

PROGRAM



RECON

Las Vegas Convention Center & Westgate Hotel
Las Vegas, NV | May 21 – 24, 2017 | #ICSCRECon



RECON

May 21 – 24, 2017 • Las Vegas, NV
Las Vegas Convention Center & Westgate Hotel

Be a part of retail real estate's biggest event: RECon 2017! Join 37,000 colleagues from all aspects of the industry to make deals, network, and learn from proven experts and thought leaders. RECon is the only place to meet future business partners while being immersed in the innovations that will lead our dynamic industry. You'll return to your office with fresh contacts, stronger relationships, and newly discovered opportunities.



PROGRAM AT-A-GLANCE



SATURDAY, MAY 20

12:00 – 6:00 pm | Registration

SUNDAY, MAY 21 PROFESSIONAL DEVELOPMENT DAY

8:00 am – 5:00 pm | Registration

9:00 – 10:30 am | Setting Rental Rates in Specialty Leasing (SLD)

Retail Triple Net Lease (NNN) Real Estate: Step by Step*

From Average to Influencer: Social Media for Retail Real Estate Professionals

Retail Real Estate Market and Feasibility Analysis

9:30 am – 4:15 pm | ICSC - Cornell University International Retail Real Estate Case Study Competition

10:15 – 11:30 am | Volunteer Leadership Brunch With Trustees' Distinguished Service Awards

11:00 am – 12:15 pm | Selling to Prospective Retailers in Specialty Leasing (SLD)

Geo-Fencing/GPS Signal-Tracking: Putting Shopper Dynamics in the Location Equation

Investing in Retail Properties and Structuring Partnerships

Leasing Strategies for Difficult Spaces*

12:45 – 1:00 pm | 2017 VIVA Awards Presentation

1:00 – 2:00 pm | RECon Kickoff and Keynote Speaker

2:00 – 3:30 pm | Visual Merchandising and RMU Design for Specialty Leasing (SLD)

Reinvention: Property Redevelopment and Repositioning*

Advanced Leasing Techniques

Retail as a Catalyst for Economic Development*

4:00 – 5:15 pm | Understanding the Legal Documents of Specialty Leasing (SLD)

Win-Win Co-Tenancy Provisions for Tenants and Landlords*

Restaurant Fundamentals and Leasing Strategies*

Proven Strategies to Thrive in Mixed-Use Developments

5:30 – 7:00 pm | MAXI Awards Ceremony

5:30 – 9:00 pm | ICSC Foundation Annual Gala Dinner

7:30 – 9:30 pm | Opening Reception

*Course eligible for Broker Continuing Education (CE) credit for some states.

PROGRAM AT-A-GLANCE CONTINUED



MONDAY, MAY 22

7:00 am – 5:00 pm	Registration
7:30 – 8:30 am	Tax Reform Policy Breakfast
8:00 am – 5:00 pm	Leasing Mall/Marketplace Mall/SPREE RECon
9:00 – 10:30 am	CMD Professional Certification Concentrated Exam Prep
10:00 – 11:00 am	Attracting the Retail Store of the Future to Your Community Now (P3 Retail) The Future of Retail
11:00 am – 12:15 pm	Capital Markets How You Draft Your Lease Can Make You Money CDP Professional Certification Exam Prep Master Class
12:30 – 2:00 pm	Lunch and Keynote Presentation
2:00 – 3:30 pm	CRX Professional Certification Concentrated Exam Prep
2:30 – 3:30 pm	Food Halls: Developing, Operating, and Financing a Fantastic Feast
3:30 – 4:30 pm	4 Under 40 Honorees: NextGen/Student Networking Reception
4:00 – 5:00 pm	The Online Experience in the Offline World P3 Pavilion – Where Public Meets Private Networking Reception
4:00 – 5:30 pm	Retail Real Estate Finance for Non-Financial Professionals*
4:15 – 4:30 pm	Annual Meeting of Members
5:30 – 7:00 pm	Fortune Tellers Reception and Researcher Awards Ceremony Diversity Reception
5:30 – 7:30 pm	SPREE RECon Cocktail Reception & Hall of Fame Awards Presentation

TUESDAY, MAY 23

7:00 am – 5:00 pm	Registration
8:00 am – 5:00 pm	Leasing Mall/Marketplace Mall/SPREE RECon
9:00 – 10:30 am	A Closer Look at Leasing Financials: The Numbers Behind the Deal CSM Professional Certification Concentrated Exam Prep
10:00 – 11:00 am	Current Trends in Food & Beverage and Its Role in New Real Estate Developments
11:00 am – 12:00 pm	Lease Clauses: The Hidden Money Traps The New Power Couple
11:00 am – 12:15 pm	CLS Professional Certification Concentrated Exam Prep
12:30 – 2:00 pm	Lunch and Keynote Presentation
2:30 – 3:30 pm	The Anna Wintour Effect: Why Landlords Need to Think More Like Editors
5:30 – 7:00 pm	Retailer-Only Networking Reception

WEDNESDAY, MAY 24

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

*Course eligible for Broker Continuing Education (CE) credit for some states.

