



**General Information for Participants**

**HEADQUARTERS LOCATION ON CAMPUS**

The address and telephone number of the ICSC office is as follows:

Houston Hall  
3417 Spruce Street (34<sup>th</sup> and Spruce Sts.)  
Philadelphia, PA 19104  
+ 1 215 573 0881

The following is **general information** to help you plan your trip to this meeting:



**REGISTRATION HOURS**

You may pick up your check-in materials at the ICSC Registration Desk located in the Reading Room in Houston Hall during the following dates and times:

**Sunday, March 4 3:00 pm – 5:00 pm**  
**Monday, March 5 7:00 am – 5:00 pm**  
**Tuesday, March 6 7:00 am – 5:00 pm**  
**Wednesday, March 7 7:00 am – 1:30 pm**

University participants who are pre-registered will be able to make a single stop at the ICSC Registration Desk, where Program Directories, student portfolios, badges, meal tickets, admission tickets, badge holders and ribbons can be picked up.

If you have any questions or concerns after you have picked up your registration materials in Houston Hall, please come back to the ICSC Registration Desk, and one of the ICSC staff will be happy to assist you.

**WALKING TO PERELMAN QUADRANGLE AND THE HEADQUARTERS OF THE UNIVERSITY OF SHOPPING CENTERS**

The walk from the Sheraton University City Hotel is approximately 5 minutes. There will be signs in the Lobby of the Sheraton University City Hotel, and along the route, in the street, to help direct you.

**HOW TO WALK TO THE PERELMAN QUADRANGLE FROM THE SHERATON UNIVERSITY CITY HOTEL (MAIN UNIVERSITY HEADQUARTERS HOTEL)**

Leave the hotel main entrance on Chestnut Street, turn right after exiting the doors, and turn left onto 36<sup>th</sup> Street. Take 36<sup>th</sup> Street two blocks to Walnut Street. At 36<sup>th</sup> and Walnut Streets, continue onto the 36<sup>th</sup> Street Pedestrian Walk. At the large brick-paved walkway crossing the 36<sup>th</sup> Street Pedestrian Walk, turn left onto Locust Walk. On your right will be a large green-tinted stone building. This is College Hall. Turn right, and you will head down into Wynn Common, the center of Perelman Quadrangle. There will be outdoor street banners saying “University of Shopping Centers” by the front doors of Houston Hall. The walk from the Sheraton University City to Houston Hall is about five minutes.

**HOW TO WALK TO THE PERELMAN QUADRANGLE FROM SPRUCE STREET**

The Perelman Quadrangle is located between 34<sup>th</sup> and 36<sup>th</sup> St. and Spruce Streets. The Hospital of the University of Pennsylvania is directly across the street. At 34<sup>th</sup> St. you are facing Irvine Auditorium. Between 34<sup>th</sup> and 36<sup>th</sup> you will see the stone steps on your right, which will lead you to the Houston Hall and the Perelman Quadrangle.

**A MAP OF THE HOTEL AND THE PERELMAN QUADRANGLE**

A map of the area, showing the Sheraton University City Hotel and the Perelman Quadrangle on the campus of the University of Pennsylvania is on the University of Shopping Centers web site [www.icsc.org/2012UV](http://www.icsc.org/2012UV) under the link [Campus Map](#).

**CLASS LOCATIONS**

The classes will meet within the Perelman Quadrangle: The buildings used this year include Houston Hall, where you will find ICSC’s Registration and Welcome Center, (where breakfast and lunch will also be served); Claudia Cohen Hall; and Irvine Auditorium. Claudia Cohen Hall (formerly known as Logan Hall) is the building to the left of Houston Hall. Irvine Auditorium is the brick building with the red steeple to the right of Houston Hall.

Please check the Program Directory that you will receive at Registration for the name and location of the meeting room for each class you have registered for. To find the location of each building, a campus map is found inside the Program Directory.

