ICSC Monterey
Portola Hotel & Spa and Monterey Conference Center
Monterey, CA
March 13 – 14, 2013

Photo ID badges required for the 2013 Monterey Idea Exchange
Wednesday, March 13

- **Idea Exchange Registration**
  8:00 am – 7:00 pm
  Portola Hotel & Spa – De Anza Ballroom Foyer

- **Continental Breakfast Served**
  8:30 – 9:15 am
  (No breakfast service after 9:15 am)
  Monterey Conference Center – Steinbeck Forum Lobby

- **Leasing Suites**
  8:30 am – 5:00 pm
  Portola Hotel & Spa – De Anza Ballroom
  An ICSC 2013 Monterey Idea Exchange badge is required for admittance.

Leasing Suites*:
- Armstrong Development Properties, Inc.
- Capital Pacific
- CBRE
- Colliers International
- Cornish & Carey Commercial Newmark Frank
- John Cumbelich & Associates
- JP Morgan Chase Bank, N.A.
- Kimco Realty Corporation
- Lockehouse Retail Group Inc.
- Meacham/Oppenheimer, Inc.
- Net Lease Alliance
- Petrovich Development Company
- Property Development Centers
- Retail Leasing Calls
- SRS Real Estate Partners
- Terranomics Retail Services
- TNT Fireworks
- Transwestern
- Universal Site Services
- Weingarten Realty Investors

*Current list as of 2/15/13

- **Networking Lounge**
  8:30 am – 5:00 pm
  Portola Hotel & Spa – Bonsai Ballroom
  An ICSC 2013 Monterey Idea Exchange badge is required for admittance.

Please refer to the attached Networking Table Directory for a list of participating companies.

- **Welcome and Introduction to the Program**
  9:15 – 9:30 am
  Monterey Conference Center – Steinbeck Forum
  STEVE STWORA-HAIL
  ICSC 2013 Monterey Idea Exchange
  Program Planning Committee Co-Chair
  Partner
  Downey Brand, LLP
  Sacramento, CA

- **General Session**
  9:30 – 10:30 am
  Monterey Conference Center – Steinbeck Forum

  The Resurgence of the Factory Outlet Malls
  What factors have fueled the uptick in development of outlet malls? Is it the economy or a paradigm shift? Has there been a change in the state of the licensing agreements that have governed the relationship between retailers and manufacturers? What is the effect upon traditional shopping centers, owners and retailers? Please join us for a lively discussion with factory outlet developers and retailers on the changing world of outlet projects and the impact on the retail industry.

  MODERATOR
  PAUL CUNHA
  ICSC Northern California Government Relations Committee Chair
  Vice President
  S.D. Deacon Corp.
  Citrus Heights, CA

  PANELISTS
  DAVID K. OBER
  General Partner
  PA Outlet Management Company
  Lancaster, PA

  LISA WAGNER
  Principal
  EWB Development, LLC
  Rockville, MD

  ROB WHITE
  Economic Development Director
  City of Livermore
  Livermore, CA
General Session
10:45 – 11:45 am
Monterey Conference Center – Steinbeck Forum
The ABC's of the XYZ Generations: The Essential Guide to Understanding, Communicating and Marketing to Demographic Alphabet Soup
What groups are driving the rapidly evolving retail environment? This panel will sort through the demographic Alphabet Soup and the values, tastes and habits of these generations to reveal who is buying, how they are buying and the forward-looking implications for retailers and retail developers.

MODERATOR
DAVID GREENSFELDER
Managing Principal
Greensfelder Commercial Real Estate
Albany, CA

PANELISTS
GARRICK BROWN
Director of Research
Terranomics Retail Services
Sacramento, CA

KATLIN JACKSON
Project Manager
Heartland, LLC
Seattle, WA

COLLETTE NAVARRETTE
Director of Marketing
Federal Realty Investment Trust
San Jose, CA

YEHUDA NETENAL
President
Gilad Development, Inc.
Woodland Hills, CA

RICHARD SETTERSTEN, Ph.D.
Professor
Social and Behavioral Health Sciences
Endowed Director
Hallie E. Ford Research Center for Healthy Children & Families
Oregon State University
Corvallis, OR

Lunch Served
12:00 noon – 12:45 pm
(No lunch service after 12:45 pm)
Monterey Conference Center – Serra Ballroom

Government Relations Update
12:45 – 1:00 pm
Monterey Conference Center – Serra Ballroom

REX HIME
President and CEO
California Business Properties Association
Sacramento, CA

