

# ideaexchange®

FINAL PROGRAM

**ICSC  
PACIFIC  
NORTHWEST**

August 14-15, 2008

Skamania Lodge

Stevenson, WA

“BRIDGE TO THE FUTURE”



INTERNATIONAL COUNCIL OF SHOPPING CENTERS

2008

## ICSC 2008 PACIFIC NORTHWEST

August 14-15, 2008 • Skamania Lodge • Stevenson, WA

### “BRIDGE TO THE FUTURE”

#### **THURSDAY, AUGUST 14**

- **GOLF TOURNAMENT**

11:30 am – check in

12:30 pm – shotgun start

Bridge of the Gods Golf Course

Dolce Skamania Lodge in the Columbia River Gorge

To register for the golf tournament, please refer to the Sports Event Sign Up Form. Registration is also available on our website at [www.icsc.org](http://www.icsc.org) for individuals only.

Corporate Sponsorship is available at two levels (\$500 & \$1500 per company). If you are interested in being a sponsor, log onto [www.icsc.org](http://www.icsc.org) and click on Events & Programs to get a copy of the Optional Event Sponsorship Form, or, contact Lisa Klein of StanCorp Real Estate at +1 971 321 7960 or via e-mail at [lklein@standard.com](mailto:lklein@standard.com) for more information.

- **IDEA EXCHANGE REGISTRATION**

5:00 – 7:30 pm

- **MEMBER-SPONSORED RECEPTION**

6:30 – 7:00 pm

- **DINNER AND ENTERTAINMENT**

7:00 – 11:00 pm

Corporate Sponsorship is available at two levels (\$500 & \$1500 per company). If you are interested in being a sponsor, log onto [www.icsc.org](http://www.icsc.org) and click on Events & Programs to get a copy of the Optional Event Sponsorship Form, or, contact Lisa Klein of StanCorp Real Estate at +1 971 321 7960 or via e-mail at [lklein@standard.com](mailto:lklein@standard.com) for more information.

#### **FRIDAY, AUGUST 15**

- **REGISTRATION**

7:30 am – 4:30 pm

- **CONTINENTAL BREAKFAST**

8:00 – 8:30 am

- **WELCOME AND INTRODUCTION TO THE PROGRAM**

8:30 – 9:00 am

SCOTT K. LINDGREN, SCLS

ICSC Oregon State Director

Vice President, Real Estate

C.E. John Company, Inc.

Vancouver, WA

ROBERT DYE, SCSM

ICSC Oregon State Government Relations

Committee Chair

Regional Manager

CenterCal Properties, LLC

Tigard, OR

J.J. UNGER

Real Estate Broker – Retail Specialist

NAI Norris, Beggs & Simpson

Portland, OR

- **GENERAL SESSION**

9:00 – 9:45 am

#### **Meet the Retailers**

Come meet the retailers who are active in the Oregon and Washington markets and learn about their expansion plans and site selection criteria.

MODERATOR

COLLEEN COLLEARY

GVA Kidder Mathews

Portland, OR

- **GENERAL SESSION**

9:45 – 10:45 am

#### **“Bridging the Gap – A Political Perspective”**

This session will include a discussion of politicians from Oregon and Washington talking about important and current issues directly affecting the Pacific Northwest including the economy, transportation improvements (including improvements on the I-5 corridor), energy issues, the impact of environmental issues on the economy and the upcoming national election.

MODERATOR

BRAD MILLER

Managing Partner

Ball Janik, LLP

Portland, OR

PANELIST  
CONGRESSWOMAN CATHY McMORRIS RODGERS  
U.S. House of Representatives

● **CONCURRENT SESSIONS**  
11:00 am – 12:00 noon

**A. Going Green – Retail’s Role  
in Sustainability**



With sustainability at the forefront of most business sectors, come listen to how the commercial retail industry is looking to improve its impact on global warming. Experts in the sustainability field will discuss the LEED status for our industry and what we can do to reduce our impact on the environment; from changing how we design and develop projects to how we manage our construction projects and implement our property management methods.

