Western Canada Business Forum 2012

Delta Lodge at Kananaskis
Kananaskis, AB

March 19 – 21, 2012
Monday, March 19

Registration
4:00 – 7:00 pm
Lobby, Main Lodge

Optional Dinner Event
Join your colleagues for a relaxed Networking Dinner Buffet, 7:00 – 9:00 pm, in the Explorer Room at the Delta Lodge. A separate fee of $70 CDN (nonrefundable) applies. Please see the Registration Form to include this optional event in your registration.

Tuesday, March 20

Registration
7:00 am – 9:00 pm
Conference Centre Foyer

Breakfast Served
7:30 – 8:00 am

Welcome/Opening Remarks
8:00 – 8:15 am
Paige O’Neill
ICSC 2012 Western Canada Business Forum Co-Chair
The Cadillac Fairview Corporation Limited

Belinda Davidson
ICSC 2012 Western Canada Business Forum Co-Chair
Ivanhoe Cambridge

Keynote Speaker
8:15 – 9:30 am

Consumer Attractions & Addictions 2012
How They Affect Their Shopping Motivations and How Knowing Them Can Help You Thrive – Join me on a journey into the consumer’s mind to understand what motivates them to behave the way they do. As a psychologist, most of my approach to retail and business best practices starts with a deep understanding of what makes people do what they do and then advise businesses how to capitalize on it. Take instant gratification, for instance. A need many people have to get what they want as quickly as possible. A human behavior that Amazon.com understood very well when they launched Amazon Prime a few short years ago. And, of course, this simple understanding of the way many people are “wired” made them billions and made it harder for other businesses to sell to consumers unless they were able to match Amazon’s performance (why would you want to order from anybody else when you can get what you want in two days from Amazon for free?). Or, human’s enjoyment of simple play as another example of a human characteristic that has been around throughout history, across many cultures and around the world. Consumers enjoy and engage with games because they are fun and entertaining and satisfy a basic need for reward, status, achievement, self-expression, competition and altruism, among others. That is where companies like Swoopo, QuiBids, To Vie For and other online auction sites got their idea of offering consumers (“playusers”) what is called “entertainment shopping” – part gambling, part bargain hunting. Got the idea of this session? Yes, it is going to be a fascinating eye-opener and a powerful look into the mind and heart of the consumer to inspire you to come up with products and services that go right into what matters most to them. Remember, shopping is only 5 percent rational. The rest of it is all emotion – catering to those emotions is what can help you win big.

Panelists
Dave Passingham
National Accounts Manager
PCL Construction Management Inc.

Barbara Murray
Vice President Legal Services, Western Portfolio
The Cadillac Fairview Corporation Limited

Oliver Hobday
Director, Legal
Primaris Management Inc.
Toronto, ON

Ron Mocha
Contract Administrator
DIALOG

B. Marketing – Building Your Social Media Strategy & How to Measure Success
In this session, participants will learn the essential components of a successful social media management plan including:
- Objectives
- Audience
- Tools & Tactics
- Metrics

Michael O’Connor Clarke
Vice President, Digital and Social Media
Media Profile Inc.
Toronto, ON

Refreshment Break
10:45 – 11:00 am

Concurrent Sessions
11:00 am – 12:15 pm

C. Operations – Why Your Utilities/Budgets May be Your Biggest Headache, and Some “Pain Relief” Suggestions That Won’t Cost Your Soul ... or Your Job.
Covering: volatility, predicting prices, contract pros and cons, purchasing strategies, negotiation tactics, tools for tenants.

Chris Vilcsak
President & CEO
Solutions 105
Edmonton, AB

D. Marketing – TBD

Lunch Served
12:30 – 1:15 pm (No lunch service after 1:15 pm)
Outlook for Retail Real Estate
1:15 – 1:45 pm
Concurrent Sessions
2:00 – 3:15 pm
E. Operations – Would You Like Fries and a Drink with That?
Hear from a panel of well-seasoned owners & franchisees who have more than 100 years’ combined experience in the fast-food industry. Grilled to perfection by landlords...shaken and stirred by franchisors...dealing with super-sized rental rates.... They will talk about how the business, relationships with landlords and franchisees, consumers and marketing have changed over the past 25 years...the tastiness, tartness and sweetness of it all.
Panelists:
Brian deHaan
President
Juniors Foods Services Ltd.
Franchisee, New York Fries and South St. Burger Co.
Calgary, AB
Don McGregor
President & CEO
D. McGregor Investments
Multiple Franchisee, Orange Julius and Dairy Queen
Calgary, AB
Tom F. Donaldson
President & CEO
Edo Japan
Calgary, AB
F. Marketing – The Social Media Pay Off: Harnessing Results for Shopping Centres in the Social Media Arena
Social media platforms — blogs, Facebook, Twitter, YouTube, mobile — have changed the way shopping centres can connect with their audiences...but how exactly? This session will showcase real-world social media winning campaigns and tactics that are transforming the way shopping centres engage with customers. A snapshot of new mobile technologies and social platforms along with research highlights will be shared with the intent to keep the shopping centre industry marketers informed of emerging consumer trends.
Yvette Bernard
Manager, Interactive Media, Retail Division
Oxford Properties Inc.
Toronto, ON
General Session
3:30 – 4:45 pm
What If your idea wasn’t stupid?
We all have ideas ranging from the mundane to the impossible. Most of us rarely act upon them to see what potential they have. Douglas Walker will share his story about how a “stupid” idea grabbed the attention of the world and turned him into the world’s leading authority on a children’s game, a published author, hundreds of media interviews and the subject of a documentary feature.
Speaker
Douglas Walker
Director of Channel Strategy
Trigger Communications
Calgary, AB
ICSC-Hosted Reception
6:30 – 7:30 pm
ICSC-Hosted Dinner Event
7:30 – 10:00 pm
Keynote Speaker
Amanda Lindhout
Founder and Executive Director
The Global Enrichment Foundation
Canmore, AB
Wednesday, March 21
Registration
7:00 – 11:45 am
Conference Centre Foyer
Breakfast Served
7:30 – 8:15 am
Keynote Speaker
8:15 – 9:30 am
The Art of Performance Management and Career Development: Engaging The Four Generations
Today the issue is not so much about whether generational gaps exist, rather how the generational values, behaviours and expectations impact leadership practices and team dynamics. For leaders, often two of the most challenging areas are performance management and career development conversations. The four generations (Traditionalists, Baby Boomers, Gen Xers and Gen Ys) have different perspectives and expectations as to how these conversations should be conducted, and the goals that should be achieved. Successful conversations lead to higher levels of engagement, therefore high-performing employees and productive teams. This presentation will highlight the key expectations from the different generations, and provide tools and techniques for leaders to have more effective conversations.
Adwoa K. Buahene M.A.
Managing Partner
n-gen People Performance Inc.
the next generation of people performance
Break
9:30 – 9:45 am
Closing Speaker
9:45 – 11:15 am
Closing Comments
11:15 – 11:30 am
Paige O’Neill
ICSC 2012 Western Canada Business Forum Co-Chair
The Cadillac Fairview Corporation Limited
Belinda Davidson
ICSC 2012 Western Canada Business Forum Co-Chair
Ivanhoe Cambridge
Box Lunch
11:30 am – 12:00 noon
Meeting Adjourns
12:00 noon
Sponsorship Opportunities Available!
Maximize the exposure of your brand at the Western Canada Business Forum! All levels of sponsorship are still available. Benefits include logo and brand recognition on-site at the event on signage and in program materials.
For sponsorship opportunities please contact:
Kyle Tomlin at ktomlin@icsc.org
Program Planning Committee

