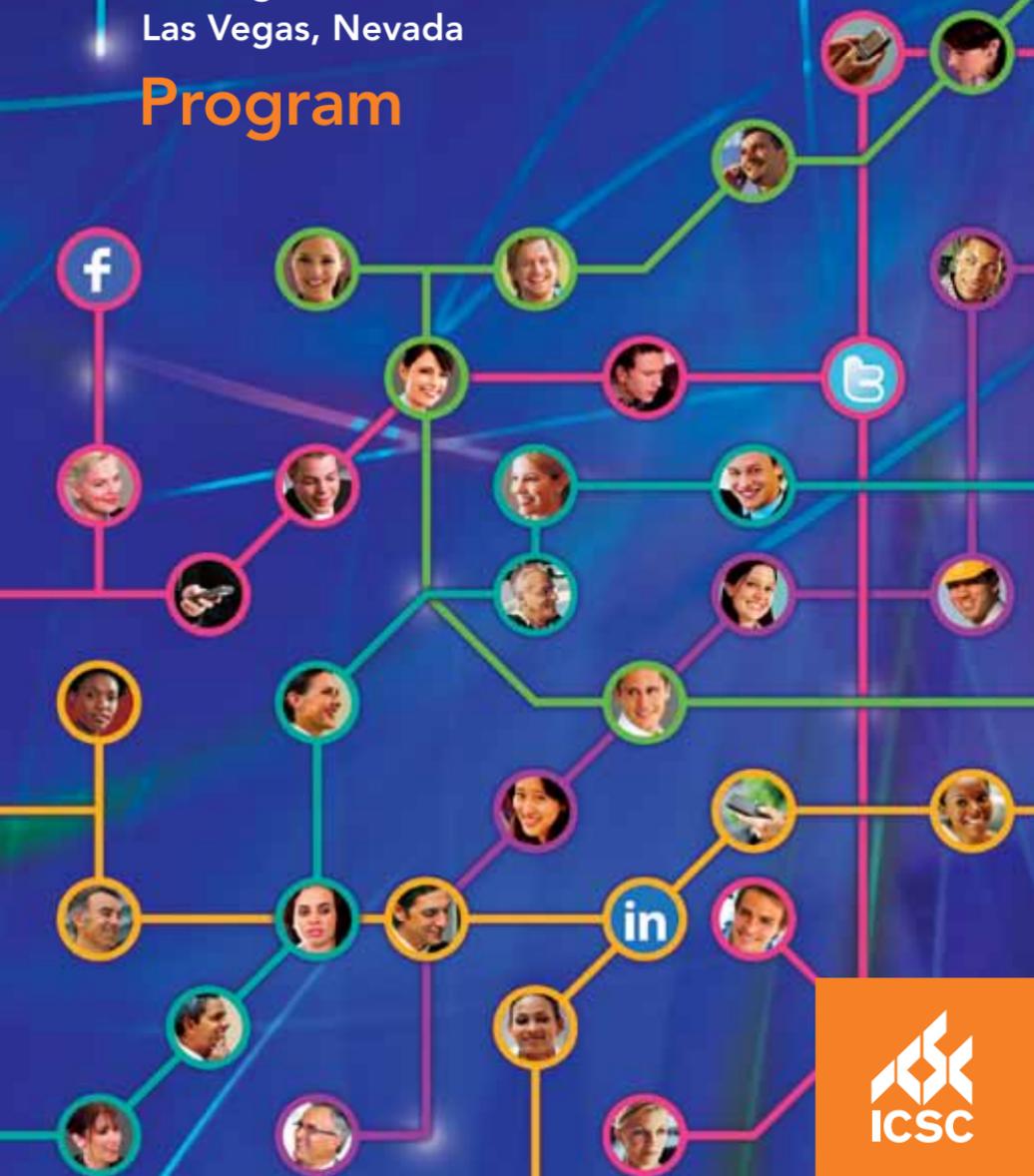
THE GLOBAL RETAIL REAL ESTATE CONVENTION

