<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Registration</td>
<td>LVCC - N3, Westgate Hotel</td>
<td></td>
</tr>
<tr>
<td>8:30 – 10:15 am</td>
<td>Global Delegates Networking Breakfast and Leadership Summit</td>
<td>Wynn Hotel - Lafleur</td>
<td>By invitation only</td>
</tr>
<tr>
<td>9:30 – 10:45 am</td>
<td>Marketing Your Center’s Specialty Leasing Opportunities</td>
<td>Westgate Hotel - Ballroom D-G</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increasing Income through Superior Customer Experience</td>
<td>Westgate Hotel - Ballroom C</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Experience is Everything: New Rules for Driving Shopper Engagement</td>
<td>Westgate Hotel - Ballroom B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Essential Restaurant Fundamentals and Leasing Strategies</td>
<td>Westgate Hotel - Ballroom A</td>
<td></td>
</tr>
<tr>
<td>10:15 – 11:30 am</td>
<td>Leadership Brunch with Trustees Distinguished Service Awards</td>
<td>Wynn Hotel - Margaux</td>
<td>By invitation only</td>
</tr>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>Blockbuster Session - Parag Khanna</td>
<td>Westgate Hotel - Ballroom A</td>
<td></td>
</tr>
<tr>
<td>11:00 am – 12:30 pm</td>
<td>Retailer Math 101 for Specialty Leasing</td>
<td>Westgate Hotel - Ballroom D-G</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Win-Win: Co-Tenancy Provisions for Tenants and Landlords</td>
<td>Westgate Hotel - Ballroom C</td>
<td></td>
</tr>
<tr>
<td>12:45 – 1:00 pm</td>
<td>2016 VIVA Awards Presentation</td>
<td>Westgate Hotel - Paradise Event Center</td>
<td></td>
</tr>
<tr>
<td>1:00 – 2:00 pm</td>
<td>RECon Kickoff and Opening Session - Earvin “Magic” Johnson</td>
<td>Westgate Hotel - Paradise Event Center</td>
<td></td>
</tr>
<tr>
<td>2:15 – 5:15 pm</td>
<td>Cornell Student Case Study Competition</td>
<td>Westgate Hotel - Pavilion 1-2</td>
<td></td>
</tr>
<tr>
<td>2:30 – 3:30 pm</td>
<td>Blockbuster Session - Tony Hsieh</td>
<td>Westgate Hotel - Paradise Event Center</td>
<td></td>
</tr>
<tr>
<td>2:30 – 3:45 pm</td>
<td>Reinvention: Property Redevelopment and Repositioning</td>
<td>Westgate Hotel - Ballroom C</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Developing a Sales and Merchandising Plan for the Common Area</td>
<td>Westgate Hotel - Ballroom D-G</td>
<td></td>
</tr>
<tr>
<td>4:00 – 5:15 pm</td>
<td>Leasing Strategies for Difficult Spaces</td>
<td>Westgate Hotel - Ballroom A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Legalease Made Easy in Specialty Leasing</td>
<td>Westgate Hotel - Ballroom D-G</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retail Real Estate Market and Feasibility Analysis</td>
<td>Westgate Hotel - Ballroom C</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brick and Mortar Goes Solar: Successful Renewable Energy Initiatives</td>
<td>Westgate Hotel - Ballroom B</td>
<td></td>
</tr>
<tr>
<td>5:30 – 7:00 pm</td>
<td>U.S. MAXI Awards Ceremony</td>
<td>Wynn Hotel - Margaux</td>
<td>Separate registration required</td>
</tr>
</tbody>
</table>