PROGRAM



SATURDAY, MAY 20

12:00 – 6:00 pm | LVCC

Registration

SUNDAY, MAY 21

PROFESSIONAL DEVELOPMENT DAY

8:00 am – 5:00 pm | LVCC, Westgate Hotel

Registration

9:00 – 10:30 am | Westgate Hotel

Setting Rental Rates in Specialty Leasing (SLD)

Join us to discuss the benefits of setting a correct rental rate and the ways in which a retailer's margins can impact its ability to pay rent.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR



Bill Erickson, CRX, CDP, CLS, CSM
Owner
BE Development, Inc.
Santa Clara, CA

9:00 – 10:30 am | Westgate Hotel

Retail Triple Net Lease (NNN) Real Estate: Step by Step*

Single tenant, triple net lease retail real estate has been an ever-popular asset class for almost 50 years. However, within the last decade, net lease properties have become an industry in and of themselves. This workshop covers the fundamentals of single tenant retail real estate underwriting and takes a look at today's triple net lease REIT markets.

INSTRUCTOR



David Sobelman
Founder and CEO
Generation Income Properties
EVP and Managing Partner
Calkin Companies
Tampa, FL

9:00 – 10:30 am | Westgate Hotel

From Average to Influencer: Social Media for Retail Real Estate Professionals

Take your social media storytelling to the next level and learn key strategies to gain a following and increase your industry share of voice. This workshop is designed for professionals seeking to advance their skills and understanding of the ways in which influencer and thought leadership tactics can help unlock relationships and ultimately contribute to business growth. Attendees will use multiple channels and content techniques.

INSTRUCTOR



Kelly Farrell
Strategist
Hootsuite
Toronto, Canada

9:00 – 10:30 am | Westgate Hotel

Retail Real Estate Market and Feasibility Analysis

Instead of diving into the next project and hoping for the best, learn how a feasibility study can help you investigate a variety of potential outcomes. This workshop explores the relationship between a productive retail project and its feasibility analysis and discusses how to successfully complete a project, taking legal, economic, technological, site, political, scheduling, and other factors into account.

INSTRUCTOR



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

9:30 am – 4:15 pm | Wynn Hotel

ICSC - Cornell University International Retail Real Estate Case Competition

View the second annual undergraduate International Retail Real Estate Case Competition, co-sponsored by ICSC and the Cornell University School of Hotel Administration's Center for Real Estate and Finance. Watch teams from eight of the world's most prestigious academic programs in real estate present findings and make

*Course eligible for Broker Continuing Education (CE) credit for some states.

recommendations on a practical retail real estate “case prompt,” prepared specifically for this competition.

9:30 am – 12:30 pm: First Round Presentations
2:30 – 4:15 pm: Presentations by Finalists and Announcement of Winners

10:15 – 11:30 am | Wynn Hotel *(by invitation only)*

Volunteer Leadership Brunch With Trustees’ Distinguished Service Awards

11:00 am – 12:15 pm | Westgate Hotel

Selling to Prospective Retailers in Specialty Leasing (SLD)

Learn to identify a property’s selling points, deliver an effective sales pitch, handle objections, and write proposals.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR



Amy Jo Hall, CRX, CLS, SLD
SVP, Organization and People
LM Commercial Real Estate
Clarendon Hills, IL

11:00 am – 12:15 pm | Westgate Hotel

Geo-Fencing/GPS Signal-Tracking: Putting Shopper Dynamics in the Location Equation

Geo-fencing analytics is an emerging digital-age research technology changing our industry, from acquisition evaluations through total center repositioning strategies. Instead of relying on static radius and drive-time demographics, the most effective professionals are procuring real-shopper GPS device signal data to quantify and qualify traffic patterns, trends, and demographic profiles. This workshop details the geo-fencing process and demonstrates some of the many ways in which findings and big data can be used to compare visit share among competitive shopping venues, to provide shopper profiles versus market profiles, to identify food & beverage opportunities, and more.

INSTRUCTOR



David Lobaugh
President
August Partners, Inc.
Woodstock, GA

PANELISTS



Jamie Bourbeau
Senior Vice President, Outlets
Macerich
Santa Monica, CA



Tim Corzine
Vice President, Director
of Research
Macerich
Santa Monica CA



Jeff Lind
Chief Strategy & Development Officer/
President Grandscap
Nebraska Furniture Mart
Kansas City, MO

11:00 am – 12:15 pm | Westgate Hotel

Investing in Retail Properties and Structuring Partnerships

Real estate partnerships can be a great source of financing for your deals, but structuring those partnerships can be challenging. This workshop follows the process from initial deal structuring through acquisition, yearly distributions, and eventual sale. Learn about cumulative non-compounded returns, internal rates of return, back-end promotes, the types of fees considered reasonable using “real” numbers, and more! Attendees will learn about the skills, passion, and risk tolerance needed to build a successful development company.