May 20-23, 2012

Las Vegas Convention Center

Las Vegas, Nevada

## Program



# Program At-A-Glance

## Saturday, May 19

### Registration

**12:00 noon – 6:00 pm**

Las Vegas Convention Center  
N1

## Sunday, May 20

### Registration

**7:30 am – 6:30 pm**

Las Vegas Convention Center  
N1

### Marketplace Mall Open

**12:00 noon – 5:00 pm**

Las Vegas Convention Center  
N1 – N2



### Marketplace Mall Café

**12:00 noon – 5:00 pm**

Las Vegas Convention Center  
N1 – N2

### Volunteer Leadership Brunch

**12:00 noon – 1:00 pm**

Las Vegas Hotel & Casino (LVH), Ballroom C-G  
*(By Invitation Only)*



### Presentation of the 2012 VIVA Best-of-the-Best and Albert Sussman Award Winners

**1:00 – 1:15 pm**

Las Vegas Convention Center  
N3



### Blockbuster Opening Session

**1:15 – 2:00 pm**

Las Vegas Convention Center  
N3

### Student Panel

**2:00 – 3:00 pm**

Las Vegas Convention Center  
N255 – N257

### Net Lease Panel Discussions

**2:00 – 4:00 pm**

Las Vegas Convention Center  
N252 – N256

### Volunteer Leadership Orientation

**2:00 – 4:00 pm**

Las Vegas Convention Center  
N245 – N251  
*(By Invitation Only)*



### RECon Academy

**2:00 – 5:00 pm**

Las Vegas Convention Center  
N109 – N110



### Special Industry Groups (SIGs)

**2:30 – 4:00 pm**

Las Vegas Convention Center



#### 1. Finance

N219 – N222

#### 2. Franchise

N231 – N233

#### 3. Hispanic Markets

N229



#### 4. Leasing/Brokers

N223 – N226

#### 5. Legal

N238 – N240

#### 6. Operations/Management

N239 – N241

#### 7. Outlets

N234 – N236

#### 8. Public/Private Partnerships

N235 – N237



#### 9. Retailers Only

N227

#### 10. Risk Management/Insurance

N242

#### 11. Specialty Retail Leasing

N232

#### 12. Women in Real Estate

N259 – N261

### Student Marketplace Mall Tour

**3:00 – 3:30 pm**

Las Vegas Convention Center  
N1 – N2

# Program At-A-Glance (Continued)

## Fortune Tellers Gathering and Researcher Award Ceremony

**3:00 – 5:30 pm**

Las Vegas Convention Center  
N243

*(Open to all with an interest in industry research)*

## Speed Networking

**4:00 – 5:00 pm**

Las Vegas Convention Center  
N4

## Opening Reception and Entertainment

**5:00 – 6:30 pm**

Las Vegas Convention Center  
N3

## ICSC Foundation Gala

**6:00 – 9:30 pm**

Bellagio Hotel, Tower Ballroom 4 & 5



## Monday, May 21

### Registration

**7:00 am – 6:00 pm**

Las Vegas Convention Center  
N1

### Student Breakfast

**7:45 – 9:00 am**

Las Vegas Convention Center  
N245 – N251

### Leasing Mall, Marketplace Mall and Marketplace Mall Café

**9:00 am – 5:00 pm**

Las Vegas Convention Center  
North Hall N1 – N2, South Hall, Central Hall



### CSM Global Certification Review

**9:00 – 11:00 am**

Las Vegas Convention Center  
N115



### RECon Academy

**9:00 am – 12:00 noon**

Las Vegas Convention Center  
N109 – N110



## Concurrent Sessions

**10:00 – 11:00 am**

Las Vegas Convention Center

### 1. Optimizing Performance in a Lackluster Economy: Cautions, Challenges and Opportunities

N255 – N257



### 2. Annual Capital Markets Roundup

N259 – N261

### 3. Thinking Outside the Box: The Big Box Evolution

N252 – N256

### 4. Regional Malls – What Comes Next?

N258 – N260

### 5. Recycling Solutions Between Landlord and Tenant

N262 – N264



## General Session

### Wall Street on Main Street

**11:00 am – 12:00 noon**

Las Vegas Convention Center  
N3

### Lunch Served

**12:30 – 1:00 pm**

Las Vegas Convention Center  
N4

### Report from ICSC President

**12:45 – 1:00 pm**

Las Vegas Convention Center  
N4

### Industry Perspective

**1:00 – 1:15 pm**

Las Vegas Convention Center  
N4

### Keynote Presentation

**1:15 – 2:00 pm**

Las Vegas Convention Center  
N4

### CDP Global Certification Review

**2:00 – 4:00 pm**

Las Vegas Convention Center  
N115



# Program At-A-Glance (Continued)

## RECon Academy



**2:00 – 5:00 pm**

Las Vegas Convention Center  
N109 – N110

## Global Retail Runway

**2:30 – 4:00 pm**

Las Vegas Convention Center  
N3

## General Session

### America's Cities – Rebuilding, Revitalizing, Redeveloping

**4:00 – 5:00 pm**

Las Vegas Convention Center  
N3

## Annual Meeting of Members

**4:15 – 4:30 pm**

Bellagio Hotel, Tower Ballroom 1

## Hispanic Reception



**5:30 – 7:00 pm**

Bellagio Hotel, Tower Ballroom 2 & 3  
*(By Invitation Only)*

## Municipality Reception



**5:30 – 7:00 pm**

Bellagio Hotel, Tower Ballroom 7 & 8  
*(By Invitation Only)*

## Next Generation Reception



**5:30 – 7:00 pm**

Bellagio Hotel, Tower Ballroom 5  
*(By Invitation Only)*

## Diversity Reception

**5:30 – 8:00 pm**

Wynn Las Vegas, Petrus Room

## Believers and Achievers



**7:00 – 10:00 pm**

Bellagio Hotel, Tower Ballroom 4

## Tuesday, May 22

### Registration

**7:00 am – 6:00 pm**

Las Vegas Convention Center  
N1

## Global Delegates Breakfast

**7:30 – 9:00 am**

Las Vegas Convention Center  
N249 – N251  
*(By Invitation Only)*

## Certification Breakfast and Information Session

**ICSC CERTIFIED. Do More.**

**8:00 – 9:00 am**

Las Vegas Convention Center  
N245 – N247

## Leasing Mall, Marketplace Mall and Marketplace Mall Café



**9:00 am – 5:00 pm**

Las Vegas Convention Center  
North Hall N1 – N2, South Hall, Central Hall

## Concurrent Sessions

**9:00 – 10:00 am**

Las Vegas Convention Center

### 1. Hispanic Markets



N255 – N257

### 2. How to Increase Business Through Social Networking

N252 – N256

### 3. Landlord vs. Tenant in a Mock Lease Negotiation



N259 – N261

### 4. Commercial Real Estate Sustainability: Is It Being Sustained?

N258 – N260

### 5. Tomorrow's Shopping Centers, Today

N262 – N264

## RECon Academy



**9:00 am – 12:00 noon**

Las Vegas Convention Center  
N109 – N110

## CMD Global Certification Review

**10:00 am – 12:00 noon**

Las Vegas Convention Center  
N115



# Program At-A-Glance (Continued)

## General Session

### Not Your Grandma's Grocery Store

10:00 – 11:00 am

Las Vegas Convention Center  
N3



## China Reception

5:00 – 6:30 pm

Las Vegas Convention Center  
S223  
*(By Invitation Only)*



## Student SIG

11:00 am – 12:00 noon

Las Vegas Convention Center  
N235 – N241



## Wednesday, May 23

### Registration

8:30 am – 2:00 pm

Las Vegas Convention Center  
N1

### Lunch and Presentation of JTR Scholarship Award Winners

12:30 – 1:00 pm

Las Vegas Convention Center  
N4

### Leasing Mall

9:00 am – 2:00 pm

Las Vegas Convention Center  
Central Hall, South Hall

### Look to the Future

1:00 – 1:15 pm

Las Vegas Convention Center  
N4

### Keynote Presentation

1:15 – 2:00 pm

Las Vegas Convention Center  
N4

### CLS Global Certification Review

2:00 – 4:00 pm

Las Vegas Convention Center  
N115



### RECon Academy

2:00 – 5:00 pm

Las Vegas Convention Center  
N109 – N110



### Inaugural ICSC Student Membership Shopping Center Tour

3:00 – 4:30 pm

Crystals at CityCenter – Bus Pick-up at  
Las Vegas Convention Center

### Latin America Matters 1

3:30 – 4:30 pm

Las Vegas Convention Center  
N255



### Latin America Matters 2

4:30 – 5:30 pm

Las Vegas Convention Center  
N255



# Program

All Events are located at the **Las Vegas Convention Center** unless otherwise indicated.

## SATURDAY, MAY 19

### Registration

12:00 noon – 6:30 pm

N1

## SUNDAY, MAY 20

### Registration

7:30 am – 6:30 pm

N1

### Marketplace Mall Open

12:00 noon – 5:00 pm

N1 – N2

Visit with over 300 product suppliers and service companies or stop by our Technology and Social Media Pavilion for a “crash course” on new media technologies.



### Marketplace Mall Café

12:00 noon – 5:00 pm

N1 – N2

Tired and hungry from your flight? Want to grab something to eat before your meetings? Come to the Marketplace Mall Café in the center of the Marketplace Mall and grab a quick bite to eat if you're on the go, or sit, relax and check your e-mail at the only free Wi-Fi station at RECon.

### Volunteer Leadership Brunch

12:00 noon – 1:00 pm

Las Vegas Hotel & Casino (LVH), Ballroom C-G

*(By Invitation Only)*



### Presentation of the 2012 VIVA Best-of-the-Best and Albert Sussman Award Winners

1:00 – 1:15 pm

N3



### Blockbuster Opening Session

1:15 – 2:00 pm

N3

#### GUEST SPEAKER



#### Malcolm Gladwell

Author

*What the Dog Saw, Outliers, Blink and The Tipping Point*

### Student Panel

2:00 – 3:00 pm

N255 – N257

### A Conversation with Industry Icons

This program, part of RECon's kick-off activities, will feature an interactive conversation with four industry icons who will discuss the current landscape of the retail real estate field, overall assessments and projections about the economy, political prognostications on state and national policies impacting retail real estate and future trends in the sector, along with suggestions for RECon “first-timers.” This unusual gathering of prominent members of the industry has been organized as part of RECon's enhanced offerings to the hundreds of undergraduate and graduate student members attending the convention, although all are welcome to attend. Don't miss this unique opportunity to pose your questions to outstanding industry leaders.

#### MODERATOR



#### Rebecca Maccardini, SCMD

*ICSC Past Chairman and Trustee  
President  
RMR Resources  
Ann Arbor, MI*

#### PANELISTS



#### Holly Cohen

*ICSC Trustee  
Senior Vice President, Real Estate,  
Planning & Construction  
J. Crew  
New York, NY*



#### Sandeep L. Mathrani

*ICSC Trustee  
CEO  
General Growth Properties, Inc.  
Chicago, IL*



#### Glenn Rufrano

*ICSC Past Trustee  
President & CEO  
Cushman & Wakefield, Inc.  
New York, NY*

## Net Lease Panel Discussions

2:00 – 4:00 pm

N252 – N256

Single tenant, net leased properties have always been a large part of the shopping center community as ancillary income for landlords in order to take advantage of outparcels or excess land. However, this niche property type is currently one of the nation's most appealing investments, real estate or otherwise, as its fundamental simplicity has been acknowledged by tenants, developers, brokers, private investors as well as institutional owners. No longer do professionals deem single tenant assets to be a fringe investment as an entire industry has been focused on this property type for decades. The audience of these two 1-hour panel discussions, the first of their kind at RECon, will be able to hear from today's foremost authorities on tenant trends, developer issues and investor demand.

## Panel 1 – Private Market Net Lease Assets

MODERATOR



**David Sobelman**  
*Executive Vice President*  
Calkain Companies  
Tampa, FL

PANELISTS



**Sean O'Shea**  
*Managing Director*  
BRC Capital  
Los Angeles, CA



**Chris Peters**  
*Managing Partner*  
Capital Pacific  
San Francisco, CA



**Austin Simmons**  
*Partner*  
Brightwork Real Estate, Inc.  
Tampa, FL



**Deborah Stear De Luca**  
*Senior Counsel, Retail Group*  
Holland & Knight LLP  
Fort Lauderdale, FL

## Panel 2 – Institutional Net Lease Assets

MODERATOR



**David Sobelman**  
*Executive Vice President*  
Calkain Companies  
Tampa, FL

PANELISTS



**Randy Blankstein**  
*President*  
Boulder Group  
Northbrook, IL



**Brian Garrigan**  
*Vice President, Acquisitions*  
Cole Real Estate Investments  
Newport Beach, CA



**Kyle Gore**  
*Managing Director*  
CGA Capital  
Timonium, MD



**Ian Harrison**  
*Vice President of Acquisitions*  
AEI Capital Corporation  
St. Paul, MN



**Geren Moor**  
*Chief Financial Officer*  
GBT Realty Corporation  
Brentwood, TN

## Volunteer Leadership Orientation

2:00 – 4:00 pm

N245 – N251

(By Invitation Only)



## RECon Academy

2:00 – 5:00 pm

N109 – N110



Separate registration and fee required. On-site registrations accepted at RECon Academy Registration Desk N110 Foyer.

RECon Academy (2:00 – 5:00 pm) continued

### Critical Components of a Successful Leasing Strategy

This course is designed for leasing representatives as well as asset managers and property managers who have leasing responsibilities and less than four years of industry experience. Participants will examine options to effectively create a successful leasing strategy, learn how to deal with today's pressures to identify a well thought-out leasing program that increases rental income and identify methods to create an optimum tenant mix while increasing occupancy. Participants will learn how they can improve effectiveness by identifying the proper tenant mix to accelerate the leasing process and achieve shopping center stability while maximizing income.