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 9:30 pm</td>
<td>ICSC Foundation Gala Dinner</td>
<td>Wynn Hotel - Latour Ballroom</td>
</tr>
<tr>
<td></td>
<td>Separate registration required</td>
<td></td>
</tr>
<tr>
<td>7:30 – 9:30 pm</td>
<td>Opening Reception</td>
<td>Encore Hotel - XS Nightclub</td>
</tr>
<tr>
<td>MONDAY, MAY 23</td>
<td>Registration</td>
<td>LVCC - N3, Westgate Hotel</td>
</tr>
<tr>
<td>8:00 – 9:00 am</td>
<td>Breakfast at Marketplace Mall</td>
<td>LVCC - N3</td>
</tr>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Leasing Mall / Marketplace Mall / SPREE RECon</td>
<td></td>
</tr>
<tr>
<td>9:00 – 10:30 am</td>
<td>CMD Global Certification Brief</td>
<td>Westgate Hotel - Pavilion 3</td>
</tr>
<tr>
<td>10:00 – 11:00 am</td>
<td>What’s so “2016“ in Real Estate and Retail Technology? Part 1</td>
<td>Westgate Hotel - Ballroom A</td>
</tr>
<tr>
<td></td>
<td>Capital Markets</td>
<td>Westgate Hotel - Ballroom B</td>
</tr>
<tr>
<td></td>
<td>Challenges and Opportunities: Redeveloping the “Undevelopable“</td>
<td>Westgate Hotel - Ballroom C</td>
</tr>
<tr>
<td>11:00 am – 12:30 pm</td>
<td>CDP Global Certification Brief</td>
<td>Westgate Hotel - Pavilion 3</td>
</tr>
<tr>
<td></td>
<td>Retail as a Catalyst for Economic Development</td>
<td>Westgate Hotel - Ballroom D-G</td>
</tr>
<tr>
<td></td>
<td>Wall Street on Main Street</td>
<td>Westgate Hotel - Ballroom B</td>
</tr>
<tr>
<td>12:30 – 2:00 pm</td>
<td>Lunch and Keynote Presentation - Gary Friedman</td>
<td>Westgate Hotel - Paradise Event Center</td>
</tr>
<tr>
<td>2:30 – 3:30 pm</td>
<td>The Evolution of Retail Leasing</td>
<td>Westgate Hotel - Ballroom A</td>
</tr>
<tr>
<td></td>
<td>Outpacing the Market: International Leading-Edge Retail Concepts</td>
<td>Westgate Hotel - Ballroom B</td>
</tr>
<tr>
<td>3:30 – 5:00 pm</td>
<td>P3 Pavilion Reception</td>
<td>LVCC - Central Hall</td>
</tr>
<tr>
<td></td>
<td>CRX Global Certification Brief</td>
<td>Westgate Hotel - Pavilion 3</td>
</tr>
<tr>
<td></td>
<td>Retail Technology Trends to Watch</td>
<td>Westgate Hotel - Ballroom D-G</td>
</tr>
<tr>
<td></td>
<td>Designing Social Media Programs to Drive Traffic and Increase Sales</td>
<td>Westgate Hotel - Pavilion 1-2</td>
</tr>
<tr>
<td></td>
<td>Essential Priorities in Retail Asset Management</td>
<td>Westgate Hotel - Ballroom C</td>
</tr>
<tr>
<td>4:00 – 5:00 pm</td>
<td>The Future of Retail</td>
<td>Westgate Hotel - Ballroom A</td>
</tr>
<tr>
<td></td>
<td>Tomorrow’s Shopping Centers, Today</td>
<td>Westgate Hotel - Ballroom B</td>
</tr>
<tr>
<td>4:15 – 4:30 pm</td>
<td>Annual Meeting of Members</td>
<td>LVCC - N250</td>
</tr>
</tbody>
</table>

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
### PROGRAM - AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 – 7:00 pm</td>
<td>Fortune Tellers Reception and Researcher Award Ceremony</td>
<td>Wynn Hotel - La Tache</td>
</tr>
<tr>
<td></td>
<td>Diversity Reception</td>
<td>Wynn Hotel - Margaux</td>
</tr>
<tr>
<td>5:30 – 7:30 pm</td>
<td>SPREE RECon Cocktail Reception &amp; Hall of Fame Awards Presentation</td>
<td>Wynn Hotel - Mouton</td>
</tr>
<tr>
<td>7:00 – 9:00 pm</td>
<td>Latin American Reception</td>
<td>Wynn Hotel - Lafleur</td>
</tr>
</tbody>
</table>

#### TUESDAY, MAY 24

- **7:00 am – 5:00 pm** | Registration<br>LVCC - N3<br>
- **8:00 am – 5:00 pm** | Leasing Mall / Marketplace Mall / SPREE RECon<br>
- **9:00 – 10:30 am**  | CSM Global Certification Brief<br>Westgate Hotel - Pavilion 3<br>
- **10:00 – 11:00 am** | How to Optimize Revenue through Destination Retail and Tourism<br>Westgate Hotel - Pavilion 1-2<br>
- **11:00 am – 12:30 pm| International Retail and Global Expansion<br>Westgate Hotel - Ballroom C<br>
- **11:15 am – 12:15 pm| A Closer Look at Leasing Financials: The Numbers Behind the Deal<br>Westgate Hotel - Pavilion 1-2<br>
- **12:30 – 2:00 pm** | Lunch and Keynote Presentation - Bobbi Brown<br>Westgate Hotel - Paradise Event Center<br>
- **2:30 – 3:30 pm**  | Capitol (Re)development<br>Westgate Hotel - Ballroom B<br>
- **5:30 – 7:00 pm**  | Retailer-Only Networking Reception<br>Wynn Hotel - Lafleur  By invitation only<br>

