

# RECON

THE GLOBAL RETAIL REAL ESTATE CONVENTION

program

spring2009 MAY 17-20 • LAS VEGAS, NV  ICSC

# RECon09

May 17–20 • Las Vegas, NV

## What's Next for Global Retail Real Estate...and You?

### RECon 2009 is the Place to Find Out.

**RECon** is designed to give you the tools, connections and knowledge you need to survive and even thrive in today's challenging retail real estate environment. That's exactly why 50,000 of your colleagues from all around the globe will gather in Las Vegas in May to participate in the largest retail real estate convention in the world. By making the career-enhancing decision to be there, too, you'll...

- Make new connections and strengthen your existing network.
- Check out the Trade Exposition and Green Zone for innovations to help you maintain or gain your competitive edge.
- Spend time in the Leasing Mall where developers, retailers and lenders come together to network and conduct business.
- Increase your knowledge of the most important issues and trends affecting the industry in educational and professional development sessions.
- Hear words of wisdom and gain inspiration from world-renowned speakers.
- Exchange ideas and business cards and do a year's worth of business and networking in just four days.

**What's more, it's brought to you by ICSC, the world's largest retail real estate trade and professional association, with more than 75,000 members in over 100 countries. ICSC hosts 250 meetings annually with a combined attendance that exceeds 120,000 business professionals.**



## Sunday, May 17, 2009

morning

- 9:00 – 11:00 am **CLS and CDP Exam Review Class**  
F
- 9:00 am – 1:00 pm **CSM and CMD Exam Review Class**  
F
- 9:30 – 11:00 am **First Timer's Orientation**  
F

noon

afternoon

- 1:00 – 2:30 pm **Thinking Green: Economic Global Strategy for the 21st Century**  
D  
**Guest Speaker: Forty-Fifth Vice President of the U.S. Al Gore**
- 2:30 – 4:00 pm **Global Retail Runway**  
A G
- 2:30 – 6:00 pm **Trade Exposition, Public Sector Showcase and Green Zone**
- 4:00 – 6:00 pm **Welcome Reception in Trade Exposition**  
F

evening

- 6:30 – 10:00 pm **The Night of the Stars Dinner and Gala Event**  
F

## Monday, May 18, 2009

- 8:00 am – 6:00 pm **Trade Exposition, Public Sector Showcase, Green Zone, Leasing Mall and Green Pavilion**
- 8:00 – 9:30 am **Women in Real Estate Breakfast**  
F
- 9:30 – 10:30 am **When Will Consumers Get Their Groove Back?**  
A
- 10:45 am – 12:00 noon **General Session**

12:15 – 12:45 pm **Luncheon Served**

- 12:45 – 2:00 pm **Guest Speaker: Samuel Zell**  
C
- 2:30 – 3:15 pm **Research Resources Workshop**  
A
- 2:30 – 4:00 pm **Concurrent Sessions**
- G 1. Developing Projects in China: Insiders Advice
  - A 2. Revolution of the Supermarket
  - A 3. Don't Just Stand There and Take a Beating... Where Are the Deals in the Current Economy?
  - G 4. Next Eleven – A Look at Newly Emerging Global Economies
  - G 5. Mexico's Retail Market – A Look at New Development Opportunities
  - A 6. Emerging Trends
  - G 7. The Globalization of the Industry – What Are the New Benchmarks?
  - B 8. Managing Crisis Situations in Shopping Centers
  - A 9. Letter of Intent (LOI)...Deal Maker or Breaker?
  - E 10. Cross Your T's and Dot Your I's
  - B 11. Maintaining Property Value in Today's Tough Market
- 4:15 – 4:45 pm **Annual Meeting of Members**
- 6:00 – 7:30 pm **Reception for International Delegates**  
F

## Tuesday, May 19, 2009

8:00 am – 6:00 pm **Trade Exposition, Public Sector Showcase,  
Green Zone, Leasing Mall and Green Pavilion**

8:00 – 9:15 am **Breakfast for International Delegates**  
**F**

9:15 – 10:30 am **Concurrent Sessions**

- G** 1. Global Retail Trends and Predictions
- A** 2. It's All About the Brands: The Shaping of Retail
- G** 3. An Opportunity the Size of Brazil
- C** 4. Capital Markets and the Global Shopping Center Industry
- G** 5. Trends in BRIC Markets
- D** 6. Trends and Challenges in Mixed-Use Development
- A** 7. Perfecting Tenant Mix
- G** 8. Global Design Trends in Retail Real Estate
- C** 9. Show Me the Money

