

negotiate. collaborate. innovate.

Fusion



ICSC Management, Marketing and Specialty Leasing Conference • Hollywood, CA • March 29-31, 2011

Dear ICSC Member:

This is an industry in constant transition. As such, the skills required to be successful are also ever evolving. Join your fellow ICSC members for an instructive three days at the 2011 Fusion Conference in Hollywood, California.

Conference attendees should expect to return to work fully armed with the most current and critical thinking on relevant issues in shopping center management, marketing and specialty retail; and you'll gain confidence in your ability to have a positive impact on your organization.

We have identified three critical themes this year: Negotiate, Collaborate and Innovate.

**Negotiate:** In improving but still uncertain economic times, the balance of power does not lean in one direction. Learn the techniques to offer an advantage to your organization.

**Collaborate:** No one company, and no one individual, has the market cornered on good ideas. Learn how to learn from each other.

**Innovate:** True innovation is only meaningful if put to use. Learn not only how to develop creative ideas, but learn how to act upon them.

Register today for the 2011 Fusion Conference to be held March 29-31 in Hollywood, California. With over 15 educational programs and break-out sessions, every attendee will return to their respective organization better equipped to overcome today's challenges.

Specific events during Fusion include:

- Enjoy the Welcome Reception at Americana at Brand and make new friends
- Meet up at our Orientation Breakfast
- Take away the latest trends and best practices provided by a distinguished array of speakers
- Attend a panel of our industry's Chief Executive Officers, as they predict the future of retail real estate
- Find out what the hot retailers are planning at our new Retailer Runway- **NEW!**
- Attend the Breakfast Roundtables: two rounds, 40 different roundtable sessions to choose from
- Visit the newly renovated Santa Monica Place, among other shopping centers to be visited
- Hear from the panel, Innovative Strategies from Around the World
- Enjoy a festive optional dinner with your peers at the new Rolling Stone Restaurant after the MAXI Awards

As usual, Fusion culminates in the MAXI Awards ceremony, celebrating and recognizing excellence in shopping center marketing.

And finally, a special note of thanks goes to the program committee, who give of their time and expertise to coordinate one of the most enlightening and elaborate ICSC events of the year. Their names and companies are posted on the ICSC Fusion Conference web site.

See you in Hollywood.

Sincerely,

**Michael Brielmann**

2011 ICSC Fusion Conference Co-Chair  
Partner  
Solar Giant  
Locust Valley, NY

**John S. Kokinchak, SCSM, SCLS**

2011 ICSC Fusion Conference Co-Chair  
Senior Executive Vice President, Property Management  
Developers Diversified Realty  
Beachwood, OH