#### WEDNESDAY, MAY 25

- **7:00 am – 2:00 pm** | Registration<br>LVCC - N3<br>
- **8:00 am – 2:00 pm** | Leasing Mall / Marketplace Mall / SPREE RECon
PROGRAM

SATURDAY, MAY 21
12:00 – 6:00 pm | LVCC - N3
Registration

SUNDAY, MAY 22
8:00 am – 5:00 pm | LVCC - N3, Westgate Hotel
Registration

8:30 – 10:15 am | Wynn Hotel - Lafleur (by invitation only)
Global Delegates Networking Breakfast and Leadership Summit

9:30 – 10:45 am | Westgate Hotel - Ballroom D-G
Marketing Your Center’s Specialty Leasing Opportunities
This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
As retail real estate professionals there are many creative ways to maximize your ancillary income to even further improve your net operating income. Join us for this course as we explore today’s specialty leasing, beyond the traditional cart and kiosk programs.
INSTRUCTOR
Amy Jo Hall, CRX, CLS, SLD
Senior Director, Local Leasing
GK Development, Inc.
Barrington, IL

9:30 – 10:45 am | Westgate Hotel - Ballroom C
Increasing Income through Superior Customer Experience
This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
Shopping centers are moving beyond the basic definitions of lifestyle center, urban entertainment center, town center or mall. The new imperative for retail real estate is place-making and relationship management through tangibles like a differentiated tenant mix that reflects the local character of your property and intangibles that create a sense of rootedness and authenticity with consumers. Learn to achieve long-term value and increased net operating income by creating an atmosphere of community in your development that will be remembered affectionately by customers generating longer stays, repeat visits and customer loyalty.
INSTRUCTOR
Shannon A. Quilty, CSM
Consultant - Shopping Centre Practice
Senteo
Moscow, Russian Federation
9:30 – 10:45 am | Westgate Hotel - Ballroom B

Experience is Everything: New Rules for Driving Shopper Engagement

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Developing and executing a strategy that guides buyers towards or through your store or area of interest in your mall is crucial for shopping centers and retailers. This course will analyze how shopping centers and retailers can manage a consumer’s “journey” to purchase and create an optimal shopping experience for the customer. We will examine case studies and strategies to successfully engage consumers and examine new trends in driving shopper engagement.

INSTRUCTOR

Jane Lisy
Executive Retail Strategist
Alexander Babbage, Inc.
Atlanta, GA

9:30 – 10:45 am | Westgate Hotel - Ballroom A

Essential Restaurant Fundamentals and Leasing Strategies

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Whether in-line, out-parcel, regional mall, lifestyle center or strip/power located, restaurants are an essential component of the shopping center fiber. This course will explain the strategies that every retail real estate professional in asset management, property management and leasing should know in order to structure a successful restaurant deal. Topics will include: developing a strategic and tactical process that helps property managers make better tenant improvements and leasing decisions; examining and evaluating restaurant tenant lease terms and profitability statements; establishing key operational and performance tracking metrics; analyzing sales potential relative to occupancy costs; and understanding essential restaurant principles and operational cost percentage.

INSTRUCTORS

Michael J. D’Amico
President
DamicoSystems, LLC
Mandeville, LA

Kenneth S. Lamy, CRX
President
The Lamy Group, LTD.
Mandeville, LA

10:15 – 11:30 am | Wynn Hotel - Margaux (by invitation only)