INSTRUCTOR



Gary D. Rappaport, CRX, CSM, CMD, CLS, CDP
ICSC Past Chairman
Chief Executive Officer
RAPPAPORT
McLean, VA

11:00 am – 12:15 pm | Westgate Hotel

Leasing Strategies for Difficult Spaces*

In the world of leasing, there are many proven methods to ensure that the proper space is leased to the appropriate tenant. In order to guarantee this, it is important to understand the shifts that have taken place in the retail world, what is happening now, and what the future holds. Armed with this understanding, attendees can properly focus on analyzing, prospecting, and merchandising retail space to its utmost potential.

INSTRUCTOR



Nick A. Egelanian
President
SiteWorks Retail
Annapolis, MD

*Course eligible for Broker Continuing Education (CE) credit for some states.

12:45 – 1:00 pm | Westgate Hotel
2017 VIVA Awards Presentation

The VIVA (Vision, Innovation, Value, Achievement) Awards honor the most outstanding examples of shopping center design and development, sustainability, marketing, and community service. Join us to celebrate and be inspired!

1:00 – 2:00 pm | Westgate Hotel
RECon Kickoff and Keynote Presentation



KEYNOTE SPEAKER

Serena Williams
 23-Time Grand Slam Tennis Champion,
 Entrepreneur, Fashion Icon

Serena Williams, globally ranked number one by the Women’s Tennis Association, has won a record-breaking 23 Grand Slam titles, most recently the 2017 Australian Open and the 2016 Wimbledon Championship in both singles and doubles. After winning 4 Grand Slams in 2015 (a feat affectionately known as the “Serena Slam”), Williams was featured on the cover of *Sports Illustrated* as their “Sportsperson of the Year.” Named a “Fashion Trendsetter” by *Vogue*, Williams used her passion to create her HSN Signature Statement collection; her most recent line premiered at New York Fashion Week in September 2016. As a dedicated philanthropist, Williams is a Goodwill Ambassador for UNICEF and in February 2016, she partnered with the Helping Hands Jamaica Foundation to build a school in Jamaica. She has funded and opened two schools in Africa that are currently in operation.

2:00 – 3:30 pm | Westgate Hotel
Visual Merchandising and RMU Design for Specialty Leasing (SLD)

This session focuses on the importance of strong visuals and the best methods for directing the design of common area units.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR



Sharon Loeff
 Sales and Visual Merchandising
 GST Retail
 Haltom City, TX

2:00 – 3:30 pm | Westgate Hotel
Reinvention: Property Redevelopment and Repositioning*

Overbuilding, recession, e-commerce, dependency on department stores, the experience economy, and of course, the ever-changing consumer have all come together to demand change from shopping centers and malls. This workshop defines new approaches to bring retail real estate properties to their full potential. Attendees will explore innovative strategies that transcend traditional thinking to understand the key components of redevelopment plans that achieve triple bottom line success. Delve into challenges, opportunities, successes, and failures to understand the path to value enhancement.

INSTRUCTOR



Yaromir Steiner, CRX
 ICSC Past Trustee
 Founder and Chief Executive Officer
 Steiner + Associates, Inc.
 Columbus, OH

2:00 – 3:30 pm | Westgate Hotel
Advanced Leasing Techniques

Join us for a discussion of the importance of leasing to a shopping center’s fiscal soundness and an overview of the pertinent components in a lease document. This session emphasizes tenant mix and analyzes leasing strategies that select and pursue tenants to maximize the center’s total productivity. Specific topics include negotiation strategies, the role and contribution of leasing to asset value, identifying redevelopment opportunities, and structuring relevant terms. Above all, attendees will discover the dynamics of negotiating a lease that’s a winning proposition from the perspective of landlord and tenant.

INSTRUCTOR



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

2:00 – 3:30 pm | Westgate Hotel
Retail as a Catalyst for Economic Development*

Retail is a critical base for building vibrant communities. Learn how government officials leverage economic development tools by building partnerships and crafting successful retail recruitment programs. This workshop is

*Course eligible for Broker Continuing Education (CE) credit for some states.

essential for developers, brokers, and public officials seeking to improve their public-private partnerships for retail real estate success.