**FACULTY MEMBERS**

The faculty are fellow professionals with extensive experience in the industry. They are volunteering their time and effort to share their knowledge with you. The courses are taught in an interactive, non-lecture style to allow you to ask questions and share your thoughts, ideas and experiences during the class presentations with your peers. Faculty biographies may be found online as a Quick Link from [www.icsc.org/2012UV](http://www.icsc.org/2012UV)

**EVALUATIONS**

A class evaluation form will be found in the back of each classroom, packed along with the course materials. It is very important to the ICSC Education Department and to the faculty that you take the time to complete the form. Please complete a form after each class you attend. Return it to either the instructor or to an ICSC staff member standing nearby.

An online overall University of Shopping Centers evaluation form was placed in your padfolio, which you will have picked up at Registration. Please return the overall University evaluation before you leave the meeting and give this to any ICSC staff member, or to any one of the instructors. Please candidly share your thoughts with ICSC about the entire University experience and tell us how we can improve this program in the future.

**CAR RENTAL**



Having a car while attending this meeting is NOT NECESSARY. The campus is on the edge of the downtown of a large city with easy access to buses, subways and trolleys. However, should you require a car, we have secured special negotiated discounted rate car rentals. Please call DePrez Travel Bureau at 1-888-ICSC TVL (427-2885) ext. 417 from 8:00 AM – 5:30 PM EST for more information.

**PARKING FOR PARTICIPANTS OF THE UNIVERSITY OF SHOPPING CENTERS**

Public parking is available at the University and a short walk from the Perelman Quadrangle. Use the lot #30 at 38<sup>th</sup> Street and Walnut. After you park there, exit the lots onto Walnut Street, turn left and continue down Walnut to 36<sup>th</sup> Street, about ½ block. At 36<sup>th</sup> and Walnut Streets, turn right (south) onto the 36<sup>th</sup> Street Pedestrian Walk. At the large brick-paved walkway crossing the 36<sup>th</sup> Street Pedestrian Walk, turn left onto Locust Walk. On your right will be a large green-tinted stone building. This is College Hall. Turn right, and you will head down into to Wynn Common, the center of Perelman Quadrangle.



**WEATHER**

	Average Daily High	Average Daily Low
March	51° F	35° F

## **ATTIRE**

Normal business attire or business casual is considered appropriate. The classrooms have a tendency to be cool, so it is advisable to please bring a sweater or jacket with you to class. There will be a coat rack in each building.



## **CANCELLATIONS**

No refunds will be given for cancellations received after this point. We will be happy to transfer your registration to another person in your organization who wishes to attend the University, however.

## **HOW TO GET TO THE UNIVERSITY FROM THE PHILADELPHIA AIRPORT**

The Philadelphia International Airport is located in the Southwest section of the city, approximately 20 minutes from the University of Pennsylvania campus. Visitors driving from the airport should take I-95 North to the I-676/Center City Philadelphia exit, which is approximately seven miles North of the airport. Follow I-676 West (the Vine Street Expressway) until I-76 East (the Schuylkill Expressway). Follow I-76 East to Exit 346-A (old exit number 40) -- South Street (a left-lane exit). Turn right onto South Street to enter campus.

## **HOW TO DRIVE FROM NEW YORK CITY AND NEW JERSEY TO CAMPUS**

### **From the Northeast via the New Jersey Turnpike South**

Use Exit 4. Bear right out of the toll following signs to Philadelphia and Ben Franklin Bridge. After crossing the bridge take I-676 West, to I-76 East, the Schuylkill Expressway. Follow I-76 East to Exit 346-A (old exit number 40) -- South Street (a left-lane exit). Turn right onto South Street to enter campus.

### **From the North via I-95 South**

Use the I-676/Center City Philadelphia Exit. Follow signs to I-676 West, the Vine Street Expressway. Take I-676 West until I-76 East, the Schuylkill Expressway. Follow I-76 East until Exit 346-A (old exit number 40) -- South Street (a left-lane exit). Turn right onto South Street to enter campus.