Leadership Brunch with Trustees Distinguished Service Awards

11:00 am – 12:00 pm | Westgate Hotel - Ballroom A

Blockbuster Session

Parag Khanna
Co-Founder and CEO, Factotum
Managing Partner, Hybrid Reality

Parag Khanna is a leading global strategist, world traveler and best-selling author. He is a CNN Global Contributor and Senior Research Fellow in the Centre on Asia and Globalisation at the Lee Kuan Yew School of Public Policy at the National University of Singapore. He is also the Managing Partner of Hybrid Reality, a boutique geostrategic advisory firm and Co-Founder & CEO of Factotum, a
leading content branding agency. Parag’s latest book is Connectography: Mapping the Future of Global Civilization. He is also co-author of Hybrid Reality: Thriving in the Emerging Human-Technology Civilization and author of How to Run the World: Charting a Course to the Next Renaissance and the international bestseller The Second World: Empires and Influence in the New Global Order, which was translated into more than 20 languages. In 2008, Parag was named one of Esquire’s “75 Most Influential People of the 21st Century,” and featured in WIRED magazine’s “Smart List.”

Book signing to follow presentation in back of room.

11:00 am – 12:30 pm | Westgate Hotel - Ballroom D-G
Retailer Math 101 for Specialty Leasing
This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
The right leasing deal must fit within the retailer’s financial picture, including the cost of goods, margins, and operating expenses. Learn about the analytics store owners and managers use to evaluate inventory purchasing plans, analyze sales figures, add on markup and apply markdown pricing to plan stocks.

INSTRUCTOR
Sherry Drew, SLD
Specialty Leasing Manager
Citadel Realty LLC
Colorado Springs, CO

11:00 am – 12:30 pm | Westgate Hotel - Ballroom C
Win-Win: Co-Tenancy Provisions for Tenants and Landlords
This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
Tenants enter into a lease in expectation of the drawing power of the shopping center. This includes not only the traffic generated by the anchor tenants, but also the synergy of the other satellite stores. In the event an anchor tenant leaves a center or a percentage of the stores are not operating, tenants are protecting themselves by implementing co-tenancy provisions into their agreements. These provisions, in most cases, have adverse effects on the landlord’s bottom line and include such remedies as reduced rent and/or a delayed store opening. This course will discuss how landlords and tenants can negotiate a co-tenancy provision that may help mitigate an unexpected reduction in foot traffic for both parties.

INSTRUCTOR
Chris Ressa, CLS
Senior Vice President - Leasing, Northeast/Midwest
DLC Management Corp
Tarrytown, NY

12:45 – 1:00 pm | Westgate Hotel - Paradise Event Center
2016 VIVA Awards Presentation
ICSC’s annual VIVA Awards honor and recognize the most outstanding examples of shopping center marketing, design and development, sustainability and community service worldwide.
Earvin “Magic” Johnson has become the most powerful African American businessman in the world. He is a Major League Baseball owner, an NBA Legend, a two-time Hall of Famer, an entrepreneur, a philanthropist and a motivational speaker. The business mogul has successfully parlayed his skills and tenacity on the court into the business world, propelling his company to the status of #1 Brand in Urban America.

Mr. Johnson is most noted for his unprecedented Starbucks partnership, which served as the catalyst for redevelopment in urban communities and is literally the blueprint for corporate America’s engagement and success with urban consumers.

He is Chairman and CEO of Magic Johnson Enterprises (MJE), which provides high-quality products and services that focus primarily on ethnically diverse and underserved urban communities through strategic alliances, investments, consulting and endorsements.

In 1999, at the age of 24, Tony Hsieh (pronounced Shay) sold LinkExchange, the company he co-founded, to Microsoft for $265 million. He then joined Zappos as an advisor and investor, eventually becoming the CEO. He helped Zappos grow from almost no sales to over $1 billion in gross merchandise sales annually, while simultaneously making Fortune Magazine’s annual “Best Companies to Work For” list. In November 2009, Zappos was acquired by Amazon.com in a deal valued at $1.2 billion on the day of closing.

In addition to his responsibilities as CEO of Zappos.com, Tony is leading the “Downtown Project,” a group committed to transforming downtown Las Vegas into the most community-focused large city in the world. This transformation includes...
the relocation of the Zappos.com offices from Henderson, Nevada, to what was the old City Hall in downtown Las Vegas.

*Enjoy a tour and happy hour at Tony’s Downtown Project Sunday, 4:30 – 6:30 pm. RSVP at hi@downtownproject.com.*

2:30 – 3:45 pm | Westgate Hotel - Ballroom C

**Reinvention: Property Redevelopment and Repositioning**

- This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
- Factors such as overbuilding, recession, e-commerce, dependency on department stores, the experience economy and of course, the ever-changing consumer, have all come together demanding change from shopping centers and malls. If you have accepted that your property is ready for a new approach to reach its full potential, this course may help you define it. You will explore innovative strategies that transcend traditional thinking and understand the key components of redevelopment plans that achieve triple bottom line success. Delve into the challenges and opportunities, successes and failures with a view toward lessons learned and value enhancement.