INSTRUCTORS



Terrie Battuello, CEoD
Chief of Business Development
Port of Everett
Everett, WA



Lacy Beasley
President and COO
Retail Strategies
Birmingham, AL

4:00 – 5:15 pm | Westgate Hotel

Understanding the Legal Documents of Specialty Leasing (SLD)

Join us to learn about the different types of licenses and leases and how to best determine which legal documents are needed to create a program.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR



Marc Feldman, CLS, SLD
President
NOI Partners LLC
Shaker Heights, OH

4:00 – 5:15 pm | Westgate Hotel

Win-Win Co-Tenancy Provisions for Tenants and Landlords*

Tenants enter into a lease with expectations about the shopping center’s ability to draw customers. This includes the traffic generated by the anchor tenants as well as the synergy of other satellite stores. In the event an anchor tenant leaves or a percentage of the stores are not operating, tenants are protecting themselves by implementing co-tenancy provisions into their agreements. These provisions, in most cases, have adverse effects on the landlord’s bottom line and include such remedies as reduced rent and/or a delayed store opening. This workshop discusses how landlords and tenants can negotiate a co-tenancy provision to help both parties mitigate an unexpected reduction in foot traffic.

INSTRUCTOR



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

4:00 – 5:15 pm | Westgate Hotel

Restaurant Fundamentals and Leasing Strategies*

Today’s retail real estate industry requires property managers, leasing agents, and asset managers to understand the fundamentals of food operations. This workshop features essential restaurant fundamentals: operational and financial concepts, best practices, and controls to ensure success in a high-risk category of business. A firm understanding of the ways in which restaurant operations fit together and are utilized will increase confidence, enhance communications with others across the industry, and lead to informed business decisions.

INSTRUCTORS



Michael D’Amico
President
REPCCommercial, LLC
Mandeville, LA



Ken Lamy, CRX
Founder, President and CEO
The Lamy Group, LTD.
DataPoint International, LLC
New Orleans, LA

4:00 – 5:15 pm | Westgate Hotel

Proven Strategies to Thrive in Mixed-Use Developments

During the life span of every shopping center, there will come a time when the center must be renovated, expanded, reconfigured, or redeveloped. This workshop addresses the challenges and opportunities in redeveloping existing retail properties, including strategic vision, government sponsorship and support, value enhancement, construction challenges, and the supremacy of co-tenancy.

INSTRUCTORS



Heather Arnold
Director, Research and Analysis
Streetsense
Bethesda, MD



Bruce Leonard
Principal
Streetsense
Bethesda, MD

5:30 – 7:00 pm | Wynn Hotel

MAXI Awards Ceremony

Come and celebrate as ICSC recognizes the best in retail marketing, new media strategy, and NOI enhancement. MAXI Awards honor the innovative events and programs that have added

*Course eligible for Broker Continuing Education (CE) credit for some states.

value to shopping centers and companies across the United States in 2016. Separate registration required.

2017 MAXI CO-CHAIRS



Brian Lutz
2017 MAXI Co-Chair
Director of Mobile & Digital Strategies
CBL & Associates Properties, Inc.
Chattanooga, TN



Mary Lynn Morse
2017 MAXI Co-Chair
Senior Director, Marketing
CBL & Associates Properties, Inc.
Chattanooga, TN

5:30 – 9:00 pm | Wynn Hotel

ICSC Foundation Annual Gala Dinner

Celebrate the best part of our industry: the people! Join us for dining, cocktails, and the opportunity to meet the biggest players in retail real estate. This year's Gala includes a new opportunity to mingle: a networking dessert and cocktail hour with live music. Separate registration required.

7:30 – 9:30 pm | Encore Hotel

Opening Reception

Deals and networking don't just happen on the show floor! Be sure to stop by this year's Opening Reception and see why *Condé Nast Traveler* calls XS the hottest nightclub in the world.

MONDAY, MAY 22

7:00 am – 5:00 pm | LVCC, Westgate Hotel

Registration

7:30 – 8:30 am | LVCC

Tax Reform Policy Breakfast

8:00 am – 5:00 pm | LVCC

Leasing Mall/Marketplace Mall/SPREE RECon

9:00 – 10:30 am | Westgate Hotel

CMD Professional Certification Concentrated Exam Prep

Learn how to create and evaluate business plans, marketing plans, and brand development essentials.

This session is open to all attendees. For those pursuing a Certified Marketing Director credential (CMD), please be advised that the content pertains to exam domains 1 and 3.

INSTRUCTORS



Mickey Marraffino, CRX, CMD
VP Marketing
CenterCal Properties, LLC
Redondo Beach, CA



Ramona G. Merrill, CMD
VP Marketing, Intermountain Region
CenterCal Properties, LLC
Meridian, ID

10:00 – 11:00 am | Westgate Hotel

Attracting the Retail Store of the Future to Your Community Now

Join a discussion on the future of retail store development, the ways in which retailers are reimagining store formats to fit urban spaces, the shift in shopping behavior, and how to design stores to maximize customer service.