MODERATOR  
JERRY BAYSINGER  
Partner  
Baysinger Partners Architecture  
Portland, OR

**B. Future Trends in Retail Development**

Come listen to some of the leading developers in our market discuss their exciting new projects, how they are tackling the challenges in an ever-changing economic environment and what trends they see for the future of our industry.

MODERATOR  
ANNE HECHT  
Director, Retail Services Group  
Cushman & Wakefield of Oregon, Inc.  
Portland, OR

● **LUNCHEON SERVED**  
12:15 – 1:00 pm  
(No luncheon service after 1:00 pm)

● **KEYNOTE PRESENTATION**  
1:00 – 2:00 pm

**“Dealing with Adversity”**

SPEAKER  
ERIC KAPITULIK  
Director of Operations  
Global Rescue LLC  
Boston, MA

Eric Kapitulik graduated from the United States Naval Academy in 1995 and went on to serve as both an Infantry Officer and Special Operations Officer with 1st Force Reconnaissance Company, 1st Marine Division. As a Force Reconnaissance Platoon Commander, he lead 20 covert operations specialists in special forces related missions including long range reconnaissance patrols, hostage rescue, high altitude jump exercises, ship take overs, and gas – oil platform take-downs. Eric will speak on the topic of leadership and dealing with adversity drawn from his experiences as a Special Operations Officer, racing in the world’s longest endurance races and from various climbing experiences on the world’s tallest peaks. In his presentation, Eric will highlight three main points:  
(1) The Power of Positive Thinking  
(2) Mental and Physical Toughness  
(3) Marine Corps Leadership Principle #1

● **DEAL MAKING**  
2:00 – 4:30 pm

This is your chance to network and conduct business with retailers, brokers, developers, owners, lenders, suppliers, and city, municipality and economic development agencies! Complete the attached Deal Making Table Request Form by July 14, 2008. Space is limited on a first-come, first-served basis. Reserve your table exhibit now.

● **MEETING ADJOURNS**  
4:30 pm

## ICSC 2008 PACIFIC NORTHWEST REGISTRATION FORM

### ● HOW TO REGISTER

**Fax:** +1 732 694 1800  
Credit card registrations only.  
**Online:** [www.icsc.org](http://www.icsc.org)  
Credit card registrations only.  
**Mail:** ICSC  
P.O. Box 26958  
New York, NY 10087-6958

### ● REGISTRATION FEE

	Advance	On-site
<b>Member*:</b>	\$160	\$195
<b>Non-member:</b>	\$230	\$285
<b>Student Member**:</b>	\$50	\$50

\*To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC Member Services at +1 646 728 3800.

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

Attendees will receive a complimentary copy of the book *Dollars and Cents/The SCORE*. This publication is available only during the program registration hours and will not be mailed out after the event.

### ● DEADLINES

To be listed as a Meeting Attendee, you must register by **July 14, 2008**. To qualify for the advance registration fee, your registration must be received by **August 7, 2008**.

### ● CANCELLATIONS

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **August 7, 2008**. All requests for refunds must be received by ICSC in writing.

### ● HOTEL RESERVATIONS

A block of rooms has been reserved at:

**Skamania Lodge**  
1131 Skamania Lodge Way  
Stevenson, WA 96848  
**Tel:** +1 800 221 7117  
**Fax:** +1 509 427 2547

**Rate:** \$199 Single/Double Occupancy

**Cut-off Date: Monday, July 14, 2008**

Be sure to tell the hotel that you are with the ICSC meeting. Requests received once the room block is full or after the cut-off date are subject to space and rate availability. Reserving a room prior to the cut-off date does not guarantee the group rate.

### ● AIRFARE SAVINGS

The ICSC Travel Desk has secured special airline and car discounts for attendees. For current prices and availability, please contact us at +1 888 ICSC TVL (427 2885) or +1 585 442 8856 from 8:00 am to 5:30 pm EST, Monday through Friday.