## **HOW TO DRIVE FROM WASHINGTON DC, MARYLAND AND DELAWARE TO CAMPUS**

### **From the South via I-95 North**

Use the I-676/Center City Philadelphia Exit which is approximately 7 miles north of the airport. Follow I-676 West, the Vine Street Expressway, until I-76 East, the Schuylkill Expressway. Follow I-76 East until Exit 346-A (old exit number 40) -- South Street (a left-lane exit). Turn right onto South Street to enter campus.

## **AIRPORT CAB SERVICE**

Philadelphia Airport is approximately a 20-30 minute taxi ride from the campus and will cost you about \$35 (excluding tip).

## **TRAIN SERVICE TO THE 30<sup>th</sup> STREET TRAIN STATION & UNIVERSITY CITY STATION**

Convenient train service from the airport to 30th Street Station is available through SEPTA's Airport Express Train which leaves every half-hour. The fare is \$5.00 (subject to change), and the trip takes approximately twenty-five minutes. The University City Station is about a five-minute walk west on Spruce Street to the campus.

## **30<sup>th</sup> STREET STATION CAB SERVICE**

A taxi from the 30<sup>th</sup> Street Railroad Station is a five-minute ride to the campus and will cost you about \$7.00 (excluding tip).

## **TAXIS**

Access to taxis is a short walk away, from either the Sheraton University City Hotel or from the Hilton Inn at Penn Hotel. Taxis are also available around 34<sup>th</sup> and Spruce Streets. Taxi fare to downtown Philadelphia should not exceed \$12 each way.

**ADMISSION TICKETS**

No one will be admitted to a class without presenting his or her admission ticket to the room monitor for that class.

**MEAL TICKETS**

Meal tickets will be collected upon entering all meal functions.

**COURSE MATERIAL PICK-UP**

Course outlines, session evaluation forms, class rosters, the appropriate ICSC textbooks, and any instructor handouts can be picked up from the back of your classroom.

**DIETARY REQUIREMENTS**

If you have special dietary requirements, such as kosher, vegetarian, etc. please e-mail Tiffany Foxworth at [tfoxworth@icsc.org](mailto:tfoxworth@icsc.org) TODAY to assure that your special meal request has been ordered. When you arrive at the meal facility for lunch each day, please let one of the staff know where you are seated and what was the nature of the special order.

**BEVERAGE BREAKS**

We will provide beverage breaks daily. In the morning, from 10:15- 10:30 am; in the afternoon, from 3:15 - 3:30 pm.

**LOCATIONS FOR MID-MORNING AND MID-AFTERNOON BREAKS**

<b>Classroom Location</b>	<b>Break Location</b>
Houston Hall	Houston Lobby
Claudia Cohen Hall	Schneiderman Lobby
Irvine Auditorium	Irvine Auditorium Lobby

**CHARLES GROSSMAN LECTURE, FOLLOWED BY A WINE AND CHEESE RECEPTION**

The Annual Charles Grossman Lecture Series will be held on **Monday, March 5, from 5:15 – 6:00 pm**. The guest speaker will be Steven J. Furnary, Chairman and Chief Executive Officer, Clarion Partners, Mr. Furnary will be speaking on the following topic: *What will be Driving Global Real Estate Down the Road – Fundamentals or Capital?* It will be followed by a discussion on the opportunities for professionals, investors and students.

Following the Lecture, there will be a Wine and Cheese Reception on Monday, March 5th, from 6:00 - 6:45 pm. All University participants are invited to the Reception. It will be held in the Hall of Flags Room, Houston Hall, Ground Floor. Please wear your University of Shopping Centers badge to the Grossman Lecture. University of Shopping Centers attendees may attend the lecture for free. Non-University attendees are paying a fee to attend. Seating at the Lecture is on a first-come, first-served basis, so we suggest you arrive earlier than 5:15 to get a close-in seat. Pre-registration to this event is not necessary.