MODERATOR



Christopher Hemans
ICSC North Carolina P3 Public Chair
Director of Retail
Charlotte Center City Partners
Charlotte, NC

PANELISTS



Jay Noddle
President
Noddle Companies
Omaha, NE



The Honorable Catherine E. Pugh
Mayor
City of Baltimore, MD

10:00 – 11:00 am | Westgate Hotel

The Future of Retail: How to Pivot and Create a Customer-Centric "Living Business"

The digital revolution has enabled shoppers to take control of the purchasing journey. Successful retail professionals have responded with a compelling end-to-end customer experience. Through proprietary research and concrete examples, this session provides practical next steps for utilizing technological advancements and dives into the next phase of customization: "Living Services."

SPEAKER



Herculano Rodrigues
Associate Director, Locations and Analytics
Javelin Group, Accenture Strategy
London, UK

11:00 am – 12:15 pm | Westgate Hotel

Capital Markets

No one can escape the awesome power of capital markets or their impact across the retail real estate sector. Join us as a panel of industry experts cover a wide range of topics, including the cost and availability of debt and equity and the ways in which buyers and sellers are pricing assets. Other focus areas include the impact of retailer performance on shopping center values, retail markets in favor vs. retail markets deemed risky, and the capitalization of tough deals. This session is geared towards portfolios large, small, new, and old—there’s no better way to learn about past, present, and future capital market trends.

MODERATOR



Brad M. Hutensky
ICSC Past Chairman
Founder and CEO
Hutensky Capital Partners
Hartford, CT

PANELISTS



Karen B. Case
ICSC Trustee
Executive Managing Director and President,
Commercial Real Estate
The PrivateBank
Chicago, IL



Mark Gibson
ICSC Trustee
Executive Managing Director
HFF, L.P.
Dallas, TX



Michael Graziano
ICSC Past Trustee
Managing Director
Goldman, Sachs & Co.
New York, NY



Mark L. Myers
ICSC Trustee
Executive Vice President
Head of Commercial Real Estate
Wells Fargo Bank
San Francisco, CA

11:00 am – 12:15 pm | Westgate Hotel

How You Draft Your Lease Can Make You Money

Ideal for landlords and tenants, this workshop delivers strategies and tactics for negotiating and drafting monetary provisions. Topics include minimum and percentage rent, security deposits, operating costs, real estate taxes, tenant allowances, and much more. Join us as experienced landlord and tenant attorneys share their negotiating and drafting secrets while leading attendees through an analysis of the key elements in lease provisions.

INSTRUCTORS



Joseph Nuñez
Attorney & Partner
Vantage Law Group, PLLC
Minneapolis, MN



Oscar R. Rivera, Esq.
Shareholder and Chair - Real Property
Practice Group
Siegfried, Rivera, Hyman, Lerner, De La
Torre, Mars & Sobel, P.A.
Ft. Lauderdale, FL

11:00 am – 12:15 pm | Westgate Hotel

CDP Professional Certification Exam Preparation Master Class

Session 3 of the CDP Master Class covers a lot of ground. Join us for a lively discussion of development, design, construction, and construction management.

This workshop is open to all attendees. For those pursuing a Certified Development, Design, and Construction Professional credential (CDP), please be advised that the content pertains to exam domains 2 and 3. Sessions 1, 2, and 4 are available online.

INSTRUCTORS



Karen Scott, CRX, CDP, CMD, CSM
Senior Project Manager
CBRE
Sanford, FL



Anna Zaich, CDP
Director of Development
Fitness International, LLC
Irvine, CA

12:30 – 2:00 pm | Westgate Hotel

Lunch and Keynote Presentation



Steve Wozniak
Chief Scientist at Primary Data,
Co-Founder of Apple

A Silicon Valley icon and philanthropist for more than thirty years, Steve Wozniak has helped shape the computing industry with his design of Apple’s first line of products. In 1976, Wozniak and Steve Jobs founded Apple Computer Inc. with Wozniak’s Apple I personal computer. For his achievements, Wozniak was awarded the National Medal of Technology, the highest honor bestowed on America’s leading innovators. In 2000, he was inducted into the Inventors Hall of Fame and was awarded the prestigious Heinz Award for single-handedly designing the first

personal computer and then redirecting his lifelong passion for mathematics and electronics toward lighting the fires of excitement for education in grade school students and their teachers. Wozniak is Chief Scientist at Primary Data and *New York Times* best-selling author of *iWoz: From Computer Geek to Cult Icon*.

2:00 – 3:30 pm | Westgate Hotel

CRX Professional Certification Concentrated Exam Prep

This session is designed for prospective Certified Retail Property Executives. All attendees are welcome to join for an in-depth look at strategic content to help prepare for the CRX exam. The session will focus on CRX exam domains 5, 7, and 9.

INSTRUCTORS



Paul G.W. Fetscher, CCIM, CRX, CLS
President
Great American Brokerage
Long Beach, NY



Stephen Gallant, CRX, CDP
Vice-President of Construction and Development
Barteca LLC
South Norwalk, CT

2:30 – 3:30 pm | Westgate Hotel

Food Halls: Developing, Operating, and Financing a Fantastic Feast

It's no secret that food is one of retail's hottest sectors, but perhaps the most notable development is the emergence of food destinations as shopping center anchors, redevelopment catalysts, and drivers of growth. Food Halls have been at the center of this trend, evolving from their roots in tourism and transit-related retail and no longer relegated to big cities and large projects. This panel explores Food Halls from multiple perspectives, tackling viability questions from the user, operator, developer, and financing perspective.