### ● SPECIAL NEEDS

Anyone desiring an auxiliary aid for this meeting should notify Lauren Landow at +1 646 728 3675 no later than **July 14, 2008**.

### ● CONTINUING EDUCATION CREDITS

**SCSM/SCMD:** 1 credit; **CLS:** 1 credit

I authorize ICSC to send me announcements, via mail, fax, e-mail, phone or otherwise, about ICSC programs and services that may be of interest to me or my colleagues.

Please check one:  ICSC Member  Non-member  Student Member

Name

Company

Address

City

State/Province

ZIP/Postal Code

Telephone

Fax

E-mail

Your membership I.D.#

2008 PN - B

Please check here if any of the above information has recently changed.

### **METHOD OF PAYMENT**

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

## **ICSC 2008 PACIFIC NORTHWEST**

**LISA KLEIN**, ICSC 2008 Pacific Northwest Idea Exchange Program Planning Committee Co-Chair, StanCorp Real Estate

**MELODY MARTINEZ**, ICSC 2008 Pacific Northwest Idea Exchange Program Planning Committee Co-Chair, NAI Norris, Beggs & Simpson

**SCOTT K. LINDGREN**, SCLS, ICSC Oregon State Director, C.E. John Company, Inc.

**ROBERT DYE**, SCSM, ICSC Oregon State Government Relations Committee Chair, CenterCal Properties, LLC

**CLAUDIA PLAZA**, ICSC Oregon State Alliance Co-Chair, Portland Development Commission

**ALISA PYSKA**, ICSC Oregon State Alliance Co-Chair, WRG Design

**LEANNE JOHNSTON**, CSM, ICSC Oregon State Operations Chair, Elliott Associates

**JERRY BAYSINGER**, AIA, Baysinger Partners Architecture

**MIKE BIDEGANETA**, First American Title Insurance Company

**COLLEEN COLLEARY**, GVA Kidder Mathews

**LISA A. FISHER**, Cushman & Wakefield

**MELISSA FREEMAN**, Madison Marquette

**ANNE HECHT**, Cushman & Wakefield

**BOB LEFEBER**, Commercial Realty Advisors

**BRAD MILLER**, Ball Janik, LLP

**PAUL ROBEZNIKES**, Opus Law Group

**J.J. UNGER**, NAI Norris, Beggs & Simpson

**ANDREW USHER**, Urban Works Real Estate

**MARK D. WHITLOW**, Perkins Coie LLP

**CONNELLY WOODY**, Nova Source Development

## ICSC 2008 PACIFIC NORTHWEST SPORTS EVENT SIGN-UP FORM



### ● RETURN COMPLETED FORM AND PAYMENT TO

ICSC Registration  
P.O. Box 26958  
New York, NY 10087-6958  
Tel: +1 646 728 3800  
Fax: +1 732 694 1800

### ● ICSC CONTACT

Lauren Landow  
Tel: +1 646 728 3675  
E-mail: llandow@icsc.org

### ● GOLF CONTACT

Paul Robeznieks  
Opus Law Group  
Tel: +1 503 624 6336  
E-mail: probeznieks@opuslawgroup.com

### ● WATERFALL TOUR CONTACT

Melissa Freeman  
Madison Marquette  
Tel: +1 503 286 9103  
Email: mfreeman@mmps.com

## GOLF

### ● WHEN

Thursday, August 14, 2008  
11:30 am – Registration  
12:30 pm – Shotgun Start

### ● WHERE

Bridge of the Gods Golf Course  
Dolce Skamania Lodge in the Columbia  
River Gorge  
Stevenson, WA  
Tel: +1 509 417 2540

### ● FEES

\$150 (non-refundable) per player via check made payable to ICSC. Fee includes green fees, box lunch, practice cart rental and lunch. (Golf club rental extra)

### ● PLEASE NOTE

Space is limited to 120 players and will be confirmed on a first-come, first-served basis. Please pre-arrange your foursome. Online registration is now available for individuals ONLY. Please go to [www.icsc.org](http://www.icsc.org) and click on Events and Programs to register. All foursomes must be submitted either by fax or mail with payment.