**OPTIONAL SHOPPING CENTER EDUCATIONAL TOUR OF CHERRY HILL MALL FOR UNIVERSITY ATTENDEES**

Free transportation is provided for participants of a bus tour of Cherry Hill Mall the evening of **Tuesday, March 6**. Buses will load from the corner of 34<sup>th</sup> and Spruce Streets at 5:15 pm, following the conclusion of your Tuesday University afternoon class. Please meet up in the Lobby of Houston Hall at 5:00 pm and we will walk as a group to the bus, parked at 34<sup>th</sup> and Spruce Streets. Cherry Hill Mall is an iconic mall that in recent years has undergone a multi-million dollar renovation. The tour will go behind-the-scenes and give you a real good perspective of the thinking behind the renovation. We'll preview the tour at 1:40 pm at the conclusion of lunch on Tuesday, March 6.

The ride is about 35 minutes. The buses will be leaving Cherry Hill Mall to return to the Sheraton University City hotel promptly at 8:00 pm. If you have signed up for the bus tour and would like to go, or even if you haven't signed up yet for the tour, we'll have a sign-up sheet at the Registration area at Houston

Hall for you to confirm your intention to be on the tour by no later than the close of lunch on Monday, March 5 to assure a seat on the bus, as seating is limited. Attendance at the shopping center tour is optional. We thank the sponsor of the tour, Pennsylvania Real Estate Investment Trust (PREIT) for hosting this tour.

**CERTIFICATION BREAKFAST MIXER AND INFO SESSION (CSM, CMD, CLS, CDP)**

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? The mixer and info session is an ideal way to better understand the prerequisites, the process for an application, how to prepare, and what the actual certification exam is like. You'll hear from industry leaders about what certification has meant to them, personally and professionally. The Certification Breakfast Mixer and Info Session is on **Tuesday, March 6, from 7:30 – 8:30 am**. Space is limited. RSVP online at [www.icsc.org/2012MIX1](http://www.icsc.org/2012MIX1)

**YOUR CHOICE OF 18 BREAKFAST ROUNDTABLES**

Breakfast Roundtables on **Tuesday, March 6 from 7:45 - 8:30 am** to allow you to network with members of ICSC. You will be able to select the roundtable topic of your choice. No pre-registration for the roundtables is necessary. The list of roundtables appears in the Program Directory as well as a sheet inside the portfolio you'll receive at Registration in Philadelphia. Participation is limited to 10 in each group. There will also be a sign posted outside the Hall of Flags meeting room to indicate where the table numbers and topics are located.

**SIGs (SPECIAL INDUSTRY GROUPS) BREAKFAST AND TOWN HALL MEETING**

Special Industry Groups were created by ICSC to give members with similar interests and of like disciplines the opportunity to exchange insight and ideas, and to keep informed about current developments in their industry. Now for the first time we are introducing a BRAND NEW SIGs format on **Wednesday, March 7, from 8:00 – 8:45 am**, which is to combine the disciplines of various SIGs to create an interactive and participatory Town Hall Meeting SIG.

In this lively open forum discussion, you will participate with colleagues and industry professionals to exchange ideas, information and best practices. You will share common interests. Discussion will focus on topics related to Leasing, Retail, Management, Operations and Career advancement. This mega-SIG is also an excellent chance for you to become part of a global network while expanding your professional network. There is no separate fee to attend this event if you are registered for the University of Shopping Centers. You do not have to sign up in advance to attend this SIG session, just come to the Hall of Flags Room on Wednesday.

**BREAKFASTS AND LUNCHEONS**

<b>Continental Breakfast (for those attending Monday morning classes)</b>	<b>Monday, March 5</b>	<b>Served from 7:30 – 8:45 am Welcome Presentation by Joseph Gyourko, Martin Bucksbaum Professor of Real Estate and Business &amp; Public Policy, and Director, Zell/Lurie Real Estate Center and Chair, Real Estate Department, The Wharton School of the University of Pennsylvania at 8:15 am.</b>	<b>Houston Hall – Hall of Flags</b>
<b>Luncheon (for those attending Monday afternoon classes)</b>	<b>Monday, March 5</b>	<b>Served from 12:00 noon – 12:30pm A presentation follows lunch by David B. Henry, ICSC Chairman, and President and Chief Executive Officer, Kimco Realty Corporation</b>	<b>Houston Hall – Hall of Flags</b>