#### FACULTY



**Frederick Collings, SCLS, SCSM**  
*Senior Vice President, Leasing*  
Irvine Company Retail Properties  
Irvine, CA

### Special Industry Groups (SIGs)

2:30 – 4:00 pm

Special Industry Groups (SIGs) are interactive and participatory discussion groups that focus on a specific discipline or facet of the industry, and allow you to share common interests and best practices. Interact in small professional groups that connect to a global network of industry professionals; interact with your colleagues, produce solutions, build knowledge and skills, expand your professional expertise and become a voice in the industry.

#### 1. Finance

N219 – N222

This SIG serves a global community of financial professionals working at the forefront of finance in both the shopping center and retail industries. The Finance SIG is dedicated to promoting best practices in financing development and risk management. Although most ICSC members are shopping center owners, CFOs, controllers and lenders, all who are involved in finance are welcome to join.

#### FACILITATOR



**Lee Norman**  
*Managing Director*  
The Ackman-Ziff Real Estate Group LLC  
New York, NY

#### PANELISTS



**Wayne Brander**  
*California Region Manager*  
US Bank Commercial Real Estate  
Newport Beach, CA



**Mark Macedo**  
*Principal*  
ARES Management LLC  
Wrightwood Capital  
Los Angeles, CA



**Phillip Moltz**  
*Executive Director*  
USAA Real Estate Company  
San Antonio, TX



**David S. Parsky**  
*Managing Partner*  
Arris Investments  
Los Angeles, CA



**Michael A. Pierro**  
*Managing Director*  
C-III Commercial Mortgage LLC  
New York, NY

#### 2. Franchise

N231 – N233

An open discussion forum focused on all issues related to franchising. Whether you're a franchisee looking to negotiate leases, a franchisor interested in connecting with developers and leasing agents on locations or an agent interested in learning how to find more franchise deals, this forum is for you. This SIG is hosted by the International Franchise Association representing the top brands from many industries including restaurants, retail, business services, automotive, hotels and more.

Special Industry Groups (2:30 – 4:00 pm) continued

FACILITATOR



**Mark Whittle, CFE**  
*Chief Development Officer*  
Huddle House, Inc.  
Atlanta, GA

### 3. Hispanic Markets ICSC *Hispanic Markets* N229

The Hispanic population accounts for almost 40% in the U.S., becoming a driving force in economic development and creating interesting opportunities for Hispanic-themed retail center development. These centers feature design elements and retail offerings that appeal to the Hispanic community; often they are repositioned urban retail centers. Demographics are shifting in many neighborhoods throughout the nation, reflecting the need to better understand how to tap these new exciting opportunities. This SIG will help you learn about retail opportunities in Hispanic communities, from a developer, retailer and investor point of view.

CO-FACILITATORS



**Jorge Lizan**  
*Vice President, Business Development*  
ICSC  
New York, NY



**Arturo Sneider, SCLS**  
*Hispanic Markets Advisory Board Chair*  
*Partner*  
Primstor Development, Inc.  
Los Angeles, CA

### 4. Leasing/Brokers N223 – N226

Leasing is people-to-people negotiations and it often involves options and alternatives. The Leasing SIG is designed to do just that: put leasing agents, brokers and retailers together in a forum that fosters lasting relationships.

FACILITATOR



**Linda Carrick-Warfield, SCMD, SCSM, SCLS**  
*Retail Leasing Manager*  
Ram Realty Services  
Orlando, FL

CO-FACILITATORS



**John Goodwin, SCLS, CCIM**  
*Director of Real Estate*  
Kimco Realty Corporation  
Irvine, CA



**Thomas L. Schriber, Jr., SCSM, CLS**  
*Leasing Representative*  
Donahue Schriber  
Costa Mesa, CA

ROUNDTABLE LEADERS



**D. Scott Carr, SCLS, SCSM**  
*President*  
Inland Commercial Property  
Management, Inc.  
Oak Brook, IL



**Victoria Chastain, SCLS**  
*Senior Site Selection Manager*  
JoS. A. Bank Clothiers, Inc.  
McKinney, TX



**Sharon Courtway, SCLS**  
*Vice President*  
Present Value Properties, Inc.  
Tustin, CA



**Paul G.W. Fetscher, SCLS, CCIM**  
*President*  
Great American Brokerage, Inc.  
Long Beach, NY



**Lance Gilliam, SCSM, SCLS, CDP**  
*Managing Partner*  
UCR moodyrambin PAGE  
Houston, TX



**Mike B. Houglund, SCLS**  
*Director*  
Hallmark Cards  
Olathe, KS



**Sherry Koetting, SCLS, SCMD, SCSM**  
*Senior Leasing Executive*  
Craig Realty Group  
Newport Beach, CA

Special Industry Groups (2:30 – 4:00 pm) continued



**Lori McCommons, SCLS**  
*Sr. Leasing Manager*  
CBL & Associates Properties, Inc.  
Irving, TX



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



**Michael Puline, SCLS**  
*Vice President, Director of Southeast Leasing*  
DLC Management Corp.  
Atlanta, GA



**Gary M. Ralston, SCLS, CCIM, SIOR, SRS, CPM, CRE**  
*Managing Partner*  
Coldwell Banker Commercial –  
Saunders Ralston Dantzler Realty  
Lakeland, FL



**Lisa Rosenshein, SCLS**  
*President*  
Rosenstein Associates  
Mamaroneck, NY



**Paul Rutledge, SCSM, SCLS**  
*Executive Vice President, Operations*  
Casto  
Sarasota, FL



**Joseph Saunders, SCLS**  
*National Head of Retail Asset Management*  
RREEF Real Estate  
Atlanta, GA



**Adria Savarese, CLS**  
*Associate*  
JP Morgan Chase Bank N.A.  
New York, NY



**Jim Wittman, SCLS, CCIM**  
*VP of Development and Leasing*  
Regency Properties  
Evansville, IN

## 5. Legal

N238 – N240

This SIG provides a forum for lawyers and non-lawyers interested in meeting with each other to exchange views and experiences, methods and development; to share best practices; and to learn from and network with people interested in shopping center law.

Among the topics to be discussed are:

- What can you do to expand client relationships and get more business?
- What should outside counsel know about inside counsel?
- Arbitration or Litigation – Which do you recommend to clients and why?
- What has your law firm done to adapt to the changing world?

### FACILITATOR



**Oscar Rivera, Esq.**  
*Shareholder and Chair – Real Property Practice Group*  
Siegfried, Rivera, Lerner De La Torre & Sobel, P.A.  
Fort Lauderdale, FL

### ROUNDTABLE LEADERS



**Jo Anne M. Bernhard**  
*Attorney at Law*  
Law Offices of Jo Anne M. Bernhard  
Sacramento, CA



**Anne Cargile**  
*Partner*  
Bradley Arant Boult Cummings LLP  
Nashville, TN



**Terri K. Simard**  
*Vice President, Law*  
Target Corporation  
Minneapolis, MN



**Jane Snoddy Smith**  
*Partner*  
Fulbright & Jaworski LLP  
Austin, TX

Special Industry Groups (2:30 – 4:00 pm) continued

## 6. Operations/Management

N239 – N241

Shopping Center Managers continually strive to manage with more efficiency and streamline operations. The Operations/Management SIG addresses core concerns, offers insight and provides practical guidance for shopping center managers. You will have the opportunity to interact with your peers to share ideas, issues, concerns and best practices. This is also a prime opportunity for networking.

Some of the topics that will be discussed include:

- Energy procurement and efficiencies
- Capital plan allocations
- Continued pressure on cost containment
- Emphasis on alternative revenue
- In-house labor and contract services
- Focus on local leasing efforts and specialty leasing
- Rising CAM costs
- Security and risk management
- Effect of social networking communications on operating centers e.g., flash mobs

### CO-FACILITATORS



**Glen Bachman, SCSM, CPM, RPA**  
*VP Retail Operations*  
Bellevue Square Managers, Inc.  
Bellevue, WA



**Lewis W. Stirling, SCLS, SCSM**  
*Executive Vice President/Partner*  
Stirling Properties  
New Orleans, LA

## 7. Outlets

N234 – N236

This SIG was created because outlet retailing is a niche business based on relationships and common goals. You will benefit from the opportunity to interact and share with people who precisely understand the outlet sector. Speak openly with your peers about “outlet only” challenges and opportunities.

This SIG will open with a 45-minute session for attendees who aren’t in the outlet business and want to learn more about it. Afterward, the executives who precisely understand this niche

industry will interact and speak openly with their peers about “outlet only” challenges and opportunities.