**INSTRUCTOR**

Yaromir Steiner, CRX  
ICSC Past Trustee  
Chief Executive Officer  
Steiner + Associates, Inc.  
Columbus, OH

2:30 – 3:45 pm | Westgate Hotel - Ballroom D-G

**Developing a Sales and Merchandising Plan for the Common Area**

- This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
- Learn how to develop a strategic plan for the common area, from setting rents to identifying locations based on space and co-tenancy. Discover how to set merchandising targets that complement your shopping center’s tenant mix.

**INSTRUCTOR**

Anita Blackford  
Real Estate Leasing and Property Management  
Blackford Realty  
Phoenix, AZ

4:00 – 5:15 pm | Westgate Hotel - Ballroom A

**Leasing Strategies for Difficult Spaces**

- This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.
- In the world of leasing there are many proven methods to ensure that the proper space is being leased to the appropriate tenant. Leasing professionals often have a particular space that seems more difficult to lease than others. This class will explore ideas on how to lease space in difficult places and answer some of these questions: 1. Is your space really unleaseable? 2. It’s not always about rate—what else is there? 3. What options exist for physical change (signage, access, etc.)? 4. What options are out there for alternate uses?
Leasing Strategies for Difficult Spaces (4:00 – 5:15 pm) continued

INSTRUCTOR

Nick A Egelanian
President
SiteWorks
Annapolis, MD

4:00 – 5:15 pm | Westgate Hotel - Ballroom D-G

Legalease Made Easy in Specialty Leasing

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

This course examines use clauses, reciprocal easements, terminations, addendums, writing amendments, evictions, personal and corporate guarantees, rent relief requests, small claims court, understanding insurance documents and protections from the legal world.

INSTRUCTOR

Marc Feldman, JD, CLS, SLD
President
NOI Partners LLC
Shaker Heights, OH

4:00 – 5:15 pm | Westgate Hotel - Ballroom C

Retail Real Estate Market and Feasibility Analysis

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Before diving into your next project and hoping for the best, learn how a feasibility study can help you investigate potential outcomes before investing too much time and money. This course will explore the relationship between the most successful retail projects and the feasibility analysis. A study of forecast demand and measured supply, as well as the ability to complete a project successfully will be discussed, taking into account legal, economic, technological, site, political, scheduling and other factors.

INSTRUCTOR

Gary M. Ralston, CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, FRICS
President
Coldwell Banker Commercial
Saunders Ralston Dantzler Realty
Lakeland, FL

4:00 – 5:15 pm | Westgate Hotel - Ballroom B

Brick and Mortar Goes Solar: Successful Renewable Energy Initiatives

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

As companies seek to expand their corporate sustainability programs and decrease their carbon footprint, many are looking towards renewable energy technologies, such as solar, to assist them. Shopping centers have a unique advantage in leveraging these systems because of their expansive roofs. This course will discuss how retail centers can design and implement a solar program. We will discuss the environmental benefits and bottom line incentives for both landlords and tenants.

INSTRUCTOR

Marc-jean Desjardins
Commercial Energy Consultant
SolarCity
San Mateo, CA
U.S. MAXI Awards Ceremony

Come and celebrate as ICSC recognizes best practices in retail marketing, new media strategies and NOI enhancement programs. Awards will be given to innovative events and programs that add value to shopping centers and companies across the United States. Separate registration required.

2016 U.S. MAXI CHAIR

Liz Gillespie, CMD
Partner, Vice President, Marketing
North American Properties
Atlanta, GA

ICSC Foundation Gala Dinner

There is only one place to be Sunday night at RECon! Year after year, the ICSC Foundation’s Gala Dinner is the primary networking event for wining and dining your clients, top producers, friends and colleagues while enjoying memorable entertainment. This year’s talent will not disappoint: World Classic Rockers featuring former members of Journey, Boston, Santana, Steppenwolf and Lynyrd Skynyrd. Separate registration is required. Business attire.

Opening Reception at XS Nightclub

Deals and networking don’t just happen on the show floor, they happen after hours as well! Be sure to stop by this year’s Opening Reception taking place at XS Nightclub.