11:00 am – 12:15 pm **Annual Hot Retailers Awards**  
**A**

12:30 – 1:00 pm **Luncheon Served**

1:00 – 2:15 pm **Keynote Presentation**

2:30 – 3:15 pm **Research Resources Workshop**  
**A**

3:00 – 4:30 pm **Concurrent Sessions**

- D** 1. Urban Market Strength - Retail Opportunities in Inner Cities Are Within Walking Distance
- G** 2. Focus on India – Challenges and Opportunities
- A** 3. Co-Tenancies, Are They Changing?
- F** 4. Career Trends and Critical Job Skills in the 2010s
- D** 5. Challenges to the Future of Mixed Use
- G** 6. Focus on the Persian Gulf – Among the Fastest Growing Retail Real Estate Markets in the World
- G** 7. Global Best Practices

## Wednesday, May 20, 2009

8:00 am – 5:00 pm **Trade Exposition, Public Sector Showcase,  
Green Zone, Leasing Mall and Green Pavilion**

9:30 – 11:00 am **Concurrent Sessions**

- G** 1. Focus on Vietnam – A Growing Market
- E** 2. Site Incentives, Tax Credits and Tax Strategies: Are They the Difference Between Success and Failure?
- D** 3. Social Responsibility in Global Retail
- D G** 4. The Value of Retail Real Estate in an Ever-Changing Market
- F** 5. In Mixed Company: Business Conversations and Etiquette for the Modern Day
- A** 6. Growth Opportunities for Department Stores
- A G** 7. Global Luxury Retailing
- D** 8. Sustainability: Optimizing Energy at Retail Properties
- D** 9. Green Building Construction Essentials

open till 5:00 pm **Trade Exposition,  
Public Sector Showcase,  
Green Zone, Leasing Mall  
and Green Pavilion**

### KEY:

- A** Leasing  
Retail Expansion  
Consumer Trends  
Research
- B** Property Management  
Asset Management
- C** Finance  
Real Estate Trends
- D** Urban Planning  
Mixed-Use Development  
Design, Construction & Sustainability
- E** Public/Private Partnerships
- F** Networking  
Professional Development  
Human Resources
- G** Global Practices  
Retail Opportunities



## Table of Contents

- 2** 2009 Program
- 2** Sunday, May 17
- 3** Monday, May 18
- 6** Tuesday, May 19
- 9** Wednesday, May 20
  
- 11** Exhibit/Display Opportunities
  
- 12** Registration Information
  
- 13** Membership Information

9:00 – 11:00 am & 9:00 am – 1:00 pm  
**CLS, CDP & CSM, CMD  
 Exam Review Classes**

9:30 – 11:00 am  
**First Timer's Orientation**

An informative overview of how to maximize your convention experience. Learn the ins and outs of navigating this event from those who are in the know.

CHAired BY: **John Crossman**  
*President, Crossman & Company, Orlando, FL*

1:00 – 2:30 pm  
**Thinking Green:  
 Economic Global Strategy  
 for the 21st Century**

The physical changes in our planet will eventually influence our global economy. Learn how to consider the broader environmental, social and political issues when planning economic strategy.

GUEST SPEAKER: **Al Gore**  
*Forty-Fifth Vice President of the United States, Nashville, TN*

2:30 – 4:00 pm  
**Global Retail Runway**

Discover the business and expansion plans of global retailers looking for new opportunities around the world.

CO-FACILITATORS: **Jeffrey H. Newman**  
*Chairman, Sills Cummis & Gross P.C., Newark, NJ*

**Dana Telsey**  
*COO & CRO, Telsey Advisory Group, New York, NY*

2:30 – 6:00 pm  
**Trade Exposition,  
 Public Sector Showcase  
 and Green Zone**

4:00 – 6:00 pm  
**Welcome Reception  
 in Trade Exposition**

6:30 – 10:00 pm  
**The Night of the Stars**

Please join ICSC as we present the Night of the Stars dinner and gala event starring Frank Caliendo. Gala begins with a cocktail reception providing an excellent opportunity to entertain clients and meet new contacts in the industry before the entertainment and an awards ceremony honoring the Best-of-the-Best in our industry. An additional fee is required. To register visit [www.icsc.org/2009NOS](http://www.icsc.org/2009NOS)

*Night  
 of the  
 Stars*



**Frank Caliendo**  
 Actor/Comedian



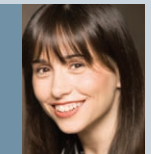
**John Crossman**



**Al Gore**



**Jeffrey H. Newman**



**Dana Telsey**

# MONDAY May 18, 2009

8:00 am – 6:00 pm

Trade Exposition, Public Sector Showcase, Green Zone, Leasing Mall and Green Pavilion

8:00 – 9:30 am

Women in Real Estate Breakfast

Held in conjunction with CREW Network

GUEST SPEAKER: **Mary Lou Fiala**

*ICSC Chairman, President & COO, Regency Centers, Jacksonville, FL*

9:30 – 10:30 am

When Will Consumers Get Their Groove Back?