### MODERATOR



**David Ober**  
*President*  
DOC&R  
Lancaster, PA

### FACILITATOR



**Lisa Quier Wagner**  
*Partner*  
EWB Development LLC  
Washington, DC

### CO-FACILITATORS



**Sharon Haggard**  
*Real Estate Manager*  
Chico’s FAS, Inc.  
Norcross, GA



**Brenda S. Benter, SCLS**  
*Senior Leasing Executive*  
Craig Realty Group  
Newport Beach, CA



**Carol Schillne, SCLS**  
*Senior Leasing Executive*  
Craig Realty Group  
Newport Beach, CA

## 8. Public/Private Partnerships



N235 – N237

This SIG strives to foster and promote relationships between public officials and shopping center developers. Public/Private partnerships are an important component of the shopping center industry and can be utilized in times of economic uncertainty and in periods of prosperity. There is a nexus between the public sector’s needs and the private sector’s goals; the Public/Private Partnerships SIG attempts to bridge that nexus by providing forums for the exchange of dialogue.

Special Industry Groups (2:30 – 4:00 pm) continued

## CO-FACILITATORS



**Gordon Sudbeck, SCSM, SCLS, SCMD**  
*Vice President*  
Noddle Companies  
Omaha, NE



**Sue Walker**  
*VP, Economic Development*  
Richardson Economic Development  
Partnership  
Richardson, TX



**Richard Sosnovy**  
*Vice President of Real Estate*  
Dress Barn  
Suffern, NY

## MODERATOR



**John B. Gabriel, SCLS**  
*Senior Vice President of Real Estate*  
LA Fitness International, LLC  
Irvine, CA

## PANELISTS



**Seth Brown**  
*Vice President - Store Development*  
Sprouts Farmers Market  
Phoenix, AZ



**Jim Reynolds**  
*Senior Real Estate Manager*  
Great Clips, Inc.  
Kirkland, WA



**Kim Ryder**  
*Vice President Real Estate and  
Commercial Services*  
Goodwill Corporate Center  
Phoenix, AZ



**Mark Salma**  
*Director of Real Estate*  
Ralphs Grocery Company  
Los Angeles, CA

## 9. Retailers Only

N227

Retailers are the life and blood of the shopping center industry and every owner, developer, broker and manager wants to meet new, innovative and, above all else, expanding retail companies. The Retailers SIG has been established **by retailers** and is exclusively for **retailers only** (brokers representing retailers do not qualify). Representing virtually every type of retailer, this SIG offers a wealth of information, publications and activities on the local to global scale, providing unlimited opportunities for sharing technical expertise and first-hand knowledge on retailing.

The first portion of this SIG will be a panel discussion involving noted retailers sharing insights about the current market, development and business, what lessons their companies have learned from the past few years, and what changes their companies have made and strategies they have employed that helped and are expected to continue to help advance their business.

This will be followed by open, interactive and participatory discussion.

**Note: You must work for a retail company to be eligible. You cannot be a broker representing retailers.**

## COORDINATORS



**Dennis Barr**  
*ICSC Western Division Retail Chair*  
*Director of Real Estate*  
The Kroger Co.  
Tolleson, AZ



**Janet Boychuk**  
*ICSC Canadian Division Retail Chair*  
*National Real Estate Director*  
Hallmark Cards  
Toronto, CA

## 10. Risk Management/Insurance

N242

Understanding the vast array of potential risks that affect developers, retailers and merchants, and how to handle those risks appropriately and most cost effectively, is the focus of the Risk Management/Insurance SIG. This SIG is for executives responsible for insurance and risk management. Discussion topics will focus on strategic planning and insurance such as current events, financial market conditions, safety, loss control, claims management and certificate monitoring which impact a company's operations and financials. This is an extraordinary opportunity to connect with and learn from your peers, and to network and make new contacts. This session will feature: "How can you best control

Special Industry Groups (2:30 – 4:00 pm) continued

and positively impact your company's insurance costs."

**FACILITATOR**



**Mary Pipino**  
CEO  
Donald P. Pipino Company, Ltd.  
Boardman, OH

**CO-FACILITATOR**



**Mike Horvath**  
Senior Vice President – Risk  
Management  
Simon Property Group  
Indianapolis, IN

## 11. Specialty Retail Leasing

N232

As a \$12 billion industry, specialty retail continues to exceed expectations in terms of growth and success globally. In addition to carts and kiosks, new innovative concepts of specialty retail have evolved to include seasonal concepts, temporary in-line stores and non-traditional initiatives. Specialty retail has many nuances specific to this sector of the industry, whether it be in leasing, marketing or operations. Join your colleagues to interact and discuss common issues specific to specialty retail.

Some of the topics that will be discussed include:

- How does the specialty leasing sector capitalize upon social media – both from the merchant and developer perspective?
- The true value of an in-line deal – understanding the full economic impact of merely “filling space.”
- What is the future face of specialty leasing? Looking at a now maturing industry through new eyes.

**FACILITATOR**



**Amy Jo Hall, SCLS**  
Sr. Director, Local Leasing  
GK Development, Inc.  
Barrington, IL

**CO-FACILITATOR**



**Anita Blackford**  
SVP of Leasing & Marketing  
Carlyle Development Group  
Phoenix, AZ

## 12. Women in Real Estate

N259 – N261

### “The United Nations of Retail”

Retail increasingly is a global business, with chains crossing international and even continental boundaries in search of growth and profits. Some chains took advantage of a temporary drop in rents to secure premier locations in some of the United States' best retail markets. Some of today's most exciting retailers will discuss the state of the industry today, opportunities for growth and how to lead in this ever-changing business in this unique Special Industry Group.

Attend this SIG to foster professional enrichment and career growth for women in retail real estate through education, mentoring, networking and support. The Women's SIG will prove to be informative, inspirational and incredible. You won't want to miss this participatory and interactive event.

**FACILITATOR**



**Faith Hope Consolo**  
Chairman, The Retail Group  
Prudential Douglas Elliman Real Estate  
New York, NY

**PANELISTS**



**David Chiovetti**  
Senior Vice President, North America  
Retail/Consumer Direct  
True Religion Brand Jeans  
Redondo Beach, CA



**Mark K. Comstock**  
Sur La Table  
Seattle, WA



**Brian French**  
Director of Store Development  
Uniqlo USA, Inc.  
New York, NY

Special Industry Groups (2:30 – 4:00 pm) continued



**Brenda J. Godfrey**  
*Vice President, Global Store  
Development*  
Sur La Table  
Seattle, WA



**Kathryn Ritter**  
*Director of Real Estate*  
Gap, Inc.  
Chicago, IL

## Student Marketplace Mall Tour

**3:00 – 3:30 pm**

N1 – N2

Students will enjoy a personalized tour of ICSC's Marketplace Mall, led by a member of the ICSC Exposition Department. The Marketplace Mall, a new concept at RECon, is a unified gathering of shopping center products and service providers, as well as the Technology & Social Media Pavilion, Specialty Leasing and Green Zone. Ongoing product demos will be highlighted in the Marketplace Mall. The tour will commence outside of Marketplace Mall.

## Fortune Tellers Gathering and Researcher Award Ceremony

**3:00 – 5:30 pm**

N243

*(Open to all with an interest in industry research)*

## Speed Networking

**4:00 – 5:00 pm**

N4

Back by popular demand, this fast-paced structured networking session will allow participants to create new connections through numerous casual face-to-face networking opportunities. The session will help to maximize and encourage participant involvement and give new and seasoned industry professionals the opportunity to speak directly with their peers, while making long-lasting business contacts. Don't miss this one-of-a-kind opportunity to broaden your network, knowledge and horizons.

### FACILITATORS



**Rene Daniels, SCLS, SCSM, SCDP, SCMD**  
*Director of Leasing*  
Gilad Development, Inc.  
South Jordan, UT



**Michael T. Greeby, SCDP**  
*Executive Vice President*  
The Greeby Companies, Inc.  
Lake Bluff, IL

## Opening Reception and Entertainment

**5:00 – 6:30 pm**

N3

## ICSC Foundation Gala

**6:00 – 9:30 pm**

Bellagio Hotel, Tower Ballroom 4 & 5

The ICSC Foundation's Annual Fundraising Gala Dinner is the one "must attend" event at RECon for networking, entertaining and giving back to the retail real estate industry. Join us at the Bellagio Hotel & Casino for a fun-filled evening – while you're at it, take advantage of the opportunity to meet senior industry decision-makers. This private event includes a cocktail reception, dinner and entertainment by stand-up comedian and political commentator Dennis Miller.

*Note: Advance registration was required for this event. No on-site registration available.*

## Featured Guest



**Dennis Miller**

*Comedian and Political Commentator*

## MONDAY, MAY 21

### Registration

**7:00 am – 6:00 pm**

N1

### Student Breakfast

**7:45 – 9:00 am**

N245 – N251

### Industry Meet & Greet

Student members attending RECon are invited to join a group of industry professionals representing numerous companies including CBRE, Cushman & Wakefield, DDR Corp., DLC Management Corp., Dollar General, Forest City, ING Clarion Partners, JoS. A. Bank, Madison Marquette, McDonalds, Office Depot, Regency

Student Breakfast (7:45 – 9:00 am) continued

Centers, Walmart and Yum! Brands. This meeting, exclusive to student attendees, will feature company-hosted roundtables where conversations will focus on their particular approach to retail real estate, current projects, future initiatives and possible company internships and professional opportunities for students and recent graduates.