XS Nightclub at Encore, named the number one nightclub in the United States by Nightclub & Bar’s Top 100 for an unprecedented five years is, without doubt, the most successful club in Las Vegas. As you enter through the golden staircase you’ll see why Condé Nast Traveler calls XS the hottest nightclub in the world.

MONDAY, MAY 23

Registration

Breakfast at Marketplace Mall

Leasing Mall / Marketplace Mall / SPREE RECon
9:00 – 10:30 am | Westgate Hotel - Pavilion 3

**CMD Global Certification Brief**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Are you ready to pursue the Certified Marketing Director (CMD) designation but don’t know where to begin? Maybe you’ve signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CMD exam covers a comprehensive body of knowledge. There’s a lot of information to review, from customer relationship management, research and analysis, and marketing plan implementation to retailing and sales development, public and community relations, advertising and media buying. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on and discover the value of making CMD your mark of excellence in what you do.

**INSTRUCTOR**

*Michaela “Mickey” Marraffino, CRX, CMD*
Vice President Marketing
CenterCal Properties, LLC
Redondo Beach, CA

10:00 – 11:00 am | Westgate Hotel - Ballroom A

**What’s so “2016” in Real Estate and Retail Technology? Part 1**

Would you like to know the most innovative technologies that are disrupting real estate and retail? Don’t miss this chat with Scott Morey, Executive Vice President, General Growth at GGP on how start-ups are revamping the space. This discussion is kicked off by a demo of technologies that are revolutionizing the retail landscape and improving operational efficiencies and customer experiences through the use of data, interactive displays and more. For a deep dive on nine top trends and how they fit your business, check out the Innovation Lounge in the LVCC North Hall Lobby.

**INSTRUCTORS**

*Liz Bacelar*
Founder & CEO
Decoded Fashion
New York, NY

*Scott Morey*
Executive Vice President, General Growth
GGP
Chicago, IL

10:00 – 11:00 am | Westgate Hotel - Ballroom B

**Capital Markets**

Always a popular topic and a well-attended session, you won’t want to miss this capital markets panel. This group of eminently qualified panelists will share their insights and advice on the debt and equity markets. They will touch on topics such as: what are equity investors looking for; what do JV structures look like; what is the lending outlook for 2016 – 2017; and surprises on the horizon related to underwriting standards, interest rates, demand for new development and more!

**MODERATOR**

*Kenneth F. Bernstein*
ICSC Trustee
President & CEO
Acadia Realty Trust
White Plains, NY
10:00 – 11:00 am | Westgate Hotel - Ballroom C

**Challenges and Opportunities: Redeveloping the “Undevelopable”**

Abandoned and underutilized properties are harmful to local economies. Once restored, these sites generate jobs and stimulate economic growth on local, state and federal levels. This panel will feature case studies on public-private partnerships in the redevelopment of brownfield properties across the country. Panelists will describe the brownfield public financing programs that are directly targeted to overcoming challenges in brownfield redevelopment and maximizing the connections between brownfield redevelopment and shopping center developers.

**MODERATOR**

Scott Nathan, CRX, CDP
Vice President
The Vertex Companies, Inc.
Boston, MA

**PANELISTS**

Karen B. Case
ICSC Trustee
Executive Managing Director & President of Commercial Real Estate
The PrivateBank
Chicago, IL

Richard C. Coppola
ICSC Trustee
Managing Director, Global Real Estate, Head of Transactions
TIAA-CREF
New York, NY

Thomas M. Flexner
ICSC Trustee
Global Head of Real Estate & Vice Chairman
Citigroup
New York, NY

Steven G. Vittorio
ICSC Past Trustee
Managing Director, Senior Portfolio Manager
Prudential Real Estate Investors
New York, NY

G. Lamont Blackstone, CRX
Principal
G. L. Blackstone & Associates LLC
Mount Vernon, NY

Mayor Chip Johnson
City of Hernando
Hernando, MS

Sally Krauss
Senior Vice President Real Estate & Environmental Affairs
DLC Management Corporation
Tarrytown, NY

11:00 am – 12:30 pm | Westgate Hotel - Pavilion 3

**CDP Global Certification Brief**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Are you ready to pursue the Certified Development, Design and Construction (CDP) designation but don’t know where to begin? Maybe you’ve signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CDP exam covers a comprehensive body of knowledge. There’s a lot of information to review, from site selection, acquisition, design and construction management to project scheduling and phasing, tenant coordination, cost management, sustainability, regulatory codes and safety. Assess your knowledge of the content, sort out what is and is not...
covered on the exam, identify content areas you need to focus on and discover the value of making CDP your mark of excellence in what you do.