## WATERFALL TOUR

Enjoy a four hour tour/hike of the most spectacular waterfalls in the Columbia River Gorge. Transportation and lunch will be provided.

### ● WHEN

Thursday, August 14, 2008  
12:30 pm – Check In  
1:00 pm – Bus Departs

### ● WHERE

The Columbia River Gorge  
Meet the buses in front of Skamania Lodge entrance.

### ● FEES

\$40 per person (nonrefundable) via credit card or check made payable to ICSC. Fee includes transportation, lunch and tour.

*This form should be duplicated for additional registrations.*

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
( ) ( )  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Enclosed is my entry fee of \$\_\_\_\_\_ for:  Golf  Waterfall Tour  
(Check one only – copy this form for additional events)

### METHOD OF PAYMENT

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_  
 MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Number (include all digits) \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_

## GOLF

Preferred Foursome:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

*Note:* Please coordinate your choices with each other.

Net Division: \_\_\_\_\_ or

Gross Division: \_\_\_\_\_ or

Established Handicap: \_\_\_\_\_ or

Estimated Handicap: \_\_\_\_\_

### RELEASE OF CLAIMS (Read Carefully and Sign)

I agree and acknowledge that I am participating in the ICSC Pacific Northwest Idea Exchange Golf Tournament ("Sports Event") on my own accord. I give this acknowledgement freely and knowingly and I represent and warrant to you that I am physically and mentally fit and that, as a result, able to participate, and I do hereby assume responsibility for my own well-being.

I am fully aware that possible physical injury might occur to me as a result of my participation, and I agree to assume the full risk, including risk which is not specifically foreseeable, of any injuries, including death, damages or loss regardless of severity, which I may sustain as a result of participating in any and all activities connected with or associated with the Sports Event.

In consideration of the right to participate in the Sports Event, I hereby waive any and all rights or claims I may have as a result of participation in the Sports Event against the International Council of Shopping Centers, Skamania Lodge, and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, and I hereby fully release and discharge them from any and all claims resulting from injuries, including death, damages or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event.

I further agree to indemnify, defend, and hold harmless the International Council of Shopping Centers, Skamania Lodge and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, from any and all claims resulting from injuries, including death, damages, or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event.

Signed: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_



## ICSC 2008 PACIFIC NORTHWEST

### DEAL MAKING TABLE REQUEST FORM

FILL OUT THIS FORM IF YOU WISH TO RESERVE A DEAL MAKING TABLE.

- **WHEN**  
Friday, August 15, 2008  
2:00 – 4:30 pm
- **INCLUDES**
  - 6' x 30" Draped table
  - 2 Chairs
  - Company sign
- **WHO QUALIFIES**
  - Retailers
  - Brokers
  - Developers/Owners
  - Lenders
  - Suppliers
  - Cities/Municipalities/  
Economic Development Agencies
- **GUIDELINES**
  - Exhibits must not hang over the edge of the table
  - Exhibits must not rise more than 3' above the table
  - No floor easels
  - No electrical equipment
  - No balloons
  - One table per company
- **COST**  
No cost to reserve a table, but each person who is working at the table must be an advance paid registrant for the meeting.
- **DEADLINE**  
In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your table request by **July 14, 2008**.
- **AVAILABILITY**  
Tables are confirmed on a first-come, first-served basis. Sending in this Deal Making Table Request Form does not guarantee you a table.
- **NOTIFICATION**  
You will receive a written Table Confirmation from ICSC **two weeks** prior to the meeting, if a table has been reserved for you. If you do not receive a letter regarding the status of your request, please contact the Meeting Planner to confirm.
- **CANCELLATION**  
Notify ICSC immediately if you must cancel.
- **CONTACT**  
**Lauren Landow**  
Meeting Manager  
**Tel:** +1 646 728 3675  
**Fax:** +1 732 694 1785  
**E-mail:** llandow@icsc.org
- **PLEASE RETURN TO:**  
ICSC  
**Lauren Landow**  
Pacific Northwest Idea Exchange  
19800 MacArthur Blvd. Ste 300  
Irvine, CA 92612  
**Tel:** +1 646 728 3675  
**Fax:** +1 732 694 1785