Co-Chairs

PAIGE O’NEILL
The Cadillac Fairview Corporation Limited

BELINDA DAVIDSON
Ivanhoe Cambridge

Committee

DAN HACHEY
Morguard Investments

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Primaris Management Inc.

EVE RENAUD
The Cadillac Fairview Corporation Limited

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How to Register
Fax +1 732 694 1800  Credit card registrations only
Online www.icsc.org  Credit card registrations only
Mail ICSC
1221 Avenue of the Americas, 41st Floor
New York, NY 10020

Hotel Reservations
A block of rooms has been reserved at:
Delta Lodge at Kananaskis
P.O. Box 249, #1 Centennial Drive
Kananaskis, AB T0L2H0

Rates:
Delta Room Single/Double $ 144 CDN
Delta Premier Room Single/Double $ 164 CDN
Signature Club King Single/Double $ 194 CDN
(Prices include $9.00 porterage fee)

Cut-off Date:
11:59 pm Mountain Time Zone, February 17, 2012

All prices include a $9.00 CDN per person/per day charge to cover porterage, housekeeping and group services. Service charges are not included in the above rates.

To make your hotel reservation, we invite you to visit www.icsc.org/2012wc. To the right of the page, you will see the banner “BOOK HOTEL NOW.” There you will find the description of the hotel and the electronic form, which features live inventory within the group block. Additionally, you will receive an immediate e-mail confirmation of the reservation to the e-mail address you provide on your form. Although we do require our reservations in writing, we’re happy to answer your questions during our office hours of Monday to Friday, 8:00 am – 5:30 pm EST, toll-free at +1 888 ICSC TVL (427 2885) ext 412. This ICSC room block is managed by Deprez Travel.

Continuing Education Credits
ICSC Certified professionals earn 1.5 credits (A2) toward senior certification renewal.

Special Needs
Anyone desiring an auxiliary aid for this meeting should notify Kyle Tomlin, CMP, at ktomlin@icsc.org no later than March 14, 2012.

I authorize ICSC and its members to send me announcements via mail, fax and phone about ICSC’s and ICSC members’ programs and services that may be of interest to me or my colleagues. I also consent to receipt of notices from ICSC in electronic form.

Registration Fee

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<th>Advance</th>
<th>On-Site</th>
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<tr>
<td>Member*</td>
<td>$ 400 CDN</td>
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<tr>
<td>Non-Member</td>
<td>$ 600 CDN</td>
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<tr>
<td>Student Member</td>
<td>$ 50 CDN</td>
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<tr>
<td>Optional Event</td>
<td>$ 70 CDN (advance only)</td>
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(GST included in fee. ICSC identification #R122853757)

*C 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 Information Services at +1 646 728 3800.

**To qualify for a student registration, you must be a student member of ICSC. Head to www.icsc.org for details on how to become a student member.

Deadlines
To qualify for the advance registration fee, your registration must be received by March 12, 2012.

Cancellations
All cancellations will be subject to a $25 cancellation fee. No refunds will be given for cancellations received after March 12, 2012. All requests for refunds must be received by ICSC in writing.

Optional Event

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(advance only)

Includes $70 for the Optional Event.

Deadline: March 7, 2012, as space is limited

Hotel Reservations

Please Check One:  ICSC Member*   Non-Member   Student Member   Optional Dinner Event

Name
Company

Address

City
Province/State
Postal/Zip Code

Telephone
Fax

E-mail

Your membership I.D.#

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

Method of Payment

Cheque or money order made payable to ICSC enclosed for $ __________________

Includes $70 for the Optional Event.

$70 – per person nonrefundable Cash Bar
Deadline: March 7, 2012, as space is limited

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)