

**INTERNATIONAL COUNCIL OF SHOPPING CENTERS
IN PARTNERSHIP WITH:**

**ALLIANCE FOR DOWNTOWN NEW YORK
LISC NEW YORK CITY
NATIONAL DEVELOPMENT COUNCIL (NDC)
NEW YORK CITY DEPARTMENT OF SMALL BUSINESS SERVICES (NYCSBS)
NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION (NYCEDC)
REAL ESTATE BOARD OF NEW YORK (REBNY)**

PRESENTS

NEW YORK CITY ALLIANCE PROGRAM

**The Association of the Bar of the City of New York ❖ 42 West 44th Street ❖ New York, NY
Tuesday, October 20, 2009 ❖ 7:45 – 10:00 am ❖ Phone: +1 212 382 6637**

Program Agenda:

**7:45 – 10:00 am Registration
7:45 – 8:30 am Continental Breakfast
8:30 – 10:00 am Panel Discussion**

LOCAL CHAINS STRIKE GOLD IN EMERGING MARKETS

As national leaders dramatically cut back expansion plans in the economic downturn, local chains (also known as “chain-lets”) have nimbly leveraged their operations, resources and knowledge of the New York City consumer to continue expanding throughout the city’s emerging retail markets. Moving beyond Manhattan to retail hotspots such as Fordham Road in the Bronx, Downtown and Fort Greene in Brooklyn, and Jamaica in Queens, chain-lets have capitalized on opportunities that their larger counterparts have overlooked and are thriving despite the current economic doldrums.

How have these chain-lets done it? What are the keys to success for some of New York City’s most well-known chain-lets? And what kind of opportunities are these chain-lets eyeing in the outer borough market? This ICSC Alliance breakfast event will feature a keynote presentation and moderated discussion with chain-let proprietors who will provide insight into their business model, site selection criteria and expansion plans, as well as advice to other local retailers looking to grow in the current economy.

The Alliance Program is a special ICSC initiative that provides forums for the public and private sectors to network, share ideas, discuss industry issues and explore retail development opportunities. ICSC Alliance meetings are both time and cost effective opportunities for public officials, developers, retailers and other industry leaders to grow their relationships and learn from one another.

Keynote Speaker:

Aaron Fleishaker, Vice President of Real Estate, Fairway Foods

Moderator:

Michelle Mooney, ICSC New York Alliance Public Sector Co-Chair,
The National Development Council, New York, NY

Panelists:

Seth Datz and Jason Richelson, Owners, The Greene Grape
Jack Falack, President, and **Marvin Falack**, Co-Owner, Cookie’s Department Stores
Denine Pappalardo, VP of Sales, Carol’s Daughter

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Member/Non-Member Advance: \$45

Member/Non-Member On-Site: \$55

Public Official Advance: \$35

Public Official On-Site: \$45

FAX: +1 732 694 1800

(Credit card registration only)

ONLINE: www.icsc.org

(Credit card registration only)

MAIL: ICSC

PO Box 26958

New York, NY 10087-6958

Contact: Ester Vivona +1 646 728 3647

NY City Alliance 2009A13 - 2201

Name	<input type="text"/>		
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Your membership I.D. #	E-mail		
METHOD OF PAYMENT			
<input type="checkbox"/> Check or money order made payable to ICSC for \$ _____ <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> Amex <input type="checkbox"/> Discover			
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Credit Card Number (include all digits)	Expiration Date (month/year)		
For registration instructions, see reverse. Duplicate form for additional registrations.			



Alliance PROGRAM

Retail Development through Public/Private Partnerships

Registration Information

How to Register

Complete the registration form on the reverse side and use one of the following to send in your form.

FAX: +1 732 694 1800
(Credit card registrations only)

ONLINE: www.icsc.org
(Credit card registrations only)

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

On-Site Registration

Checks and credit cards (MasterCard, VISA, American Express, Discover) are the only form of payment accepted when you register on-site. No cash accepted on-site. Make checks or money orders payable to ICSC.

Registration Deadline

Payment made by check should be received two weeks prior to the event. *No refunds or cancellations will be given at any time.*

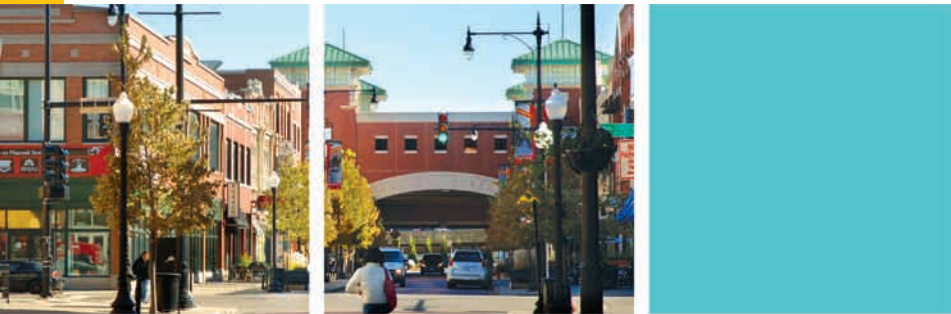
Information

If you have any questions regarding meeting registration, please call the **ICSC Information Center at +1 646 728 3800**. For information about the program, call the ICSC Meeting Contact listed on the reverse side.

For directions to the site, please contact the venue at the phone number provided on the reverse side.

Any disabled individual desiring an auxiliary aid for this meeting should notify the ICSC Meeting Contact listed on the reverse side at least two weeks prior to the meeting.

Members and non-members are welcome to attend.



About the Alliance Program

What is the Alliance?

The Alliance Program has become a leading forum for the public and private sector to network, share ideas and discuss development issues and mutually desired retail projects.

Who Should Attend?

Retail real estate professionals (shopping center owners, developers, retailers, brokers, investors, lenders and other industry professionals) and public officials (representing local, state and federal government as well as professionals for non-profit main street, downtown, community or economic development corporations, agencies or associations).

How Will You Benefit?

In so many ways positive relationship building is the most important key to successful development. ICSC Alliance meetings are both time and cost effective opportunities for public officials and developers, retailers and other industry leaders to grow their relationships and learn from one another.

What Can ICSC and the Alliance Do for You?

The Alliance's "face to face" networking sessions and educational forums are often the best opportunity for public officials and retail real estate professionals to meet and discuss in a candid and informal basis the administrative and regulatory processes that impact development. Alliance events are often the perfect venue to pursue public/private partnerships and development opportunities that can positively impact local communities and cities through retail development.

What is ICSC?

Founded in 1957, the International Council of Shopping Centers (ICSC) is the global trade association of the retail real estate industry. ICSC provides a myriad of programs and services to its public and private sector members including help developing their businesses or communities through education, research, information, deal making and action on legislation and regulation.



**INTERNATIONAL COUNCIL
OF SHOPPING CENTERS**