Continental Breakfast and your choice of Breakfast Roundtables (for those attending Tuesday morning classes)	Tuesday, March 6	Served from 7:15 – 8:45 am Breakfast roundtables from 7:45 – 8:30 am  A breakfast presentation follows by Michael P. Kercheval, ICSC's President and Chief Executive Officer.	Houston Hall – Hall of Flags NOTE: Please pick up your breakfast at Houston Market behind the Hall of Flags and bring to with you to your roundtable of choice
Luncheon (for those attending Tuesday afternoon classes)	Thursday, March 6	Served from 12:00 noon – 12:30 pm A luncheon presentation follows lunch by the Deans of the University of Shopping Centers	Houston Hall – Hall of Flags
Continental Breakfast (for those attending Wednesday morning classes)	Wednesday, March 7	Served from 7:30 – 8:45 am  Special Industry Group (SIG) Meeting from 8:00 – 8:45 am	Houston Hall – Hall of Flags NOTE: Please pick up your breakfast at Houston Market behind the Hall of Flags and bring with you to your table
Luncheon (for those attending Wednesday afternoon classes)	Wednesday, March 7	Served from 12:00 noon – 12:30 pm NOTE: Luncheon presentation follow lunch by Dr. Peter Linneman, Chief Executive Officer, American Land Funds and KL Realty, and Founding Principal, Linneman Associates	Houston Hall – Hall of Flags

**NOTE: The breakfast and lunch room fills up quickly. Please arrive on time, present your meal ticket at the door, and take a seat as close to the front of the Hall of Flags Room as you can upon arrival. Thank you.**

#### **ICSC BOOKSTORE**

ICSC publications can be purchased at the *ICSC Bookstore* located at the Houston Hall – Reading Room during the ICSC 2012 University of Shopping Centers. Purchases may be made by check or major credit card only. Free shipping is offered to attendees purchasing publications during the University of Shopping Centers program.

#### **NOTE FOR ATTENDEES TO CLASSES IN THE COLLEGE OF FINANCIAL ANALYSIS ONLY**

If you are attending any of the six classes within the College of Financial Analysis (course #FA-107 through FA-607) *please bring a financial calculator to class*. The Hewlett-Packard HP 10BII is recommended; or if possible, please bring a battery-powered laptop. A link to download the Excel-based CCIM Financial Calculator will be provided to you prior to the start of the class.

#### **ALL UNIVERSITY OF SHOPPING CENTERS ATTENDEE LOOK-UP**

Go to [www.icsc.org/2012UV](http://www.icsc.org/2012UV) and double-click the attendee look-up. To view the full names and addresses of the attendees, double-click where you see the attendee's name.

### **PC's TO CHECK YOUR E-MAIL**

There are a limited number of PC's in the Lobby area of Houston Hall, where you can check your e-mails. Please ask at the Houston Hall front desk where the PC's are to be found in the main lobby and on the second floor.

### **HEALTH CLUB**

The Sheraton University City Hotel provides a fitness center complimentary to guests staying at the hotel.



### **CITY INFORMATION/RESTAURANT RESERVATION SERVICE**

Contact the Philadelphia Convention and Visitors Bureau at + 1 215 636 3300 or online at [http://www.pcvb.org/ab\\_phil/index.asp](http://www.pcvb.org/ab_phil/index.asp). If you go to the website and look at the page that pops up...in the right hand corner there is a drop-down menu that is entitled "Select A Category" If you pull the drop down menu down you will find "Restaurants" and that will take you to a page where you can search for restaurants. You'll also be able to use the site to look up what is happening in Philadelphia during your stay in the city.

NOTE: There are quite a few well-rated restaurants in the area surrounding the University of Pennsylvania, many within easy walking distance, particularly on what the street known as "Restaurant Row" - Sansome Street. Please feel free to ask the ICSC staff, the University of Pennsylvania staff, or your hotel concierge for suggestions.