Keynote Presentation
1:00 – 2:00 pm
Monterey Conference Center – Serra Ballroom

Special Industry Groups (SIGs)
2:15 – 5:00 pm
Monterey Conference Center – Steinbeck Forum

Special Industry Groups (SIGs) focus on a specific discipline or facet of the industry. SIGs are interactive and participatory, and allow you to share common ideas, interests, challenges and best practices with like-minded individuals. These sessions also provide a tremendous opportunity to network with colleagues, exchange business cards and become part of a global network. The following three sessions will be offered this year:

Hispanic Markets
2:15 – 3:15 pm

Rapid growth is the overriding characteristic of the Hispanic population. Shopping centers have been built in Hispanic communities for some time, and retailers have tailored their products and services to their growing Hispanic clientele.

Hispanic Markets is a special ICSC Initiative that provides a forum for industry professionals involved or interested in retail in Hispanic communities. Come together to share common ideas, interests, challenges and best practices to network, discuss industry issues and explore retail development opportunities. Exchange ideas and business cards! Meet new people and leave with practical “take home” information and ideas, and become part of a global network of industry leaders.
Thursday, March 14

Registration
8:00 am – 2:00 pm
Portola Hotel & Spa – De Anza Ballroom Foyer

Continental Breakfast Served
8:00 – 9:00 am
(No breakfast service after 9:00 am)
Portola Hotel & Spa – De Anza Ballroom

Retailer Runway
9:00 – 10:30 am
Monterey Conference Center – Steinbeck Forum

MODERATOR
JIM McMASTERS
Senior Vice President and Retail Division Director
Colliers International
Walnut Creek, CA

Deal Making
10:30 am – 2:00 pm
Monterey Conference Center – Serra Ballroom

Please refer to the attached Deal Making Table Directory for a list of participating companies.

Boxed Lunch Served
12:00 noon – 1:00 pm
(No lunch service after 1:00 pm)
Monterey Conference Center – Serra Ballroom

Meeting Adjourns
2:00 pm

FACILITATOR
DANIEL J. LEGASPI
Vice President of Marketing & Retail Leasing Associate
The Legaspi Company
Montebello, CA

Sustainability
3:15 – 4:15 pm
The consideration of the role of humanity in climate change and the notion of sustainable development are core concerns of society, and consequently of the shopping center industry. Thus the Sustainability SIG strives to influence the use of sustainable building and maintenance practices in the shopping center industry through collaboration among practitioners, researchers, and educators.

FACILITATOR
KARLA ZENS, LEED® AP
Sustainability and Marketing Director
Capital Pacific
San Francisco, CA

Operations
4:15 – 5:00 pm
Shopping center managers continually strive to operate their centers with the utmost efficiency. This SIG addresses core concerns, offers insight and provides practical guidance and the opportunity to share ideas and best practices.

Become part of a global network of management professionals. Let your voice be heard!

FACILITATOR
HENRY A. AVILA, CSM, RPA
Senior Vice President – Asset Management
Donahue Schriber Realty Group
Sacramento, CA

Member-Hosted Reception
5:30 – 7:00 pm
Portola Hotel & Spa – Atrium
Division and State Leadership

CHUCK SHAW, ICSC Western Division Government Relations Committee Chair, Fite Development Company
TIM SEILER, ICSC Northern California State Director, John Cumbelich & Associates
PAUL CUNHA, ICSC Northern California Government Relations Committee Chair, S.D. Deacon Corp.
DOUG WIELE, ICSC Northern California Alliance Private Sector Co-Chair, Foothill Partners
KELLY KLINE, ICSC Northern California Alliance Public Sector Co-Chair, City of Fremont
ELIZABETH RINGBOM, CSM, ICSC Northern California Operations Chair, Shelter Bay Retail Group
STEVEN ROUMAN, ICSC Northern California Retail Chair, Gap Inc.
MIRIAM MONTESINOS, Acting ICSC Northern California Next Generation Chair, Sheppard, Mullin, Richter & Hampton LLP
JAMES CHUNG, ICSC Northern California Program Committee Chair, Terranomics Retail Services