Consumers are struggling with several powerful headwinds from a tough job market to falling house prices. This presentation will try to project the factors that will motivate consumers to resume spending again and the catalysts that will spur the revitalization of retail activity.

GUEST SPEAKER: **Mark Zandi, Ph.D.**

*Chief Economist and Co-Founder, Moody's Economy.com, Chester, PA*

10:45 am – 12:00 noon

General Session

12:15 – 12:45 pm

Luncheon Served

12:45 – 2:00 pm

General Session

GUEST SPEAKER: **Samuel Zell**

*Chairman, Equity Group Investments and the Tribune Company, Chicago, IL*

Sam Zell's investments span industries and continents, and include interests in media, finance, energy, transportation, communications and real estate. He serves as Chairman and Chief Executive Officer of the Tribune Company. Mr. Zell also maintains substantial interests in and is the Chairman of five public companies listed on the New York Stock Exchange.

He is a long-standing supporter of the University of Pennsylvania Wharton Real Estate Center, and has endowed the Samuel Zell/Robert Lurie Real Estate Center at Wharton.

2:30 – 3:15 pm

Research Resources Workshop

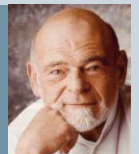
Dynamic and interactive presentation and discussion on leveraging ICSC Research's 24/7 digital resources and more.



Mary Lou Fiala



Mark Zandi



Samuel Zell

# MONDAY May 18, 2009

2:30 – 4:00 pm

## Concurrent Sessions

### 1. Developing Projects in China: Insiders Advice

This session will provide participants with the knowledge of several top Chinese advisors from the American Planning Association. APA will share the process of site identification, local government connections and the development process. The session will prepare you for the next phase of China's development and will be essential for anyone who wants to expand or enter the market.

CHAired BY: **Jeffrey Soule**, FAICP

*Director of Outreach and International Programs,  
American Planning Association, Washington, DC*

### 2. Revolution of the Supermarket

No industry in retail is more visible and meaningful to consumers on a weekly basis than the grocery industry. This sector is wrought with change given the variations in formats from the larger venues of Wal-Mart Supercenters and Super Targets; to the smaller venues such as Fresh & Easy and Trader Joe's; to the organic offerings of Whole Foods and Sprouts. Where is this industry heading?

CHAired BY: **Tom Gast**

*Principal, Gast Retail Group, Tustin, CA*

### 3. Don't Just Stand There & Take a Beating... Where Are the Deals in the Current Economy?

A presentation on landlords and retailers who are surviving and maintaining their presence in the current economy. The daily barrage of bad news affecting real estate doesn't seem to be nearing its end. Join us as a distinguished group of panelists discuss their current deals and projects and how to survive and even thrive in this challenging real estate environment.

CHAired BY: **Aaron Fleishaker**

*VP of Real Estate and Facilities, Fairway Markets, New York, NY*

### 4. Next Eleven – A Look at Newly Emerging Global Economies

The retail panorama by 2050 will look very different than the present. Those who thrive will need to adapt to new market realities and to think outside the box. Emerging economies of today will represent the biggest opportunities in the future. Nobody will be able to miss the Next Eleven countries (a term coined by Goldman Sachs) – Bangladesh, Egypt, Indonesia, Iran, Mexico, Nigeria, Pakistan, Philippines, South Korea, Turkey and Vietnam. Hear about the current challenges and how you can take advantage of this new opportunity.

### 5. Mexico's Retail Market – A Look at New Development Opportunities

Like many emerging countries, Mexico has never before enjoyed an abundance of quality retail offerings. In fact, it has been underserved for decades despite its growing population, increasing wealth and access to consumer credit. Fortunately, retailers and retail real estate developers have finally realized the need and are working to tap into this new potential.

### 6. Emerging Trends

A panel of respected trend forecasters will present a variety of concepts, themes and demographics and psychographics that are likely to affect real estate in general and retail real estate in particular.

MODERATOR: **Jonathan David Miller**

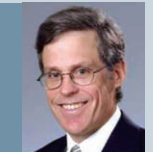
*Partner, Miller Ryan LLC, New York, NY*



**Jeffrey Soule**



**Tom Gast**



**Jonathan  
David Miller**

# MONDAY May 18, 2009

## 7. The Globalization of the Industry – What Are the New Benchmarks?

Precedent setting projects are occurring. New globalization standards are emerging as the shopping experience reinvents itself. What are the new benchmarks? What are the latest demand generators? What will the shopping center of 2020 look like?