### **CERTIFICATES OF COMPLETION**

A Certificate of Completion will be awarded to:

- Attendees that attend a total of six University classes, four of which are within the same school
- Attendees to the five classes in the College of Debt Workout, Transactions and Repositioning of Distressed Assets. You are required to take a multiple choice exam on Wednesday, March 7, from 2:00 – 3:00 pm in order to receive a Certificate of Completion. A Certificate is awarded if you receive a passing grade on the exam.
- Those who attend all four classes of the College of Law for Non-Lawyers
- Those who attend the two Monday classes and the two Tuesday classes of the College of Finance for Non-Financial Professionals

Certificates will be mailed to you 4 to 6 weeks following the program.

### **CONTINUING EDUCATION CREDITS**



### **ICSC Senior Maintenance Program**

ICSC Certified professionals earn 0.5 credits each towards senior certification renewal.

### **State/Provincial Licenses**

ICSC is a recognized provider of continuing education in most jurisdictions. Licensed professionals (i.e., real estate brokers, lawyers, accountants) should contact your regulatory body in advance for specific instructions and forms for self-reporting your participation in this continuing education activity. In general, participants may receive 0.3 CEU (3 contact hours) per class, up to a maximum of 1.8 CEU (18 contact hours) for six classes. Forms are returned directly to your state/province who has final authority on the amount of credit awarded.

## **CONTINUING EDUCATION CREDITS IN NEW YORK STATE**

If you attend all five classes in the College of Debt Workout, Transactions and Disposition of Distressed Assets, this counts as 16 hours of Continuing Education Credit, for the broker, salesperson or appraiser.

## **COSTS**

The following items are included in your Registration Fee:

- Admission to Classes
- Name Badge
- Classroom Materials
- Access to PowerPoint presentations during University, available 2-3 weeks after the close of the program, for the classes you have registered
- ICSC Textbook, if required for a specific class (see below)
- Breakfast for those attending the morning sessions
- Luncheons for afternoon session participants
- Refreshment Breaks
- Admission to the Charles Grossman Lecture Series and Wine and Cheese Reception on March 5<sup>th</sup>
- The optional bus tour of Cherry Hill Mall on March 6<sup>th</sup>
- Breakfast Roundtables for those attending morning sessions on March 6<sup>th</sup>
- The SIG (Special Industry Group) Town Hall meeting on March 7<sup>th</sup>

## **TEXTBOOKS PROVIDED**

At several University of Shopping Centers courses, attendees will receive a complimentary ICSC textbook for yours to keep, to accompany the course material:

Course #CR-103: Retailing Principles and Practices. Attendees will receive *Getting Retail Right!* by John C. Williams.

Course #AP-301: *Investing in Retail Properties and Structuring Partnerships*. Attendees will receive the ICSC textbook, *Investing in Retail Properties*, by Gary D. Rappaport, SCSM, SCMD, SCLS, CDP.

Course #LS-504: *Specialty Leasing Strategies for Today's Centers*. Attendees will receive the ICSC textbook, *Shopping Center Specialty Leasing*.

Attendees to any of the classes in the College of Law for Non-Lawyers will receive the textbook, *Law for Non-Lawyers*.

Attendees to any of the Monday or Tuesday classes in the College of Finance for Non-Financial Professionals will receive the textbook, *Finance for Shopping Center NonFinancial Professionals*.

*NOTE: Those attending class # LS-405, Anatomy of a Lease, you will also get a copy of The ICSC Shopping Center Study Lease for use in class. Please return the Study Lease to the instructors at the conclusion of the class. Thank you.*

## **ICSC OFFICE**

Should you have any questions or concerns during the week, please feel free to stop in the ICSC office, which is located **in Houston Hall, Golkin Room** (2<sup>nd</sup> floor), and discuss with the following ICSC staff members:

**Madison Gross**, Senior Manager, Education

**Tiffany Foxworth**, Senior Project Manager/Team Leader