



MIAMI
5-7 OCTOBER 2014

John T. Riordan School for Retail Real Estate Professionals

Asset Management Institute

*Executive Education
for Leaders in
Retail Asset Management*



#RiordanSchool
www.icsc.org/JTRMiami

MEMBERS: Register early & save up to \$800

Asset Management Institute

5-7 October 2014
Turnberry Isle Miami
Aventura, FL

Top-notch faculty and comprehensive curriculum

The John T. Riordan School for Retail Real Estate Professionals, through its cutting-edge Institutes and world class faculty, offers three days of rigorous study. Attendees will deepen their knowledge of retail property and shopping centers, learn from experts, share ideas and identify successful strategies alongside colleagues from around the world. The program is designed to ensure that participants can master the fundamental concepts of center and portfolio value enhancement and finances while building knowledge of best practices that every successful asset manager should know. Participants are provided with powerful tools, and information that can be applied immediately upon returning to work.

Why attend the Riordan School?

Ask anyone. The John T. Riordan School for Retail Real Estate Professionals is an unforgettable experience. After several intensive days, you'll gain a firm grasp of the terminology, applications and fundamentals you need to step forward and take charge of your career, and you will build lifelong business relationships.

Compare the content. Compare the course material with that offered by any other training provider. We think you'll agree that this program is thorough, uniquely targeted to your needs, and very competitively priced.

Compare the faculty. ICSC faculty are leading practitioners in the industry and outstanding educators who offer a blend of academic excellence, real-world relevance, and practical application that provide you with powerful tools you can use immediately.

Compare the reputation. ICSC, through education, advocacy and research, offers our members a reputation and a prestige that few can match, including an internationally recognized certificate of training and industry-wide professional credentials.

impact

STEP FORWARD and take charge of your career.

Welcome to Greater Miami, ranked **4th** in retail sales growth at **5.9%** this past year, behind only Dallas 9%, Los Angeles **8.4%** and New York **7.9%**. Here up to **200** students will convene this fall for **244** hours of intensive education to make themselves more marketable and more productive.

CONFIDENCE to conquer the CRX certification process.

Expand your skill set with **119** essential competencies in **9** knowledge domains. Leverage a global network of **7,000** professionals across **55** countries worldwide that enjoy the prestige of being ICSC certified.

PREMIUM TRAINING where, when and how you want it.

Nearly **20,000** industry professionals have been affiliated with the School as students and faculty since its inception in **1960**, marking this program as a leader in the development of global best practices.

INTERNATIONAL RECOGNITION through specialized executive education and credentials.

Founded in **1957**, ICSC is the premier global trade association of the shopping center industry. Its more than **67,000** members in over 100 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials.



**The world of retail real estate
has evolved. Have you?**

Asset Management Institute

Whether you are responsible for a single asset or a portfolio of diverse retail properties your goals are clear: enhance cash flow and generate high returns. This Institute is ideal to enhance your ability to align with the owners objectives, develop a clear strategic plan and realize their highest value for your assets through analytics and measurement, lease analysis and negotiation, portfolio management and value-creation techniques.

1. Managing the Asset

Learn how to grow the value of an asset including merchant sales, the perfecting the merchandising plan, budget review, leasing optimization, marketing fund expenditures, redevelopment and more.

2. The Experience Economy and Your Asset

Imagine your asset is a Broadway stage upon which the performers (the retailers) play, produce and sell to customers. Learn how to maximize the experience you produce in partnership with your tenants.

3. Shopping Center Finance

Learn the foundations of financial statements and systems including value analysis, pro formas, forecasting, financing/refinancing, IRR, net present value, cap rates, NOI, EBITDA, FFO, replacement value, and REITS.

4. Maximizing Asset Value through Leasing and Merchandising

Discover how leasing and development differ and intersect including various elements of deal making, negotiation basics, selling situations with key process issues, redevelopment issues and development considerations.

5. Strategic Planning and the Business Plan

See how the components of the business plan that include executive summary, mission statement, the trade area, development, leasing, property management, marketing, financial and capital plan and corporate social responsibility.

6. Preparing the Asset for Sale

Learn what you need to know and how you need to prepare to maximize the value of your asset in preparation for its sale.

2014 Schedule At-A-Glance

| | SUNDAY October 5 | MONDAY October 6 | TUESDAY October 7 |
|----------------------|---|--------------------------------------|--------------------------------------|
| 8:00 – 8:30 am | | Continental Breakfast | Continental Breakfast |
| 8:30 am – 12:00 noon | Registration | Course 3 | Course 5 |
| 12:00 noon – 1:30 pm | Keynote Speaker & Opening Remarks | Keynote Speaker & Luncheon | Keynote Speaker & Luncheon |
| 1:30 – 5:00 pm | Course 1 | Course 4 | Course 6 |
| 5:30 – 7:00 pm | Course 2 | Dine Around/ Faculty Dinner | Certification Orientation |
| 7:30 – 9:30 pm | Welcome Reception | | Party by The Pool |

Dean of the Asset Management Institute



Blaine Strickland, ccim

Lead Strategist, The Massimo Group
Lecturer and Adjunct Professor of Real Estate
UNC Keenan-Flagler Business School
UFL Warrington College of Business Administration

Blaine Strickland, a 35-year veteran of the commercial real estate industry, has worked with some of the country's largest developers and undertaken a variety of projects across Florida. He has served as an adjunct professor and lecturer at the University of Florida in the Master of Science in Real Estate (MSRE) program and is currently an adjunct professor of Real Estate at the University of North Carolina. Blaine was with CBRE for 10 years in 3 offices in Florida as both a top salesperson and manager before moving, in 1993 from the transaction arena into development as Senior Vice President for Lincoln Property Company. Other development roles followed, and in 1998, Blaine joined CNL Corporate Properties as a senior executive in a start-up development REIT. Blaine is now CEO of Remora Partners which he co-founded with Jim Spaeth in 2003, and actively syndicated several retail, office and hospitality projects, assembling more than \$300-million in debt and equity. Today, he advises a number of commercial real estate brokerage owners and producers through his work as a consultant and coach.