MODERATOR



Garrick Brown
Vice President, Retail Research of the Americas
Cushman & Wakefield
Sacramento, CA

PANELISTS



Phil Colicchio
President
Crafted Hospitality/Colicchio Consulting
New York, NY



Todd English
President
Todd English Enterprises
New York, NY



Nick Giammarco
Creative Principal
Studio H2G
Birmingham, MI



Anshul Mangal
Managing Partner
Furious Ramen
Chicago, IL



Thomas Rose
Head of Leisure & Restaurants EMEA
Cushman & Wakefield
London, UK



Eldon Scott
President
Urbanspace Food Hall
New York, NY

3:30 – 4:30 pm | LVCC

4 Under 40 Honorees NextGen/Student Networking Reception

Celebrate success in retail real estate and the industrious honorees!

MODERATOR



Jason D. Richter, CRX, CLS
Managing Principal
HUDSON
New York, NY

HONOREES



Sam Ankin
Co-Founder and Managing Principal
Northpond Partners, LLC
Chicago, IL



Ross Bailey
CEO & Founder
Appear Here
New York, NY



Ross Cooper
President and Chief
Investment Officer
Kimco Realty Corporation
New Hyde Park, NY



Andrea Olshan
CEO
Olshan Properties
New York, NY

4:00 – 5:00 pm | Westgate Hotel

The Online Experience in the Offline World

Dropit provides a new convenience for shoppers: fast, consolidated delivery for brick-and-mortar purchases. Join us to learn more about this positive disruptive force in physical retail.

SPEAKER



Karin Cabili
Co-founder & CEO
Dropit Shopping Ltd
London, UK

4:00 – 5:00 pm | LVCC

P3 Pavilion – Where Public Meets Private Networking Reception

4:00 – 5:30 pm | Westgate Hotel

Retail Real Estate Finance for Non-Financial Professionals*

The ability to understand, interpret, and react to the information contained in a company or tenant's financial statements is helpful in staying ahead of the game. This workshop features financial concepts, standards, practices, and controls to ensure attendees are charting the path for growth and development as knowledgeable industry professionals. Understanding how financial information is derived and used will increase confident communication with company leadership, tenants, owners, and investors.

INSTRUCTORS



Barbara English
Principal
Minerva Group LLC
San Antonio, TX



Ken Lamy, CRX
Founder, President and CEO
The Lamy Group, LTD.
DataPoint International, LLC
New Orleans, LA

4:15 – 4:30 pm | LVCC

Annual Meeting of Members

5:30 – 7:00 pm | Wynn Hotel

Fortune Tellers Reception and Researcher Awards Ceremony

No crystal ball is required to predict fun networking at this reception and ceremony! All are welcome, especially those with an interest in industry research.

5:30 – 7:00 pm | Wynn Hotel

Diversity Reception

This annual celebration focuses on creating a more inclusive industry environment and attracts individuals from all aspects of retail real estate: national developers, title companies, retailers, law firms, and real estate investors.

The ICSC Foundation is happy to announce the continuation of its Diversity Scholarship Program and yearlong outreach to historically black colleges and universities around the country. Everyone is welcome to support the Foundation's efforts by making a tax-deductible donation towards the Diversity Initiatives Scholarship Fund at www.icscfoundation.org/donate.

5:30 – 7:30 pm | Wynn Hotel

SPREE RECon Cocktail Reception and Hall of Fame Awards Presentation

Come celebrate the best in specialty retail as we present the Hall of Fame Awards! This reception is an excellent way to network with specialty retail colleagues.

TUESDAY, MAY 23

7:00 am – 5:00 pm | LVCC, Westgate Hotel

Registration

8:00 am – 5:00 pm | LVCC

Leasing Mall/Marketplace Mall/SPREE RECon

9:00 – 10:30 am | Westgate Hotel

A Closer Look at Leasing Financials: The Numbers Behind the Deal

One of the foremost challenges for leasing professionals is to understand the long-term financial impact of their decisions. This workshop guides participants through the financial components necessary to structure a leasing deal and demonstrates how understanding these quantifiable results can directly lead to better decision-making and increased profits.

INSTRUCTOR



John L. Gerdes, CRX, CLS, CSM
EVP, Asset Management
L&B Realty Advisors, LLP
Dallas, TX

*Course eligible for Broker Continuing Education (CE) credit for some states.

9:00 – 10:30 am | Westgate Hotel

CSM Professional Certification Concentrated Exam Prep

Join us and learn about legal and lease administration; retail, short-term, and long-term leasing; and alternative revenue.