MODERATOR: **Ian Thomas, CDP**

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

## 8. Managing Crisis Situations in Shopping Centers

Shopping centers create a complex and diverse environment where crisis events have the potential to occur any day and time. Learn how to evaluate and assess crisis events through a process of determining your operational exposure and vulnerability.

MODERATOR: **Ty L. Richmond**

*Co-President & COO, Andrews International, Valencia, CA*

## 9. Battle of the RECon Stars – Top Ten LOI Issues

Join our esteemed panel of landlord and retail representatives in a spirited debate of the Top Ten most commonly contested LOI issues. This session will provide an opportunity to hear opposing perspectives on issues such as co-tenancy, continuous operations, CAM caps and more. It's tenant vs. landlord in this battle of wits. May the best team win!

MODERATORS:

**Sabrina Meerbott**

*Senior Vice President, Continental Real Estate Co., Miami, FL*

**Elizabeth Nabholtz**

*Vice President, The Weitzman Group, Dallas, TX*

## 10. Cross Your T's and Dot Your I's

An insider's view on how to make public-private partnerships work for you. Looking for additional resources, fast track permitting, infrastructure improvements? Learn how to work with and not against the local governments that approve your retail development projects.

## 11. Maintaining Property Value in Today's Tough Market

The current economic environment poses key challenges for retailers and those who manage retail properties. This session will focus on the most critical challenges facing retail property managers today.

MODERATOR: **Mez Birdie, SCSM, CPM**

*Director of Retail Services, NAI Realvest, Maitland, FL*

4:15 – 4:45 pm

## Annual Meeting of Members

6:00 – 7:30 pm

## Reception for International Delegates



Ian Thomas



Ty L.  
Richmond



Sabrina  
Meerbott



Elizabeth  
Nabholtz



Mez Birdie

# TUESDAY May 19, 2009

8:00 am – 6:00 pm

## Trade Exposition, Public Sector Showcase, Green Zone, Leasing Mall and Green Pavilion

8:00 – 9:15 am

## Breakfast for International Delegates

9:15 – 10:30 am

## Concurrent Sessions

### 1. Global Retail Trends and Predictions

Experts discuss the top issues facing the retail real estate industry globally and provide insight on future trends.

CHAired BY: **John Crossman**

*President, Crossman & Company, Orlando, FL*

### 2. It's All About the Brands: the Shaping of Retail

In the 30 years that outlet center developers have been working with manufacturers to open and operate retail chains, a unique partnership has been formed. This collaboration between hands-on landlords and their tenants has led the manufacturers and merchandise wholesale distributors to a new channel of distribution – outlet retailing. Experts explore the truly unique nature of this sector.

MODERATOR: **Charles Devine**

*Partner, Devine, Lerner, Serwer, River Vale, NJ*

### 3. An Opportunity the Size of Brazil

Brazil is the largest economy in Latin America and has a well developed 40 year old retail real estate industry. Global players from Europe, Canada, U.S. and neighboring Latin American countries have entered the market in the last five years attracted by the size of this opportunity with over 80 million square feet of existing GLA and over 360 regional shopping malls.

### 4. Capital Markets and the Global Shopping Center Industry

The improved transparency and liquidity of the retail industry is making it a desirable investment all over the world, retail experts say. The numbers tell the tale. In 2006, investors ventured a mind-boggling \$682 billion in commercial real estate internationally, up 38 percent from 2005. Cross-border transactions accounted for 42 percent of this activity, up 34 percent over the previous year. Barriers to intercontinental investment continue to fall.

MODERATOR: **Jan Sternin, CMB**

*Senior Vice President for Commercial/Multifamily and Industry Technology, Mortgage Bankers Association, Washington, DC*

### 5. Trends in BRIC Markets

BRIC is a term used in economics to refer to the combination of Brazil, Russia, India and China as rising economic superpowers. BRIC countries are rapidly developing as major players in the global real estate arena. Come and see how both global and local players are cracking the code in these markets.

### 6. Trends and Challenges in Mixed-Use Development

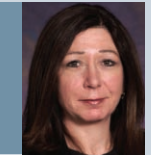
This session will address four major types of mixed-use projects: urban infill; suburban town centers/main street projects; master planned communities; and specialized: resort destination, such as universities with a focus on issues common to each.