Additional Faculty Members



Robin Mosle

EVP for Retail
The JBG Companies



John L. Gerdes, CRX, CLS, CSM

EVP Asset Management
L&B Realty Advisors, LLP

Party by the Pool 7 October | 7:30 – 9:30 pm

Now is the time to position yourself for the future with the best possible skills, so both you and your organization are ready to seize new opportunities and take the lead. In the midst of a rigorous week of training, what better way to rejuvenate and refresh your



mind than at our Party by the Pool. This event is the perfect opportunity to relax, connect with colleagues and nurture new found connections that will last throughout your career.

General Information

Register

Space may be limited. Registration is first-come, first-served. Registration forms sent without payment cannot be processed.

Internet: www.icsc.org/JTRMiami

Fax: +1 732 694 1800

Email: education@icsc.org

Mail: ICSC | P.O. Box 26958, New York, NY 10087-6958
ATTN: JTR Miami

| | ICSC MEMBER* | NON-MEMBER |
|---|--------------|------------|
| Early-Bird through August 25th | \$1,395 | \$1,795 |
| Advance through September 12th | \$1,595 | \$1,995 |
| Standard/ On-Site After September 12th | \$1,695 | \$2,195 |

**To qualify for a member fee, each individual registrant must be an ICSC official or affiliate member.*

Group Discount

Learn as a team. ICSC members enjoy a group rate of \$1,345 per person, a discount of 15% off the standard rate, for 5 or more participants who register at the same time from the same organization and the same billing source.

Cancellations

Participants must cancel in writing at education@icsc.org in order to request a refund, less a \$50 processing fee. No refunds will be given for cancellations received after **September 5, 2014**. A company may substitute a registrant at any time without penalty.

Special Needs

If you require special assistance such as mobility, hearing or dietary needs, please contact ICSC Education no less than five weeks prior to the meeting.

Contact Us

ICSC Education

Email: education@icsc.org

Phone: +1 646 728 3822

Hotel

TURNBERRY ISLE MIAMI

19999 West Country Club Drive
Aventura, Florida 33180

Participants are responsible for reserving or cancelling their hotel accommodations. Reservations should be made directly with Marriott reservations using the information below on or before 5:00 PM Eastern on **Friday, September 19**, after which rooms will be available on a space- and rate-available basis.

Online: www.icsc.org/2014IMI (click "Book Hotel")

Telephone: 305 932 6200 or 888 539 7894

Group Code: ICSC – JTR School

Group Rate: \$189 single/double

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Any reservations cancelled less than seventy-two (72) hours prior to arrival are subject to deposit forfeiture of one night's room and applicable tax.

Get Certified!

ICSC Certified Retail Property Executive

Your CRX designation is within reach! Each 2014 participant earns a non-transferable \$200 credit, good towards their CRX exam. Eligibility conditions apply. Offer expires **December 31, 2015**.

Be sure to add ICSC Professional Certification to your plans while attending the Riordan School. By passing your CRX exam and becoming ICSC Certified, you get the most out of your Riordan School investment. The 100 question computer-based test is administered annually, and confidentially, at your local testing center in March, June or October. While no single resource can be the basis of successful CRX preparation, your courses at the Riordan School form the basis of the classroom-based study course and are directly aligned with the content areas on the exam. Achieving your certification the ideal way to demonstrate to yourself, and your employer, that you've mastered the concepts taught at the Riordan School. ICSC Professional Certifications recognize professionalism, raise standards and strengthen industry practices, marking designees as among the very best at what they do.

For more suggested study aids candidates may contact ICSC Certification at certification@icsc.org.



Everything
rises and
falls on
leadership.



Guest Speakers

Corporate Social Responsibility: What Really Matters?

6 October | 12:00 – 1:30 pm



J. Michael Durnil, PhD
President and CEO
Simon Youth Foundation



Aricia Harrison receives Team SYF shirts for the One America 500 Festival mini-marathon.

New Urbanism and Mixed Use Development

7 October | 12:00 – 1:30 pm



Charles C. Bohl, PhD
Associate Professor
and Director
University of Miami,
Graduate Program
in Real Estate
Development and
Urbanism



Charles Bohl, standing, meets with MRED+U students.

The Riordan Legacy

ICSC honors John T. Riordan's legacy and his commitment to the cause of education and professional development. It was under his stewardship, having served as ICSC president and CEO for 15 years, that the ICSC School grew in both size and stature. Today opportunity for industry practitioners to serve as members of an Institute faculty has become a highly coveted honor and the graduates are widely recognized as the "best of the best" in the retail real estate industry. John Riordan has served on the advisory boards of the MIT Center for Real Estate, the Center for Real Estate of the Wharton School of the University of Pennsylvania and the Business School of Baruch College of the City University of New York. He has served as director

of General Growth Properties and Ivanhoe Cambridge. In 2003, John was elected an ICSC Trustee for life.



John T. Riordan, Past Vice Chairman,
Past President and Chief Executive Officer,
International Council of Shopping Centers

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

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with the Institute
that's right for you!

**View Programs and
Register Today!**

www.icsc.org/JTRMiami

AVAILABLE INSTITUTES:

Management (Level I or II)

Marketing (Level I or II)

Leasing (Level I or II)

Development (Level I)

Specialty Leasing (Level I)

Asset Management (Level I)