This workshop is open to all attendees. For those pursuing a Certified Shopping Center Manager credential (CSM), please be advised that the content pertains to exam domains 3, 5, 6, and 7.

INSTRUCTOR



Janell Vaughan, CRX, CSM
VP Asset Management
GGP Inc.
Wayne, NJ

10:00 – 11:00 am | Westgate Hotel

Current Trends in Food & Beverage and Its Role in New Real Estate Developments

Retail as entertainment is not new, but the role of entertainment retail—especially food & beverage, has changed. Today's consumers want to develop relationships with brands that listen and deliver a personalized, customized experience. The heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a "third place" to gather and build community.

To execute successfully on this new model where food & beverage acts as a defining "anchor," developers, architects, tenants, and landlords must embrace an immersive experiential journey. This means not only curating the experience, but operating it as well. Retail brands and property owners must understand and respond to these trends.

MODERATOR



Matthew B. Winn
Managing Partner
Win Winn Consulting
Atlanta, GA

PANELISTS



George Banks
Partner
Revel
Atlanta, GA



Mario C. Bauer
Executive Board Member
Vapiano SE
Bonn, Germany



Ryan Esko
CEO & President
Smoky Bones Bar & Fire Grill
Aventura, FL

11:00 am – 12:00 pm | Westgate Hotel

Lease Clauses: The Hidden Money Traps

Join us as this experienced panel discusses the types of lease clauses that can squeeze a landlord's cash flow or bulge a tenant's occupancy costs. The panel will identify and explain various clauses that "contain dollars below their surface" and have potential to significantly impact either party—sometimes resulting in costs amounting to multiples of one month's rent.

MODERATOR



Jeffrey H. Newman, Esq., CRX
Chairman/R.E. Dept.
Sills Cummis & Gross P.C.
Newark, NJ

PANELISTS



Michele Dodd
Director of Real Estate
Roti Modern Mediterranean
Chicago, IL



Erin Grace
Managing Director
JLL
New York, NY



Anne Mendez
Senior Vice President
Weitzman
Dallas, TX

11:00 am – 12:00 pm | Westgate Hotel

The New Power Couple

This panel discussion addresses the need for retail destinations and retailers to work together more closely in order to deliver efficient, engaged, and successful retail communities. Join us as the panelists explore the importance of communication between developers and retailers and discuss strategies and tools for building powerful and effective relationships.

MODERATOR



Michelle Buxton
Group Managing Director
Toolbox Group
Bury St Edmunds, United Kingdom

PANELISTS



Aaron Farmer
Senior Vice President
The Retail Coach
Dripping Spring, TX



Michal Swierczynski
Member of the Board
ECHO
Warsaw, Poland

11:00 am – 12:15 pm | Westgate Hotel

CLS Professional Certification Concentrated Exam Prep

This workshop is all about business: fundamentals, short-term, and long-term.

All attendees are welcome. For those pursuing a Certified Leasing Specialist credential (CLS), please be advised that the content pertains to exam domains 2, 3, and 4.

INSTRUCTOR



Andy Carlson, CRX, CSM, CLS
VP Retail Brokerage
JLL
Tampa, FL

12:30 – 2:00 pm | Westgate Hotel

Lunch and Keynote Presentation

In conjunction with CREW Network

CREW Network exists to influence the success of the commercial real estate industry by advancing the achievements of women.



Barbara Corcoran
CEO, Barbara Corcoran Inc.,
"Shark" on ABC's Emmy
Award-winning show *Shark Tank*

Barbara Corcoran's credits include straight D's in high school and college and 20 jobs by the time she turned 23. It was her next job that made her one of the most successful entrepreneurs in the country: she borrowed \$1,000 and quit her job as a waitress to start a tiny real estate company in New York City. Over the next 25 years, Corcoran parlayed that \$1,000 loan into a \$5 billion real estate business. In 2008, she was asked to be an investor on the new show *Shark Tank*, which is now in its 6th season and is the #1 show on Friday night. Corcoran is the author of the bestseller *Shark Tales: How I Turned \$1,000 into a Billion Dollar Business*. Her new syndicate, Barbara Corcoran Venture Partners, allows would-be angels to invest alongside her on AngelList.

2:30 – 3:30 pm | Westgate Hotel

The Anna Wintour Effect: Why Landlords Need to Think More Like Editors

The best landlords need to act like the best editors: make sure they always have fresh content, feature only the best ideas, and never leave a page (or in this case, a space) empty.

MODERATOR



Ross Bailey
CEO & Founder
Appear Here
New York, NY

PANELISTS



Zachary Beloff
Director of Business Development
Simon
Indianapolis, IN



Mark Kostic
Vice President, Retail
Brookfield Properties Ltd.
New York, NY

Corey Lober

Senior Leasing Manager
Howard Hughes Corporation
New York, NY

5:30 – 7:00 pm | Wynn Hotel

Retailer-Only Networking Reception

This reception is exclusively for ICSC Retailer Members. It's the perfect opportunity to talk about common industry challenges and possibilities in a pleasant and relaxed atmosphere. Come and unwind—there's no pressure to make a leasing deal.