MODERATOR: **Lee Wagman**

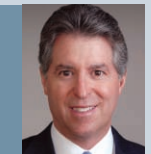
*ICSC Past Trustee, President, The Martin Group, Santa Monica, CA*



**John Crossman**



**Jan Sternin**



**Lee Wagman**

# TUESDAY May 19, 2009

## 7. Perfecting Tenant Mix

Tenant mix at times is a balancing act between the tenant and landlord and the interplay between the two. Experts deliver their advice on how to foster a win-win environment.

## 8. Global Architecture Design Trends in Shopping Centers

Good design is vital in attracting customers to shopping centers. Shoppers prefer to visit well designed and attractive retail facilities. This session will showcase the latest innovations and future trends in the industry around the world.

CHAired BY: **Ronald Altoon, CDP, FAIA**

*Principal, Altoon + Porter Architects, Los Angeles, CA*

## 9. Where's the Money?

Given the challenges of today's economic climate, where will investment capital come from and at what cost? Experts will discuss the state of the global financial markets and what it means to your business.

CHAired BY: **Leslie Lundin**

*President, Lundin Capital, Walnut Creek, CA*

11:00 am – 12:15 pm

## Annual Hot Retailers Awards

Come meet the winners of the 2009 Hot Retailers Awards, selected through a survey of ICSC's members around the world. The awards honor those retailers with imagination and creativity.

GUEST HOST: **Carson Kressley**

*Actor/Fashion Designer, Host, How to Look Good Naked, New York, NY*

12:30 – 1:00 pm

## Luncheon Served

1:00 – 2:15 pm

## Keynote Presentation

2:30 – 3:15 pm

## Research Resources Workshop

A dynamic and interactive presentation and discussion on leveraging ICSC Research's 24/7 digital resources and more.

3:00 – 4:30 pm

## Concurrent Sessions

### 1. Urban Market Strength – Retail Opportunities in Inner Cities Are Within Walking Distance

Retailers discuss exiting commuter lanes and opening stores where the people are: the inner cities.

CHAired BY: **Keith Sellars**

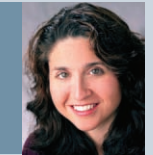
*REAP Graduate, Senior Vice President, Development and Retail, Washington, DC Economic Partnership, Washington, DC*

### 2. Focus on India – Challenges and Opportunities

India's real estate market is growing at a rapid pace as a result of continued economic growth, favorable demographic changes, lower interest rates and sustained demand from consumers and investors. Learn more about the attractive retail development opportunity.



Ronald Altoon



Leslie Lundin



Carson Kressley



Keith Sellars

### 3. Co-Tenancies, Are They Changing?

Retailers with similar customer appeal are looking to minimize risk and guarantee success by clustering together in shopping centers. Landlords want to see them succeed as well, but at what cost? Join a lively discussion with retailers and landlords about the changes that are taking place with regard to co-tenancies. How will they change? What flexibility is needed by landlords and tenants? These and other questions will be discussed.

MODERATOR: **Raymond Brunt**

*Owner/Partner, Stanbery Development, LLC, Columbus, OH*

### 4. Career Trends and Critical Job Skills for the 2010s

Commercial real estate is a dynamic industry that provides enormous career potential for the right candidate. Find out which careers in commercial real estate are projected to be on the rise in the coming years and those areas headed for a decline. What are the critical skills that will be necessary to succeed in these jobs, and how do you identify and recruit not only the top talent but the right talent?

MODERATOR: **Jane Snoddy Smith**

*Partner, Fulbright & Jaworski, Austin, TX*

### 5. Challenges to the Future of Mixed Use

With the emerging changes in the development market, the days of suburban expansion may be behind us. How do we address the new challenges with competing uses on the same site? The panel will discuss the outlook for mixed-use development as well as the evolving factors that may shape future projects.

MODERATOR: **Brad Schnepf**

*President, Marnell Properties, Las Vegas, NV*

### 6. Focus on the Persian Gulf – Among the Fastest Growing Retail Real Estate Markets in the World

The Gulf Cooperation Council's (GCC) retail real estate market is among the fastest growing in the world with more than 165 million square feet of new GLA expected to be completed by 2010. How long will this bonanza fueled by oil consumption continue to last? Developers have to be cautious. Key industry leaders from this thriving region of the world will share their formulas for success.

### 7. Global Best Practices

Learn how shopping center owners from around the world operate, market, manage and lease their shopping centers to increase income and long-term value for their stakeholders in these challenging economic times.

CHAIRMAN BY: **Ian Watt**

*ICSC Trustee, Innovator in Chief, Retail Xpressions, Cape Town, South Africa*

### 8. Site Incentives, Tax Credits and Tax Strategies: Are They the Difference Between Success and Failure?

A panel of experts will discuss the impact that proper planning and execution of site incentives and tax strategies can have on small, medium and large projects.