### Leasing Mall, Marketplace Mall and Marketplace Mall Café



**9:00 am – 5:00 pm**

North Hall N1 – N2, South Hall, Central Hall

### CSM Global Certification Review



**9:00 – 11:00 am**

N115

**\$75 (Members), \$100 (Non-members)**

It's time to take the mystery out of the CSM certification process. 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, the course will give participants 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 and weaknesses, discover important test-taking techniques and develop a targeted study plan.

FACILITATOR



**John S. Kokinchak, SCSM, SCLS**  
*Senior EVP & Chief Administrative Officer*  
DDR Corp.  
Beachwood, OH

### RECon Academy

**9:00 am – 12:00 noon**

N109 – N110

*Separate registration and fee required. On-site registrations accepted at RECon Academy Registration Desk N110 Foyer.*

### Effective Digital & Social Networking Strategies

Do you think of digital and social networking as just a personal interaction with Facebook, Twitter and LinkedIn? The world is changing

fast and this course will get you caught up to speed on the new technologies and how professionals in the retail real estate industry are using these new tools to drive income for their business, whether they are retailers or representatives of real estate companies. This education course will show how smart phone and personal computer apps are used by shopping centers and retailers. Some of the takeaway tools will be creating social networking guidelines for your organization, developing a strategy with measurable objectives to communicate with colleagues and clients and creating a plan to deliver results against your business objectives.

FACULTY



**Angela Herlth-Sweeney, CMD**  
*Vice President, Corporate Marketing & Communications*  
The Peterson Companies  
Fairfax, VA



**Robin Lybarger**  
*Vice President, Public Relations*  
Cohn Marketing  
Denver, CO

### Concurrent Sessions

**10:00 – 11:00 am**

#### 1. Optimizing Performance in a Lackluster Economy: Cautions, Challenges and Opportunities



N255 – N257

The current, fragile economic environment poses formidable challenges for retailers and those who manage retail properties. This highly interactive program, featuring a panel of seasoned property and asset management executives who are SCSMs and CPMs, will explore key issues and challenges from the management perspective and examine both proven and new approaches to address them.

Sponsored by the Institute of Real Estate Management, the panel will cover topics including:

- The retailer/management partnership: Re-conceptualizing and promoting centers as broad-based hubs of human activity featuring shopping, dining and much more.

Concurrent Sessions (10:00 – 11:00 am) continued

- The emergence and role of social media as a vital tool in shopping center marketing and management.
- Responding to downsizing and the special challenges of big box spaces.
- Using vacant space for “non-traditional,” traffic-building purposes: What works, what doesn’t and why.
- The unique characteristics of managing mixed-use properties.

The session will allow considerable time for questions and answers. So bring your questions and problems... and our panel of experts will tackle them.

MODERATED BY



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

PANELISTS



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



**Bill Goeke, CPM**  
*Senior Vice President and Director*  
Weingarten Realty Investors  
Houston, TX



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

## 2. Annual Capital Markets Roundup

N259 – N261

Stay on top of the latest capital markets trends. A candid look at debt and equity trends for the coming year. Where will interest rates go in 2012/2013? Can you count on CMBS debt? How are lenders underwriting current and future rents? What capital allocations are available through year-end? How is lender/investor competition affecting underwriting? Hear from some of the most active players in the market about what they are investing in now and what they see in the next 12 months.

MODERATOR



**Leslie Lundin**  
*Managing Partner*  
LBG Realty Advisors, LLC  
Los Angeles, CA

PANELISTS



**Greta Guggenheim**  
*President*  
Ladder Capital Finance  
New York, NY



**Raymond Lowe**  
*Senior Vice President*  
Wells Fargo Bank  
Los Angeles, CA



**Doug McKinstry**  
*Assistant Managing Director, Mortgages*  
Principal Financial  
Des Moines, IA



**Michael Sarkozi**  
*Managing Director*  
JP Morgan Chase Bank N.A.  
New York, NY



**Kev Zoryan**  
*Managing Director*  
Morgan Stanley  
Los Angeles, CA

## 3. Thinking Outside the Box: The Big Box Evolution

N252 – N256

We all know by now that how we shop and the way we make a purchase is evolving rapidly. So how are two of the biggest names in the big box arena, Walmart and Home Depot, adapting their massive brick and mortar presence to serve their customers' changing expectations? With the help of a series of experts we will explore the successes, and maybe even a few failures, of the Big Box Evolution. We will cover everything from mobile offerings and in-store technology to new concepts, and design of the shopping experience past, present and future.

Concurrent Sessions (10:00 – 11:00 am) continued

## MODERATORS



**Kate Peterson**  
*ICSC Southern Division Retail Chair*  
*Senior Real Estate Manager*  
The Home Depot, Inc.  
Atlanta, GA



**Andy Stein**  
*Principal*  
Clark Street Development  
Chicago, IL

## PANELISTS



**John Clifford**  
*Principal*  
Perkins Eastman  
New York, NY



**Edward Hogan**  
*National Director of Retail Leasing*  
Brookfield Office Properties  
New York, NY



**Mike LaFerle**  
*Vice President of Real Estate and Construction*  
The Home Depot, Inc.  
Atlanta, GA



**Carl Muller**  
*Vice President, Real Estate and Strategy*  
Walmart Stores, Inc.  
Bentonville, AR



**Marci Troutman**  
*Founder and CEO*  
SiteMinis, Inc.  
Atlanta, GA

## 4. Regional Malls – What Comes Next?

N258 – N260

An in-depth discussion on the future of regional malls, including best practices, ways to de-mall and insights on how to expand and be more competitive in today's market.

## MODERATOR



**John Crossman, CCIM**  
*President*  
Crossman & Company  
Orlando, FL

## PANELISTS



**Paul Ajdaharian, SCLS**  
*Senior Vice President*  
Simon Property Group  
Indianapolis, IN



**Joe Aristone**  
*Senior Vice President*  
PREIT  
Philadelphia, PA



**Nathan Forbes**  
*Managing Partner*  
The Forbes Company  
Southfield, MI

## 5. Recycling Solutions Between Landlord and Tenant

N262 – N264



The demand for recycling is being articulated by all stakeholders – tenants, landlords, governments and consumers. How do we get robust recycling solutions where everyone wins in a shopping center environment? This session, developed by PRSM, will discuss the real and perceived barriers within a multi-tenant scenario and outline the “business case” – showcasing examples of who is making the economics work and how. The session will also identify the role waste haulers and recycling companies are playing in the development of site specific solutions. The floor will then open to capture solutions and challenges from the audience so that the PRSM Association can better operate as a conduit between its retail members and landlords in the development of recycling programs.

If you are seeking recycling solutions and/or looking to better understand recycling logistics that are already happening in the retail environment with and without landlord collaboration, this session is for you.

## MODERATOR



**Maryella Pagnato**  
*President*  
Building Power, LLC  
Marina del Rey, CA

Concurrent Sessions (10:00 – 11:00 am) continued

## PANELISTS



**Kyle Brekke**  
*Facilities Maintenance Director*  
jcpenny  
Plano, TX



**Shawn Browning**  
*Regional Facilities Manager*  
Nike  
Beaverton, OR



**Justin Doak**  
*Founder and President*  
Ecoxera  
Austin, TX



**Tonya Martin**  
*Senior National Account Manager*  
RockTenn Recycling & Waste  
Montrose, CO

## General Session

11:00 am – 12:00 noon

N3

### Wall Street on Main Street

This highly experienced and stock market-savvy panel consisting of one of the commercial real estate industry's top economic analysts and two of the most highly regarded retail real estate sector specialty securities analysts will meld the impact of expected macroeconomic trends on the various sectors of the real estate industry ranging from REITS, regional and open-air centers to big box and in-line tenants. This fast-paced session will offer a professional analysis of current and expected future "winning and also-ran" sectors of our industry based upon likely future macroeconomic scenarios.

## MODERATOR



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

## PANELISTS



**Hessam Nadji**  
*Managing Director, Research and Advisory Services*  
Marcus & Millichap  
Walnut Creek, CA



**Steve Sakwa**  
*Senior Managing Director and Head of Real Estate Research Team*  
International Strategy and Investment  
New York, NY



**Dana Telsey**  
*CEO and Chief Research Officer*  
Telsey Advisory Group LLC  
New York, NY

## Lunch Served

12:30 – 1:00 pm

N4

## Report from ICSC President

12:45 – 1:00 pm

N4



**Michael P. Kercheval**  
*President and CEO*  
International Council of Shopping Centers  
New York, NY

## Industry Perspective

1:00 – 1:15 pm

N4



**David Henry**  
*ICSC Chairman 2011–2012*  
*President and CEO*  
Kimco Realty Corporation  
New Hyde Park, NY

## Keynote Presentation

1:15 – 2:00 pm

N4

## Red vs. Blue on the Record

Join us for a special live "Meet the Press" keynote session. ABC's Joan Lunden will moderate this bipartisan panel that will take an in-depth look at the political spectrum and what the outcomes of upcoming elections might mean for retail real estate practitioners.

