



## Making MAXI night memorable

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A lot of people ask me what's it's like to be *The MAXI Chair*. Is it a lot of work? Is it fun? How do you manage your time? What I tell most of them is that, yes, it's a big challenge. After all, I have big shoes to fill.

Take a look back to the past MAXI chairs. You don't have to look far to see a remarkable legacy of creativity. Where do their ideas come from? I always wonder how they find their inspiration. What's the secret to their success? Can I hope to match it?

I'm fortunate to be acquainted with many past chairs through my role as MAXI judge and CMD Committee member. That's where I see them in action—keeping an eye on the smallest details, making decisions with fairness top-of-mind, striving to maintain the highest standards and never missing a beat with a twisted sense of humour.

The MAXI chair is traditionally announced at the conclusion of the MAXI judging, just before we do our wrap-up. My secret was out in June 2007 in Cleveland, Ohio. Suddenly, the eyes of all the judges were on me. My colleagues smiled and congratulated me. Offers of help poured in. What a relief!



With so many volunteers, I quickly amassed a strong MAXI Team to assist me. One of our first tasks was to prepare ads for the 2007 Fall Conference at-door program to announce the next MAXI. Do we have a theme yet? Have I chosen an ad agency to work with? Thankfully, I'm able to get my agency, Yield, on board early. Our partnership goes back more than a decade, so they understand our business.

The weeks fly by. My calendar fills up. Meetings are scheduled, conference calls are made and emails traverse the globe. I spend lots of time listening, watching and learning. Many on my team have been a past chair and their advice was generously given. We decided on a theme of *Inspiration*. The ads were ready. We made our deadline on time. What's next?

As the next MAXI Chair, I'm also a member of the Conference Program Committee. The co-chairs of the Program Committee—John Bemis, Jones Lang LaSalle, and Susan Zewicke, Borders Group, Inc.—have a unique undertaking. Our Fall Marketing and Management Conference will be merged with the Specialty Leasing Conference, to be held in Hollywood, Florida, March 29 to April 1, 2009. I'm thrilled to be leading the MAXIs to this milestone, which recognizes the blending of the disciplines and offers the ability to reach new recruits.

With the weeks turning into months, I continue to receive tons of support from ICSC and my colleagues in the industry. That's the best part of my new role—getting to know so many talented people through the exchange of ideas. With everyone's support, I know we can make MAXI Night a memorable one. Until then, my team keeps on planning, seeking sponsors and inspiring me. After all, I have big shoes to fill...

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**Wendy Greenwood, scMD** is director of marketing for Cadillac Fairview, Ontario, Canada. She is the 2009 MAXI chair for ICSC's MAXI Awards. The MAXI Awards are ICSC's annual international marketing competition that recognizes excellence in shopping center marketing. Throughout her career, Ms. Greenwood has been an active member of ICSC. She achieved her SCMD designation in 2002, and has worked on various ICSC committees, including the Maple Leaf and MAXI Awards. She has served as a MAXI judge for the past six years, and is currently serving on the CMD committee and 2009 Conference Committee. As MAXI Chair, Greenwood will oversee the MAXI Call for Entries and the overall judging process. She will also serve as the master of ceremonies for the 2009 MAXI Awards, which will be held in Hollywood, Florida. Greenwood joined Cadillac Fairview in 1995, and is currently the director of marketing for Cadillac Fairview's Ontario portfolio.