MODERATOR: **John Halberda**

*Senior Vice President of Sales and Marketing, Tax Credit Management (TCM), Charleston, SC*



**Raymond Brunt**



**Jane Snoddy Smith**



**Brad Schnepf**



**Ian Watt**



**John Halberda**

# WEDNESDAY May 20, 2009

8:00 am – 5:00 pm

## Trade Exposition, Public Sector Showcase, Green Zone, Leasing Mall and Green Pavilion

9:30 – 11:00 am

## Concurrent Sessions

### 1. Focus on Vietnam – A Growing Market

Vietnam is a promising and untapped market and is considered among the world's most-attractive emerging retail markets. Yet relatively few foreign retailers have been able to enter because of restrictions that require the involvement of local partners in most cases. Hear about this unique opportunity.

### 2. Social Responsibility in Global Retail

Corporate social responsibility is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment. Learn how shopping center developers and retailers benefit in multiple ways by operating with a broader perspective than a narrow focus on their own short-term profits.

MODERATOR: **Marcelo Carvalho, CSM, CMD**  
*ICSC Trustee, Chairman, ANCAR, Rio de Janeiro, Brazil*

### 3. The Value of Retail Real Estate in an Ever-Changing Market

This session will focus on the fundamentals of retail real estate valuation and investment by focusing on the many factors that influence value, capitalization rates and investment returns. Through case studies of recent transactions, learn where values and cap rates are headed and what factors are most important to watch.

MODERATOR: **Reza Etedali**  
*CEO & Founder, REZA Investment Group, Irvine, CA*

### 4. In Mixed Company: Business Conversations and Etiquette for the Modern Day Workplace

As the commercial real estate industry continues its push for diversity, the modern day workplace rules of engagement have become more complex as we accommodate gender and cultural differences. From the words we use to the clothing we wear and the seemingly innocuous gestures we perform, there can inevitably be varying consequences, reactions and misinterpretations. This session will provide tips and strategies for navigating this mine field of political correctness.

MODERATOR: **Gail S. Ayers, Ph.D.**  
*Chief Executive Officer/President, CREW Network, Lawrence, KS*



**Marcelo Carvalho**



**Reza Etedali**



**Gail S. Ayers**

# WEDNESDAY May 20, 2009

## 5. Growth Opportunities for Department Stores

Department stores are evolving into a unique and challenging retail business model. Where are the growth opportunities for department stores? How have some companies successfully re-positioned their stores to attract new customers and brands? What are the successful strategies to be developed in changing markets? This session will help you identify the latest shifts and emerging trends.

## 6. Global Luxury Retailing

The luxury product market accounts for around \$220 billion in retail sales worldwide. With global demand for luxury goods increasing, brand owners are focusing on developing growth strategies that avoid the risk of undermining or commoditizing their brand. Where are the growth opportunities in both mature and emerging markets?

## 7. Sustainability: Optimizing Energy at Retail Properties

Strategic energy planning is one of the most critical issues facing landlords and retailers today. Lowering energy costs in today's fixed-CAM era marked by soaring energy prices also responds to a public outcry for lessening heat-trapping greenhouse gas emissions into our atmosphere. Hear about choices available for using wind power, solar power, thermal power and other renewables to supplement your energy needs.

MODERATOR: **Jeffrey M. Bedell**, LEED, AP, CEM, CEP  
*Vice President, Sustainability, Macerich, Santa Monica, CA*

## 8. Green Building Construction Essentials

Whether you are planning core-and-shell development of new space or planning a build-to-suit of a big-box store, there are key components to building to LEED standards from the moment ground is broken until the finishing touches are done on the building. Retrofits require even greater care. Learn what to do and what not to do as well as how to document every step.

CHAIRER BY:

**Michael Greeby, E.I., CDP**

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

**Dale E. Scott, CDP**

*Senior Executive Vice President, SIKON Construction Corp., Deerfield Beach, FL*



**Jeffrey M. Bedell**



**Michael Greeby**



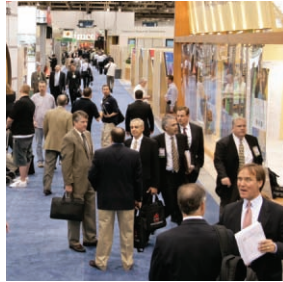
**Dale E. Scott**

## 2009 Spouse Program

A special program has been created for spouses and companions of RECon attendees. The program offers a wide variety of activities including a trip to the Springs Preserve, Wine & Cheese Tasting, Gambling 101, as well as admittance to all sessions, meal functions, Leasing Mall and Trade Exposition.