Keynote Presentation (1:15 – 2:00 pm) continued

**MODERATOR**



**Joan Lunden**

*Longest running Co-host of ABC's Good Morning America, Best-Selling Author and Entrepreneur*

**PANELISTS**



**Tom Daschle**

*Former U.S. Senator (D-SD) and Senate Majority Leader  
Author of Getting it Done: How Obama and Congress Finally Broke the Stalemate to Make Way for Health Care Reform  
Washington, DC*



**Trent Lott**

*Former U.S. Senator (R-MS) and Senate Majority Leader  
Washington, DC*

**CDP Global Certification Review**

**2:00 – 4:00 pm**

N115



**\$75 (Member), \$100 (Non-member)**

It's time to take the mystery out of the CDP certification process. 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, this course will give participants 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 and weaknesses, discover important test-taking techniques and develop a targeted study plan.

**FACILITATORS**



**Stephen E. Gallant, SCDP**

*Vice President Facilities Development  
JoS. A. Bank Clothiers, Inc.  
Hampstead, MD*



**Gordon "Skip" Greeby, SCDP**

*ICSC Trustee  
President  
The Greeby Companies, Inc.  
Lake Bluff, IL*

**RECon Academy**

**2:00 – 5:00 pm**

N109 – N110



*Separate registration and fee required.  
On-site registrations accepted at RECon Academy Registration Desk N110 Foyer.*

**Quantifying Market, Site and Financial Feasibility**

*Co-hosted with CCIM*

Learn how to use the latest technology tools to conduct a market analysis for a new retail development, a redevelopment or an existing retail property. In this course you will learn to define a market area, determine sales potential as well as how to collect the market data needed to evaluate store demand, measure supply and then quantify the gap. We will also demonstrate how to use the market feasibility tools to identify "desired tenants." You will learn how to find more tenants and close more leases by giving you market-based information to share with leasing prospects. You will also learn various ways to measure the financial feasibility of the project.

**SPEAKER**



**Gary M. Ralston, SCLS, CRE, CCIM, SIOR, SRS**

*President  
Coldwell Banker Commercial  
Saunders Ralston Realty  
Lakeland, FL*

**Global Retail Runway**

**2:30 – 4:00 pm**

N3

Retailers are making deals and YOU need to know where and how! Join us for this unique opportunity to learn from prominent retailers as they provide insight into what, where and how they are looking for and closing deals. This is where you need to be to meet retailers and find out about their business and expansion plans. Retailer information summary will be distributed.

**MODERATOR**



**James Chung**

*ICSC Northern California Program Chair  
Partner  
Terranomics Retail Services  
San Jose, CA*

Global Retail Runway (2:30 – 4:00 pm) continued

## COORDINATOR



**Grant Guidinger**  
*ICSC Western Division Next  
Generation Chair  
Associate Director  
Cushman & Wakefield, Inc.  
San Francisco, CA*

## RETAILERS INCLUDE

### 24 Hour Fitness

Peter Berkowitz, Vice President, Real Estate & Corporate Strategy

### Athleta (Gap, Inc.)

Ed Kelloff, Senior Director

### Baskin Robbins

Janet Astor, Vice President of Development

### Chipotle

Mark Heath, Real Estate Manager

### Dunkin Donuts

Jonathan Gaiman, Vice President of Development

### European Wax Center

Jessica Coba, Chief Executive Officer

### Famous Footwear (Brown Shoe Company)

Todd Kohlbecker, Vice President of Real Estate

### Great Clips

Paul Guidera, Director of Real Estate

### Haagen Dazs Shops International (General Mills)

Todd Johnson, Director of Development & Franchising

### Hobby Lobby Stores

Scott Nelson, Asst. Vice President

### Jimmy Johns

Chris Newman, Director of Real Estate

### Papa Murphy's Intl.

Ilaria Giansanti-Borden, Director of Real Estate

### Pet Valu

Jennifer Green, U.S. Real Estate Manager

### Shoe Show, Inc.

Kirk Krull, Vice President of Real Estate

### Starbucks

Phil Burnett, Northern CA Store Development Manager

### The Fresh Market

Stephen Smith, Director of Real Estate

### The Joint... the chiropractic place

Jessica Owens, National Director of Real Estate

### Tuesday Morning, Inc.

Cory D. Bird, Director of Real Estate

### Walmart Realty

Karen Roberts, EVP & President

## General Session

4:00 – 5:00 pm

N3



## America's Cities – Rebuilding, Revitalizing, Redeveloping

America's cities and their partners in the retail real estate community have been dealing with recession aftershocks in recent years. To ensure continued prosperity in their communities, mayors are implementing a wide range of innovative economic development programs and approaches to align with the new focus of the shopping center industry – the modernization and revitalization of existing assets. In this session some of America's best known mayors will share with you their success stories and plans for the future. Come hear their effective strategies for the new realities of successful public-private partnerships.

## MODERATOR



### Joan Lunden

*Longest running Co-host of ABC's  
Good Morning America, Best-Selling  
Author and Entrepreneur*

## PANELISTS



### The Honorable Mick Cornett

*Mayor  
Oklahoma City, OK*



### The Honorable Michael A. Nutter

*Mayor  
Philadelphia, PA*



### The Honorable Jean Quan

*Mayor  
Oakland, CA*



### The Honorable Luke Ravenstahl

*Mayor  
Pittsburgh, PA*



### The Honorable Stephanie Rawlings-Blake

*Mayor  
Baltimore, MD*

General Session (4:00 – 5:00 pm) continued



**The Honorable Stephen A. Womack**  
U.S. House of Representatives  
Arkansas, District 3

### Annual Meeting of Members

**4:15 – 4:30 pm**

Bellagio Hotel, Tower Ballroom 1

*(Open to all ICSC Members)*

This is your opportunity as an ICSC member to witness and pay tribute to the outgoing Trustees and welcome the new slate of incoming Trustees.

### Hispanic Reception



**5:30 – 7:00 pm**

Bellagio Hotel, Tower Ballroom 2 & 3

*(By Invitation Only)*

### Municipality Reception



**5:30 – 7:00 pm**

Bellagio Hotel, Tower Ballroom 7 & 8

*(By Invitation Only)*

### Next Generation Reception



**5:30 – 7:00 pm**

Bellagio Hotel, Tower Ballroom 5

*(By Invitation Only)*

### Diversity Reception

**5:30 – 8:00 pm**

Wynn Las Vegas, Petrus Room

Join us at the Diversity Reception, an annual networking event co-sponsored by national developers, retailers, law firms, title companies and real estate investors. This event offers a top-notch venue for people from diverse backgrounds to network and form strong and lasting business relationships in the retail and real estate industries.

### Believers and Achievers



**7:00 – 10:00 pm**

Bellagio Hotel, Tower Ballroom 4

**\$125 (Member), \$150 (Non-member)**

Attended by industry crème de la crème, this reception and dinner exclusively honors ICSC Certified professionals and Trustee Distinguished Service Award recipients. The noteworthy list of honorees is a portrait of the best retail real estate has to offer. This is a

truly special opportunity to meet the industry luminaries who are recognized this year by the ICSC Board of Trustees for demonstrating the highest degree of excellence throughout their careers. Set aside this special time to celebrate the tradition and accomplishment signified by these most sought-after ICSC distinctions. This is a perfect opportunity for current designees and past award winners to network with your peers new and old in a fraternal and inviting setting. New CSM, CMD, CLS and CDP inductees to the ICSC Certified Class of 2011 and Class of 2012 will be recognized as they join the host of talented ICSC Certified professionals who truly represent the best of the best.

#### 2012 HONOREES



**Paul S. Magy, Esq.**

*Vice President*  
Kupelian Ormond & Magy P.C.  
Southfield, MI



**Robert M. Mallia**

*Senior Staff Vice President*  
ICSC  
New York, NY



**Neil Mitchenall**

*Consultant*  
Lunson Mitchenall  
London, England



**J. Thomas Porter, SCDP**

*Principal*  
TVS Design  
Atlanta, GA



### ICSC Certified Professionals

Class of 2011 – 2012

*Note: This is a ticketed event. Tickets will be available for sale on Sunday, May 20 only from 8:30 am – 6:00 pm at the ICSC Registration Desk in North Hall – N1. A separate registration fee is required. No tickets available at the door.*

### TUESDAY, MAY 22

#### Registration

7:00 am – 6:00 pm

N1

#### Global Delegates Breakfast

7:30 – 9:00 am

N249 – N251

(By Invitation Only)

#### “The Globalization of Retail”

Retail businesses can no longer be content to sell to local or regional markets. In today's world, more Retailers and Retail Property Developers are going global in an effort to maximize profits and take advantage of untapped markets. Much of the growth that comes with globalization in retail comes from markets that are emerging on the global landscape. Technology is also playing a vital role in the expansion of global retail; consumers can find most of the products they buy online through various retailers. Government regulations also play a large part in the globalization of retail markets. Our Global Breakfast speakers will address and discuss how retailers serve as powerful catalysts for creating jobs, for providing much-needed tax revenue and for improving standards of living globally.