\_\_\_\_\_  
Name(s) of person(s) who will staff exhibit table

\_\_\_\_\_  
Contact name (person to receive confirmation)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Company name that should appear on sign (please print or type)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State/Province ZIP/Postal Code

( ) ( )  
Telephone Fax E-mail

\_\_\_\_\_  
2008PN

#### CHECK ALL THAT APPLY:

- We are Retailers.
- We are Brokers exclusively representing the following Retailers:

\_\_\_\_\_  
\_\_\_\_\_

- We are Developers.
- We are Lenders.
- We are Suppliers.
- We are a City/Municipality or Economic Development agency.
- We have registered for the Idea Exchange.
- We will notify ICSC immediately if we must cancel.



**ICSC**  
1221 Avenue of the Americas  
New York, NY 10020-1099

Printed on Recycled Paper

**ICSC 2008 PACIFIC NORTHWEST**

August 14-15, 2008  
Skamania Lodge  
Stevenson, WA

FINAL PROGRAM

2008



## ICSC 2008 PACIFIC NORTHWEST

### OPTIONAL EVENT SPONSORSHIP FORM

Sponsorship is an opportunity to get your company name out in front of a select audience of industry professionals. Be sure to take advantage of this opportunity!

**YOUR \$1,500 SPONSORSHIP WILL INCLUDE THE FOLLOWING:**

- Recognition in the At-Door Program
- Signage at the golf course at an individual hole
- Signage on a banner to be displayed at the golf course and at the dinner
- Sponsor ribbons that can be worn with your badge throughout the conference
- A table at the golf course that must be staffed at all times. You can bring small mementos with your company logo on them for giveaways (i.e., pens, mints or mugs).

**You can sponsor any of the following for golf:**

- Men's longest drive
- Women's longest drive
- Closest to pin - men
- Closest to pin - women
- Golf photos
- Hole in One

**YOUR \$500 SPONSORSHIP WILL INCLUDE THE FOLLOWING:**

- Recognition in the At-Door Program
- Signage at the golf course at an individual hole
- Signage on a banner to be displayed at the golf course and at the dinner
- Sponsor ribbons that can be worn with your badge throughout the conference

● **WHEN**

Thursday, August 14, 2008

● **DEADLINE**

Sponsorship must be received by **July 14, 2008**, to be recognized at the meeting.

● **SPONSOR CONTACT**

**Lisa Klein**  
StanCorp Real Estate  
Tel: +1 971 321 7960  
E-mail: lklein@standard.com

● **RETURN COMPLETED FORM TO:**

2008 Pacific Northwest Idea Exchange Sponsorship  
P.O. Box 26958  
New York, NY 10087-6958  
Fax: +1 732 694 1800 (credit card payments only)

● **SIGN UP NOW BY RETURNING THIS COMPLETED FORM ALONG WITH:**

- payment by credit card or check made out to ICSC. Payment must accompany the Sponsorship Form.
- Your company logo (.jpg or .gif format) to llandow@icsc.org.

● **ICSC SPONSOR CONTACT**

**Lauren Landow**  
Tel: +1 646 728 3675  
E-mail: llandow@icsc.org

Contact name

Company name (that you would like listed in At-Door Program and on sign)

Address

City

State/Province

ZIP/Postal Code

( )

Telephone

( )

Fax

E-mail

2008PNS

**METHOD OF PAYMENT**

- Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_
- MasterCard     Visa     AMEX     Discover \$ \_\_\_\_\_

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)