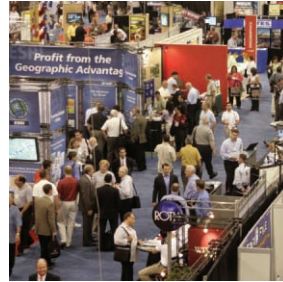
Visit [www.icsc.org/2009sc](http://www.icsc.org/2009sc) for more information.

Whatever business you're in, RECon has five unique opportunities to promote your project, retail concept, product or service to 50,000 decision-makers and industry leaders.



## Leasing Mall

**Come visit our mall.**  
This extraordinary deal making opportunity features 1,300+ of the world's leading developers, retailers, brokers and financial institutions who come together once a year to meet, greet and conduct business. Encompassing over 1.5 million square feet (140,000 square meters) of exhibit space, it is estimated that over 25% of the industry's transactions occur over this three day event. For information on exhibiting contact Phyllis Peterson at [ppeterson@icsc.org](mailto:ppeterson@icsc.org) or +1 646 728 3633.



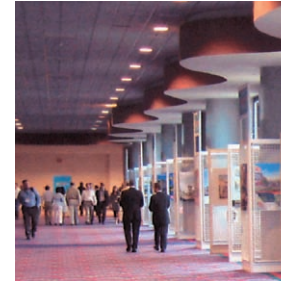
## Trade Exposition

**Come shop our expo.**  
Discover the industry's latest and most innovative products and services at the world's largest retail real estate trade exposition. A one-stop shopping opportunity, the Trade Exposition features over 700 exhibit stands occupying 240,000 square feet (22,300 square meters). For information on exhibiting in the Trade Exposition contact Doug Lugo at [dlugo@icsc.org](mailto:dlugo@icsc.org) or +1 646 728 3847.



## Green Zone

**Go Green as ICSC's Trade Exposition shines a spotlight on sustainability.**  
More than 150 exhibit stands are on display showcasing how the industry has embraced what is now more than a growing trend. The Green Zone is centrally located in the Trade Exposition. For information on exhibiting in the Green Zone contact Doug Lugo at [dlugo@icsc.org](mailto:dlugo@icsc.org) or +1 646 728 3847.



## Design Trends

**Tomorrow's look today.**  
The Design Trends Exhibit provides a visual showcase for international shopping center owners, developers, architects and designers to display their cutting edge concepts. Over 400 innovative and highly profiled designs are featured in high traffic areas throughout the convention center. To showcase your look contact Greg Jira at [gjira@icsc.org](mailto:gjira@icsc.org) or +1 646 728 3632.



## Public Sector Showcase

**Your city on parade.**  
The Public Sector Showcase provides local and regional economic development agencies an opportunity to promote themselves in a gallery type setting. From downtowns to market squares, learn how cities have transformed by creating new and exciting retail concepts. For information on participating contact Liz McKinney at [lmckinney@icsc.org](mailto:lmckinney@icsc.org) or +1 646 728 3631.

# REcon Registration Information

Become a member and save on the registration fee. See the following page for more information.

## Registration

	ADVANCE	ON-SITE
ICSC Member*	\$397	\$525
Non-Member	\$840	\$995
Spouse Program	\$397	\$525
Student Member**	\$ 50	\$ 50

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

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

### Convention Registration Fee Includes:

Access to the full Convention Program, two lunches, admission to the Leasing Mall and Trade Exposition.

### Spouse Program Registration Fee Includes:

Admission to all Spouse Program activities, access to the full Convention Program, two lunches, admission to the Leasing Mall and Trade Exposition.

### Dress Code:

Business or business casual attire is appropriate.

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the convention. To submit a photo, visit [www.icsc.org/photo\\_instr.html](http://www.icsc.org/photo_instr.html)

## Registration Deadlines

Register and submit a photo by March 31, 2009 to receive your badge in the mail. **No badges will be mailed without a photo.** Registrants who pay the member rate must be a member in good standing on March 31 to retain that rate and receive a badge in the mail. All Convention and Spouse Program badges will be mailed at the end of April with instructions.

### March 31, 2009

Register and submit a photo by deadline to receive your convention badge in the mail and to be listed in the Advance Registrants Directory.

### April 30, 2009

Deadline to pre-register before arriving in Las Vegas. Advance registrations will not be accepted after this date.

### May 16, 2009

Registrations will be accepted on-site in Las Vegas.

## How To Register

For complete registration, exhibitor, travel and hotel information and forms, visit [www.icsc.org](http://www.icsc.org).