#### MODERATOR



#### Brad Hutensky

ICSC Chairman 2012–2013  
President and Principal  
Hutensky Capital Partners  
Hartford, CT

#### PANELISTS



#### Alfredo Cohen

ICSC Trustee  
Director  
Constructora Sambil  
Caracas, Venezuela



#### Sandeep L. Mathrani

ICSC Trustee  
CEO  
General Growth Properties, Inc.  
Chicago, IL



#### Michael Rodel

ICSC Trustee  
COO  
Rebosis Property Fund  
Johannesburg, South Africa



#### Peter Sharp

SVP/WalMart Asia Regional Office  
Walmart Stores, Inc.  
Hong Kong



#### Ian Thomas, SCDP

ICSC Past Trustee  
Chairman  
Thomas Consultants, Inc.  
Vancouver, BC



#### Marcus Wild

ICSC Trustee  
CEO  
SES Spar European Shopping Centers  
Salzburg, Austria

#### Certification Breakfast and Information Session

ICSC CERTIFIED. Do More.

8:00 – 9:00 am

N245 – N247

Thinking about getting ICSC Certified? Want to be part of an elite group of industry professionals and receive global recognition from your peers, boards and associates? Then this complimentary networking event is a must attend! This is an ideal way to better understand the prerequisites, the process for application, how to prepare and what the actual certification exam is like. More importantly, you'll hear from industry leaders about what certification has meant to them, personally and professionally. Don't miss this chance to enjoy a delicious breakfast while you learn about ICSC certification, receive take-home information and talk about professional designations with others in the industry that are already ICSC Certified.

#### Leasing Mall, Marketplace Mall and Marketplace Mall Café



9:00 am – 5:00 pm

North Hall N1 – N2, South Hall, Central Hall

#### Concurrent Sessions

9:00 – 10:00 am

#### 1. Hispanic Markets



N255 – N257

Recent demographic data from the United States Census Bureau shows that the Hispanic population has reached a new milestone, topping 50 million people, making it the

Concurrent Sessions (9:00 – 10:00 am) continued

nation's largest minority. The results show that this ethnic group accounted for more than half of the nation's growth since 2000. The 2010 census unveiled an even more dramatic reality: it is projected that the Hispanic population will reach 134 million people by 2050. Hispanic purchasing power accounted for 11% of total purchasing power in the U.S. in 2010, and projections suggest that this figure will rise to 15% by 2015. The panelists will address the challenges and opportunities to develop retail in these markets.

**MODERATOR**



**Robert Ayoub**  
*President*  
Mimco  
El Paso, TX

**PANELISTS**



**Jessica Herrera**  
*Program Administrator*  
City of El Paso  
El Paso, TX



**Jeffrey Monge**  
*Principal*  
Monge Capital Group  
New York, NY



**Alberto Rocha**  
*Broker*  
The Weitzman Group  
Dallas, TX



**James Rodriguez**  
*First Vice President*  
CBRE  
Los Angeles, CA



**Alexis Suarez**  
*Acquisitions*  
Arizona Partners  
Scottsdale, AZ

## 2. How to Increase Business Through Social Networking

N252 – N256

The session will focus on how owners of shopping centers and retailers can drive

more traffic to their stores using social media – Twitter, Facebook, etc. The perspective, questions and discussions that will ensue will be taken from the point of view of everyone, from someone new to social media to the experienced Gen Xer who knows how to use social media to the experienced shopping center owner and retailer utilizing these exciting platforms to gain customer loyalty and brand identification.

**MODERATOR**



**Marc Strauss**  
*First Vice President, Investments*  
Marcus & Millichap  
Fort Lauderdale, FL

**PANELISTS**



**Debbie Colangelo**  
*President*  
CRE-Sources  
Fort Lauderdale, FL



**Barb Faucette, CMD**  
*Vice President, Mall Marketing*  
CBL & Associates Properties, Inc.  
Chattanooga, TN



**Steve Sorge**  
*President*  
Mobile Fringe  
Oakville, ON

## 3. Landlord vs. Tenant in a Mock Lease Negotiation

N259 – N261



Regardless of what field you work in within the retail real estate industry, the core of our business comes down to whether or not a deal is made. Time is money and expediting the lease negotiation hot buttons will expedite the process, leading to more deals. This session will feature a moderated discussion panel with national Tenant and Landlord representatives focusing on hotly contested issues that are often deal breakers.

**MODERATOR**



**Tara Scanlon, Esq.**  
*Partner*  
Holland & Knight  
Washington, DC

Concurrent Sessions (9:00 – 10:00 am) continued

PANELISTS



**Jordan Claffey, CLS**  
*Regional Vice President, Leasing*  
Brixmor  
Conshohocken, PA



**Nicole Curtis**  
*Sr. Real Estate Representative*  
Sally Beauty Holdings, Inc.  
Denton, TX



**Jarrett Parker**  
*Director of Real Estate*  
Kimco Realty Corp.  
Timonium, MD



**Cesar Shih**  
*Director of Real Estate*  
Yogurtland Franchising, Inc.  
Anaheim, CA

## 4. Commercial Real Estate Sustainability: Is It Being Sustained?

N258 – N260

A quick review of what has been done, what is being done and what should be done to achieve and maintain the balance of operating costs vs. a sustainable existence of commercial properties. A showing of the latest ideas and products that will keep us on-track to that sustainability, and a preview of things to come.

MODERATORS



**Glen Bachman, SCSM, CPM, RPA**  
*VP of Retail Operations*  
Bellevue Square Managers  
Bellevue, WA



**Jack Davis**  
*Senior Consultant*  
JDM Associates  
Falls Church, VA

PANELISTS



**Alison Hopcroft**  
*Associate Manager*  
Fluid Market Strategies  
Austin, TX



**Dave Nieman, CEM**  
*Senior Building Performance Engineer*  
MacDonald-Miller Facility Solutions, Inc.  
Seattle, WA



**Adam Siegel**  
*VP Sustainability & Retail Operations*  
Retail Industry Leaders  
Association (RILA)  
Arlington, VA

## 5. Tomorrow's Shopping Centers, Today

N262 – N264

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 highly participatory session will delve into the details of what is working around the world and why. Ever thought of turning the roof of a parking garage into an open-air dining destination? It has been done and it is a tremendous success! Find out why as we look at Tomorrow's Shopping Centers, Today.

MODERATOR



**Derek Barker**  
*Managing Director*  
Haskoll Architects and Designers  
London, United Kingdom

PANELISTS



**Avi Alkas, SCMD, SCSM, SCLS**  
*Chairman, Turkey*  
Jones Lang LaSalle  
Istanbul, Turkey



**Daniel T. McCaffery, CSM**  
*Founder and Chairman*  
McCaffery Interests, Inc.  
Chicago, IL

Concurrent Sessions (9:00 – 10:00 am) continued



**John R. Morrison, CDP**  
*ICSC Trustee and Canadian Division  
Vice President  
President and CEO  
Primaris REIT  
Toronto, ON*

## RECon Academy

9:00 am – 12:00 noon

N109 – N110



*Separate registration and fee required. On-site registrations accepted at RECon Academy Registration Desk N110 Foyer.*

## The Keys to Increasing Income with Specialty Leasing

Specialty leasing has become more critical in enhancing funds from operation of a shopping center than ever. Evidence of RMU (retail merchandise unit) programs, kiosks and sponsored activities are now found in open-air projects of all types and sizes as well as enclosed malls. You will come away from this course with practical methods for creating the optimum specialty leasing plan that works for your type of shopping center and geographic location; ideas about specialty leasing administration from collecting occupancy fees to determining visual merchandising strategies; and closing the deal/selling techniques you can use in this tough and competitive marketplace. If you are a retailer considering branching out through pop-up stores or operating a line in RMUs, this is the course to learn from specialty leasing professionals.

SPEAKER



**Linda Johansen-James**  
*CEO and COO  
American Kiosk Management, LLC  
Las Vegas, NV*

## CMD Global Certification Review

10:00 am – 12:00 noon

N115



*\$75 (Member), \$100 (Non-member)*

It's time to take the mystery out of the CMD certification process. 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, this course will

give participants 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 and weaknesses, discover important test-taking techniques and develop a targeted study plan.

FACILITATOR



**Angela Herth-Sweeney, CMD**  
*Vice President, Corporate Marketing &  
Communications  
The Peterson Companies  
Fairfax, VA*

## General Session

10:00 – 11:00 am

N3



## Not Your Grandma's Grocery Store

They say that one way to "sell" rising food prices is to reduce the size of the box. Is that also true of the box that the box is in? Executives from leading grocery retailers talk about the latest trends, the size and shape of their "packaging" and what ingredients they're putting in it. It all starts with what today's customer needs and wants and what they're willing to pay for it, say our experts.