Please note: You must be a Retailer Member to attend. Brokers representing retailers do not qualify. Separate registration required.

WEDNESDAY, MAY 24

7:00 am – 2:00 pm | LVCC

Registration

8:00 am – 2:00 pm | LVCC

Leasing Mall/Marketplace Mall/ SPREE RECon

Program information current as of April 19, 2017.

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3 WAYS TO STAND OUT IN THE CROWD



EXHIBIT | SPONSOR | ADVERTISE

RECon is a rare chance to promote your company to the world's largest audience of retail real estate professionals – over 37,000 attendees will pack the halls of the Las Vegas Convention Center. ICSC is ready to help you maximize this opportunity with several varieties of exhibition, sponsorship, and advertising packages that will immediately extend your company's reach and recognition.

LIMITED SPACE AVAILABLE

Marketplace Mall, conveniently located in the North Hall, is a high-traffic destination that hosts over 300 exhibiting companies. Exhibitors are organized in sections that fall into categories such as a Technology Showcase, Retailer Square, and the Green Zone. In addition to these special sections, Marketplace Mall is home to RECon registration, ensuring that every attendee has the opportunity to see nearby exhibits.

Sponsorship Packages provide unparalleled opportunities to put your company in front of thousands of highly engaged attendees. Deals and networking don't just happen on the show floor, they happen after hours as well. RECon's Opening Reception at XS Nightclub at Encore is an ideal venue to promote your company, boost

brand awareness, and generate new prospects. Additional favorite sponsorship opportunities include the [Marketplace Mall Continental Breakfast](#), [ICSC Foundation Annual Gala Dinner](#), [MAXI Awards](#), and [Diversity Reception](#).

New 2017 Sponsorships! We're excited to help promote your company in brand new ways. Have you ever wanted to see your brand on an Outdoor Golf Cart? Or on an Interior/Exterior Banner of the Las Vegas Convention Center? We can make that happen.

Advertising Opportunities are a seamless way to incorporate your brand into valuable RECon materials. Advertising opportunities include [RECon Program Directory](#), [RECon News](#) (RECon-centric version of *Shopping Centers Today*), [Digital Ads](#) or "You Are Here" [Booth Locators](#) throughout the Convention Center, [Shuttle Buses](#), [Badge Mailer Inserts](#), [SCT](#), [VRN](#), and [Specialty Retail Report](#).

For more information on exhibition, sponsorship, or advertising opportunities contact [Rita Malek](#) at [+1 646 728 3539](#) or [rmalek@icsc.org](#) or visit [www.icscrecon.org](#).



REGISTRATION

FEES

Full Convention

	Advance	On-Site
Member*:	\$610	\$760
Non-Member:	\$1,190	\$1,490
Student Member**:	\$50	N/A

Access to the Full Program includes Professional Development Day ■ All Conference Sessions, Professional Development Workshops, and Keynote Presentations ■ Two Lunches ■ Receptions and Awards Ceremonies ■ Access to the Leasing Mall, Marketplace Mall, and SPREE RECon.

* 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.

** Students must register in advance to obtain the student rate. No student rates will be offered on-site.

Professional Development Day: Sunday, May 21

Advance/On-Site: \$250

This fee is for the **Professional Development Day** on Sunday, including all conference and education sessions. Those with Full Convention Registration do *NOT* need to add on this fee; Professional Development Day is included in the Full Convention. Those who have a free Exhibitor, Marketplace Mall, MAXI, or SPREE RECon badge must register for this option in order to attend Professional Development Day.

Marketplace Mall and SPREE RECon

Marketplace Mall and SPREE RECon are free to attend, but badges are required to enter the show floor. Visit www.icscrecon.org to register for your badge in advance. Access to these sections is included with Full Convention registration.

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

Visit www.icsc.org/membership for more information about membership benefits.

REGISTRATION DEADLINES

APRIL 28, 2017

Last day to qualify for Advance Registration rate

MAY 20, 2017

Register on-site in Las Vegas

HOW TO REGISTER

Visit www.icscrecon.org to register online or download materials to register via mail or fax.

An ICSC-issued photo badge is required to enter the Convention Center. Attendees and exhibitors may upload their photos at www.icsc.org/myicsc.

GET MORE FOR LESS IN AN OFFICIAL HOTEL

We've worked with onPeak, RECon's official hotel vendor, to negotiate a special reduced rate at a variety of conveniently located hotels. onPeak has no booking, change, or cancellation fees, so there's no risk in securing the discounted rate before it sells out. Book your accommodations at www.onpeak.com/recon or call +1 855 992 3353.