There are three ways to register:

**Online:** [www.icsc.org](http://www.icsc.org)

**Fax:** +1 732 694 1800

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

## Cancellations/Transfers

If you are unable to attend RECon, you may transfer your registration to a colleague (member to non-member transfer requires higher registration fee be paid). All transfers will be subject to a \$25 fee and the deadline is **March 31, 2009**. You may cancel your registration up to **March 31, 2009** and receive a refund. All cancellations will be subject to a \$25 fee and must be received by ICSC in writing. No refunds will be issued after March 31. Once your registration is cancelled, remember to contact DePrez Travel to cancel your room reservations in writing by email to [icsctravel@depreztravel.com](mailto:icsctravel@depreztravel.com).

## Hotel and Travel Information

To book your RECon hotel at the special discounted ICSC rates, please go to [www.icsc.org](http://www.icsc.org) and click on RECon, and then the link for Hotel and Travel. Here you will also find complete hotel listings and descriptions, ICSC discounted rates, suite booking instructions and general booking information. Also on the site, ICSC's official travel agency, DePrez Travel Bureau, Inc., offers online discounted airline tickets and car rentals. One stop shopping!

## On-Site Registration Hours Las Vegas Convention Center

**Saturday, May 16, 2009** 10:00 am – 5:00 pm  
**Sunday, May 17, 2009** 8:00 am – 7:00 pm  
**Monday, May 18, 2009** 6:30 am – 6:00 pm  
**Tuesday, May 19, 2009** 7:00 am – 6:00 pm  
**Wednesday, May 20, 2009** 8:00 am – 5:00 pm

## Transportation

During RECon, take advantage of the convenient and frequent shuttle bus service between all Official Convention Hotels and the Las Vegas Convention Center. A complete bus schedule will be included in the RECon kit you receive on-site.

For complete program, registration, travel and hotel information and forms, visit [www.icsc.org](http://www.icsc.org)

# ICSC Membership Information

Not an ICSC member yet? Join now and save on RECon registration fee.

Founded in 1957, ICSC is the world's largest retail real estate trade and professional association with 75,000 members in over 100 countries. ICSC provides today's professionals with a multitude of resources and services, including networking opportunities, industry research, educational enrichment, advocacy and much more.

Become a member today and take advantage of the **Discounted Member** registration fee.

ICSC membership provides a variety of other benefits throughout the year including:

- Networking opportunities at over 250 local, national and global events at the discounted member fee.
- Access to ICSC's online membership directory with contact information for 75,000 professionals doing business around the world.
- A wealth of global industry research available to you 24/7.
- A variety of educational courses on every facet of the industry that, for relatively little cost, will pay big dividends to you and your company.
- Complimentary subscription to ICSC's *Shopping Centers Today* trade magazine, recognized as the source of industry news.
- A full line of books, reports and newsletters available at a substantial discount.

For questions on becoming an ICSC member or attending RECon, visit [www.icsc.org](http://www.icsc.org) or call one of the ICSC offices listed at right.

## ICSC North America

1221 Avenue of the Americas  
New York, NY 10020 USA

**Tel:** +1 646 728 3800

**Fax:** +1 732 694 1755

**Email:** [icsc@icsc.org](mailto:icsc@icsc.org)

## ICSC Asia-Pacific

138 Cecil Street, Cecil Court #08-02  
Singapore 069538

**Tel:** +65 6532 3722

**Fax:** +65 6532 7355

**Email:** [info@icsc.org.sg](mailto:info@icsc.org.sg)

## ICSC Canada

120 Eglinton Avenue East  
Suite 500

Toronto, Ontario M4P 1E2 Canada

**Tel:** +1 416 486 4511

**Fax:** +1 416 486 3280

**Email:** [rglass@icsc.org](mailto:rglass@icsc.org)

## ICSC China

1201 China Resources Building  
8 Jianguomenbei Avenue  
Beijing 100005

People's Republic of China

**Tel:** +86 10 5811 1805

**Fax:** +86 10 5811 1999

**Email:** [sxu@icsc.org](mailto:sxu@icsc.org)

## ICSC Europe

29 Queen Anne's Gate  
London SW1H 9BU

United Kingdom

**Tel:** +44 20 7976 3100

**Fax:** +44 20 7976 3101

**Email:** [info.europe@icsc.org](mailto:info.europe@icsc.org)

## ICSC Latin America

Insurgentes Sur No. 682 Desp. 405-406  
Col. Del Valle

CP. 03100

Mexico, D.F., Mexico

**Tel:** +52 55 5523 1573

**Fax:** +52 55 5536 7673

**Email:** [icsc.latinamerica@icsc.org](mailto:icsc.latinamerica@icsc.org)