MODERATOR



**Larry Casey**  
*President and Chief Operating Officer  
Donahue Schriber  
Costa Mesa, CA*

PANELISTS



**Terry M. Evans**  
*Vice President, Real Estate  
The Kroger Co.  
Cincinnati, OH*



**Rob Koch**  
*Senior Director, Real Estate  
The Fresh Market, Inc.  
Greensboro, NC*



**Donald Wright**  
*Senior Vice President Real Estate &  
Engineering  
Safeway, Inc.  
Pleasanton, CA*

## Student SIG

11:00 am – 12:00 noon

N235 – N241



This forum will focus on educating students about the opportunities that exist in the retail real estate industry. This unique experience will allow students to meet, network and share ideas with emerging leaders and seasoned professionals. Furthermore, this relaxed environment will facilitate informative conversations and the sharing of business cards.

### FACILITATOR



#### Elizabeth Allen

*Vice President – Commercial Retail D/FW*  
The Weitzman Group  
Dallas, TX

The session's format will allow each student to sit in on two of any of the following roundtables:

## Acquisitions & Site Selection



#### Jeffrey G. Snyder, CCIM

*Director of Real Estate Acquisitions*  
Walmart Stores, Inc.  
Bentonville, AR

## Asset Management & Investments



#### Ami Ziff

*ICSC New York/Northern New Jersey*  
*Next Generation Chair*  
*Director National Retail*  
Time Equities, Inc.  
New York, NY

## Banking & Finance



#### Mark Olear

*Senior Vice President*  
TD Bank  
Mt. Laurel, NJ

## Brokerage & Leasing



#### Grant S. Guidinger

*ICSC Western Division Next*  
*Generation Chair*  
*Associate Director – Retail Services Group*  
Cushman & Wakefield, Inc.  
San Francisco, CA

## Corporate Real Estate



#### Jocelyn Mennenga, CCIM

*Vice President, Surplus Properties*  
GE – Capital Solutions – Franchise  
Finance  
Orlando, FL

## Development



#### Michael T. Wheat

*Executive Vice President/Director of*  
*Leasing*  
Cypress Equities  
Dallas, TX

## Legal



#### Jonathan L. Neville, ESQ.

*Attorney*  
Arnall Golden Gregory LLP  
Atlanta, GA

## Marketing, Communications & Social Media



#### Kara Scimeca

*Director of Marketing*  
DLC Management Corp.  
Tarrytown, NY

## Networking Strategies & Job Placement



#### Paul J. Lewis

*Principal*  
P.J. Lewis Group, Inc.  
Glenshaw, PA

## Property Management



#### Richard J. Eichenbaum, CSM

*Regional Property Manager*  
NewMark Merrill Companies  
Woodland Hills, CA

## Redevelopment



#### Geoffrey Glazer

*Vice President, Acquisition &*  
*Development*  
Kimco Realty Corporation  
Timonium, MD

## Retailing



#### Paul Myrick

*Vice President Real Estate*  
Sally Beauty Holdings, Inc.  
Denton, TX

## Lunch and Presentation of JTR Scholarship Award Winners

12:30 – 1:00 pm

Las Vegas Convention Center  
N4

## Look to the Future

1:00 – 1:15 pm

Las Vegas Convention Center  
N4



**Brad Hutensky**  
*ICSC Chairman 2012–2013*  
President and Principal  
Hutensky Capital Partners  
Hartford, CT

## Keynote Presentation

1:15 – 2:00 pm

Las Vegas Convention Center  
N4

In 1963, Leslie H. Wexner founded Limited Brands with one store in Columbus, OH – a women's clothing store called The Limited, with a "limited" assortment and sales of \$160,000 in its first year. In the years that followed he expanded his business through both innovation and acquisition, becoming the dominant U.S. specialty retailer with numerous powerful brands and brand extensions...many of them now stand-alone public companies. Under Les's leadership Limited Brands has evolved from an apparel-based specialty retailer to a \$10 billion lingerie and beauty brand market leader, approaching 3,500 stores and nearly 100,000 associates around the world. By the end of 2012, international customers will have expanded access to these powerful brands at nearly 1,000 international locations and through the most dominant e-commerce channels on the internet. With a growing domestic business and powerful global brands, Les is continuing a focused and deliberate international expansion and the next phase of growth as the company approaches its 50-year anniversary.

### SPEAKER



**Leslie H. Wexner**  
*Chairman and Chief Executive Officer*  
Limited Brands, Inc.  
Columbus, OH

## CLS Global Certification Review

2:00 – 4:00 pm

N115

\$75 (Member), \$100 (Non-member)

It's time to take the mystery out of the CLS certification process. 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, this course will give participants 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 and weaknesses, discover important test-taking techniques and develop a targeted study plan.

### FACILITATOR



**Frederick Collings, SCSM, SCLS**  
*Senior Vice President Leasing*  
Irvine Company  
Irvine, CA

## RECon Academy

2:00 – 5:00 pm

N109 – N110



*Separate registration and fee required. On-site registrations accepted at RECon Academy Registration Desk N110 Foyer.*

## Best Practices in Development, Design and Construction

In this course, explore key issues in the development, design and construction of retail projects. This includes: defining roles, owner's perspective, goals that dictate the project delivery approach, design team selection and procurement of construction services. Topics will include contract negotiation, design principles and practices, devising a development plan, tenant coordination, retail store planning and green building design.

### MODERATOR



**Gordon "Skip" Greeby, SCDP**  
*ICSC Trustee*  
President  
The Greeby Companies, Inc.  
Chicago, IL

### SPEAKERS



**Stephen Edward Gallant, SCDP**  
*Vice President, Facilities Development*  
JoS. A. Bank Clothiers, Inc.  
Hampstead, MD

RECon Academy (2:00 – 5:00 pm) continued



**Stanley C. Glantz, SCDP**  
Executive Vice President and Chief Operating Officer  
Konover Development Corporation  
Farmington, CT



**Robert H. Mitchell, SCDP**  
Division Vice President  
The Whiting-Turner Contracting Co.  
Fort Lauderdale, FL



**John C. Ward, SCDP**  
Principal  
505Design  
Boulder, CO

## Inaugural ICSC Student Membership Shopping Center Tour

**3:00 – 4:30 pm**

Crystals at CityCenter – Bus Pick-up at Las Vegas Convention Center

For the first time, student RECon programs will include a shopping center tour, allowing participants to learn more about Crystals at CityCenter. Crystals is a recent ICSC Shopping Center Design Award Winner. The tour will be led by property General Manager Farid Matraki.

*Note: Priority will be given to students who have reserved a seat in advance. On-site requests will be honored upon space availability.*

## Latin America Matters 1

**3:30 – 4:30 pm**

N255



### Opportunities in the Latin American Retail Real Estate Industry

Did you know that South American countries occupy all top three positions in A.T. Kearney's Global Retail Development Index (GRDI)? Latin America has been notorious for many years as having a poor track record for sustaining economic growth, but things are different now. The area is blessed with commodities and natural resources that are in demand and a lot of the political instability of the past is gone. It's really an economic engine. The main goal of this session is to present and analyze direct and indirect business and investment opportunities in this region's retail industry.

MODERATOR



**Elliott Bross**  
CEO  
Constructora Planigrupo  
Mexico City, Mexico

PANELISTS



**Alfredo Cohen**  
ICSC Trustee  
Director  
Constructora Sambal  
Caracas, Venezuela



**Jordan Malugen**  
Director  
Prudential Real Estate Investors  
Mexico City, Mexico



**Michael Melson**  
Managing Director Latin America  
Kimco Realty Corporation  
San Antonio, TX

## Latin America Matters 2

**4:30 – 5:30 pm**

N255



### Retailers Expansion Trends in Latin America

Latin America is nowadays one of the most attractive regions in the world in terms of retail development opportunities. This panel will provide detailed information about the growth of the retail industry in Latin America. Throughout the region the middle class is growing and its almost untapped retail industry is the key force for global retail giants wanting to enter into newer markets. The panelists will address the strategies, recent trends and opportunities and challenges for growth of the retail sector in the Latin American region.

MODERATOR



**Luiz Alberto Marinho**  
President  
Brandworks  
Sao Paulo, Brazil

Latin America Matters 2 (4:30 – 5:30 pm) continued

## PANELISTS



**Ariel Acosta-Rubio**

*President*  
Churromania  
Miami, FL



**Mauricio Vaca**

*CFO*  
Cinepolis  
Mexico City, Mexico



**Carlos Manuel Leon Velarde**

*Partner*  
China Wok  
Lima, Peru

## China Reception

**5:00 – 6:30 pm**

S223

*(By Invitation Only)*



## WEDNESDAY, MAY 23

### Registration

**8:30 am – 2:00 pm**

N1

### Leasing Mall

**9:00 am – 2:00 pm**

Central Hall, South Hall