Program Planning Committee

TRACE JOHNSON, ICSC 2013 Monterey Idea Exchange Program Planning Committee Co-Chair, Petrovich Development Company
STEVE STWORA-HAIL, ICSC 2013 Monterey Idea Exchange Program Planning Committee Co-Chair, Downey Brand, LLP
DONNA CLARK, Kennedy Wilson
JUDY DAVIDOFF, Sheppard, Mullin, Richter & Hampton LLP
MICHAEL DIGERONIMO, ESQ., Miller Starr and Regalia
CHRISTINE FIRSTENBERG, Metrovation Brokerage
RON GERBER, City of Walnut Creek
DAVID GREENSFELDER, Greensfelder Commercial Real Estate
ERIC HOHMANN, Madison Marquette
DEAN ISAACS, Peninsula Development Advisors
STEPHEN LABONGE, CVS Pharmacy
JEFFREY LEON, PB&J Acquisitions
CAROL MAZZETTI, Peet’s Coffee and Tea
JIM McMASTERS, Colliers International
MORGAN READ, Read Investments, LLC
JEFF SEALY, Ross Stores, Inc.
SCOTT SINGER, Horner & Singer, LLP
MELODY J. TEIXEIRA, Colliers International
AMBER N. WELTNER, Federal Realty Investment Trust
Thank You to the Following Reception Hosts:

PLATINUM HOSTS

Donahue Schriben
Donahue Schriben, with approximately $2 billion in assets, owns and operates 81 neighborhood, community, lifestyle and power centers in the western United States representing 12 million square feet of floor space.

Grocery Outlet
Grocery Outlet is a third-generation, family-run business recognized as the nation’s largest extreme-value grocery retailer with 186 stores in seven states.

Hilbers Inc.
Hilbers Inc. remains the Western region’s premier general contractor while building with exceptional workmanship, quality materials, innovative building techniques, and modern management practices.

Innisfree Companies
The Innisfree Companies’ mix of development opportunities have ranged from planned unit community developments at Lake Tahoe, Time Sharing Ownership, urban condominium communities, shopping centers and office parks.

Regal Entertainment Group
Regal Entertainment Group (NYSE: RGC) operates the largest and most geographically diverse theater circuit in the United States, consisting of 6,880 screens in 540 theaters in 38 states and the District of Columbia as of January 24, 2013.

Shelter Bay Retail Group
Shelter Bay Retail Group is a full-service retail property management company specializing in strategic property planning, asset repositioning, construction management, leasing supervision and comprehensive financial reporting and accounting services.

Sheppard, Mullin, Richter & Hampton LLP
Sheppard, Mullin, Richter & Hampton LLP represents retailers, investors, developers, builders, major landowners, lenders and local agencies on every aspect of real estate development.

SRS
As the nation’s largest real estate company dedicated exclusively to retail, SRS has delivered exceptional results for clients in Northern California for over 25 years.

Terranomics
Terranomics, with 33 retail agents serving Northern California, 99 national and regional tenants and 20 million square feet of shopping center listings, is involved in almost every development site and/or tenant rollout in the market.

Universal Maintenance
Universal Maintenance is a full-service company providing day porter services, parking lot sweeping, steam cleaning, maintenance and more. Please visit www.universalmaintenance.com to see what they can do for you.

Universal Site Services
Universal Site Services: Your true full-service exterior maintenance company providing: tenant move in clean up, vanilla shelling, landscaping, parking lot & garage sweeping, pressure washing, day porter services, maintenance, hauling and more. guaranteed service.
GOLD HOSTS

SILVER HOSTS
Brixmor
Horner & Singer, LLP
Loja Group, LLC
McNellis Partners, LLC
Net Lease Alliance, LLC
Perkins Williams and Cotterill Architects
Petrovich Development Company
Read Investments
Tomatina
Weingarten Realty Investors
Registration Form

▸ How to Register
Fax: +1 732 694 1800 (credit card registrations only)
Online: www.icsc.org (credit card registrations only)
Mail: ICSC
P.O. Box 26958
New York, NY 10087-6958

▸ Registration Fees

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<td>Student Member**</td>
<td>$ 50</td>
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*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.
**Registrants must be ICSC student members to qualify for the student rate.

▸ Deadlines
To qualify for the advance registration fee, your registration must be received by March 6, 2013.

▸ Cancellations
All cancellations will be subject to a $25 cancellation fee. No refunds will be given for cancellations received after March 6, 2013. All requests for refunds must be received by ICSC in writing.

▸ Hotel Reservations
A block of rooms has been reserved at:
Portola Hotel & Spa
Monterey, CA 93940
Rate: $207 Single/Double Occupancy
Cut-off Date: February 25, 2013

We invite you visit www.icsc.org/2013N1 and click on “Book Hotel Now” under Quick Links on the right side of the page. There you can access the latest hotel availability and the electronic form to reserve your room(s). We would be happy to answer any of your questions during our office hours of Monday through Friday 8:00 am to 5:30 pm EST at +1 888 ICSC TVL (427 2885) ext. 2, or internationally at +1 585 442 8900 ext. 4.

▸ 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 internationally at +1 585 442 8856 from 8:00 am to 5:30 pm EST, Monday through Friday.

▸ Continuing Education Credits
ICSC Certified professionals earn 1.0 credit (A3) towards senior certification renewal.

▸ Special Needs
Anyone desiring an auxiliary aid for this meeting should notify Casey Adams at +1 949 224 3830 no later than February 13, 2013.

▸ 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.

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. #

☐ 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) 2013N1-B
### Deal Making Table Request Form

**When**
- Thursday, March 14, 2013
- 10:30 am – 2:00 pm

**Includes**
- 6’ x 30” draped table
- 2 chairs
- Company sign

**Who Qualifies**
- Retailers
- Brokers exclusively representing Retailers
- 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**
There is 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 **January 21, 2013**.

**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 Sachia Ogeer at +1 646 728 3636 to confirm.

**Cancellation:**
Notify ICSC immediately if you must cancel.

**Contact**
Sachia Ogeer
Tel: +1 646 728 3636
Fax: +1 732 694 1743
E-mail: sogeer@icsc.org

**Please return to:**
ICSC
Sachia Ogeer
Monterey Idea Exchange
1221 Avenue of the Americas, 41st Floor
New York, NY 10020
Tel: +1 646 728 3636
Fax: +1 732 694 1743
E-mail: sogeer@icsc.org

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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

N1-2013

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**Check all that apply**

- [ ] We are Retailers.
- [ ] We are Brokers exclusively representing the following Retailers:
  - ________________________________
  - ________________________________

- [ ] We are Developers/Owners.

- [ ] We are Lenders.
- [ ] We are Suppliers.
- [ ] We are a City/Municipality or Economic Development Agency.
- [ ] We have registered for the ICSC 2013 Monterey Idea Exchange.
- [ ] We will notify ICSC immediately if we must cancel.

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**Indemnification**
Each party, to the extent permitted by law, agrees to defend and indemnify the other, and its officers, directors, agents, and employees, of and from all claims, demands, or suits for bodily injury or property damage, including costs and attorney fees, in any way arising out of or related to third party claims based on the indemnifying party’s negligent acts or omissions in connection with the Event, except to the extent of the negligence or willful misconduct of the indemnified party.

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**Insurance**
Exhibitor shall each carry Commercial General Liability insurance coverage for property damage and bodily injury to be in effect over the meeting dates specified in this Contract in an amount sufficient to meet its indemnity obligations for this Event.
Networking Lounge Table Request Form

➤ When
Wednesday, March 13, 2013
8:30 am – 5:00 pm

➤ Who Qualifies
Retailers, Brokers representing Retailers, Developers/Owners, Lenders, Suppliers, Cities/Municipalities and Economic Development Agencies

➤ Includes
• Round table
• Chairs
• Company ID sign

➤ 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
There is 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 January 21, 2013.

➤ Availability
 Tables are confirmed on a first-come, first-served basis. Sending in this Networking Lounge 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 notify Sachia Ogeer listed to the right to confirm.

➤ Cancellation:
Notify ICSC immediately if you must cancel.

➤ Contact
Sachia Ogeer
Tel: +1 646 728 3636
Fax: +1 732 694 1743
E-mail: sogeer@icsc.org

➤ Please return to:
ICSC
Sachia Ogeer
Monterey Idea Exchange
1221 Avenue of the Americas, 41st Floor
New York, NY 10020
Tel: +1 646 728 3636
Fax: +1 732 694 1743
E-mail: sogeer@icsc.org

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

N1-2013

Check all that apply

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

☐ We are Developers/Owners.

☐ We are Lenders.
☐ We are Suppliers.
☐ We are a City/Municipality or Economic Development Agency.
☐ We have registered for the ICSC 2013 Monterey Idea Exchange.
☐ We will notify ICSC immediately if we must cancel.

Indemnification
Each party, to the extent permitted by law, agrees to defend and indemnify the other, and its officers, directors, agents, and employees, of and from all claims, demands, or suits for bodily injury or property damage, including costs and attorney fees, in any way arising out of or related to third party claims based on the indemnifying party’s negligent acts or omissions in connection with the Event, except to the extent of the negligence or willful misconduct of the indemnified party.

Insurance
Exhibitor shall each carry Commercial General Liability insurance coverage for property damage and bodily injury to be in effect over the meeting dates specified in this Contract in an amount sufficient to meet its indemnity obligations for this Event.
ICSC Monterey
Portola Hotel & Spa and Monterey Conference Center
Monterey, CA
March 13 – 14, 2013