INSTRUCTORS

Karen M. Scott, CRX, CDP, CMD, CSM
Senior Project Manager
Skye Group
Sanford, FL

Anna Dolby Zaich, CDP
Director of Development
Fitness International, LLC
Irvine, CA

11:00 am – 12:30 pm | Westgate Hotel - Ballroom D-G

Retail as a Catalyst for Economic Development

As neither property owners nor brokers, public and non-profit officials who seek to improve downtown districts face a significant challenge in the effort to manage optimal tenant mix. Yet, the mix of goods and services is one of the most significant drivers of customer visitation. In this course, you will learn to use a proactive approach to managing tenant mix by positioning city and/or downtown organizations to support, rather than replace, the efforts of the commercial real estate industry. Gain practical tips and tools to successfully attract your desired retailers. District practitioners and property owners alike will learn strategies for working closely with the real estate community to influence and enhance tenant mix for the benefit of the entire downtown business district.

INSTRUCTORS

Terrie Battuello
Chief of Business Development
Port of Everett
Everett, WA

Lacy Beasley
President & COO
Retail Strategies, LLC
Birmingham, AL

11:15 am – 12:15 pm | Westgate Hotel - Ballroom B

Wall Street on Main Street

This panel of some of Wall Street’s all-star analysts will address various sectors of retailing, focusing on the micro and macro trends affecting each sector. Hear from the experts about the newest trends, the most successful models and the best-positioned operators in each sector. Sector and company discussions will focus on: apparel, department stores and luxury; discounters and supermarkets; the Internet, consumer technology and e-commerce; and restaurants—from “QSR to tablecloth.” Learn about how consumers buy today, how they may buy in the future, which companies are embracing change and the necessary initiatives needed to prosper now.

This is a “must attend” panel for attendees looking for forward-thinking ideas that will help position them to win! P.S.: Keep your broker’s number handy.

MODERATOR

Jeffrey H. Newman, Esq., CRX
Chairman/R.E. Dept.
Sills Cummis & Gross P.C.
Newark, NJ

#RECon16
Wall Street on Main Street (11:15 am – 12:15 pm) continued

PANELISTS

Joe Feldman
Senior Managing Director
Telsey Advisory Group
New York, NY

Tom Forte
Senior Analyst
Brean Capital
New York, NY

Dana Telsey
CEO & CRO
Telsey Advisory Group
New York, NY

Edward Yruma
Managing Director, Analyst
KeyBanc Capital Markets
New York, NY

12:30 – 2:00 pm | Westgate Hotel - Paradise Event Center

Lunch and Keynote Presentation

Gary Friedman
Chairman & CEO
Restoration Hardware

Gary Friedman serves as Chairman and Chief Executive Officer of Restoration Hardware. From October 2012 to July 2013, Mr. Friedman served as Chairman Emeritus, Creator and Curator. From June 2010 to October 2012, Mr. Friedman served as Chairman and Co-Chief Executive Officer and prior to that, from March 2001 to June 2010, was Chief Executive Officer. He was a member of the Board of Directors from March 2001 to August 2012 and rejoined in July 2013. Prior to joining Restoration Hardware, Mr. Friedman worked for Williams-Sonoma, Inc., a specialty retailer of products for the home, from 1988 to 2001, where he served in various capacities, including as President and Chief Operating Officer from May 2000 to March 2001, as Chief Merchandising Officer and President of Retail Stores from 1995 to 2000 and as Executive Vice President and President of the Williams-Sonoma and Pottery Barn brands from 1993 to 1995. Prior to joining Williams-Sonoma, Mr. Friedman spent 11 years with The Gap, Inc., a specialty retailer, in various leadership positions.

2:30 – 3:30 pm | Westgate Hotel - Ballroom A

The Evolution of Retail Leasing

A panel of notable owners/developers and senior leasing professionals will share their thoughts on the philosophies and strategies for leasing retail in mixed-use, urban and transit-oriented projects (i.e., large mixed-use projects, residential towers, pedestrian-oriented developments, large-scale office developments, casinos, airports and train stations). Merchandise mix, “target” anchors, co-tenancy, proposed tenant configurations and design, leasing incentives and transaction structures will be discussed. Developers and leasing professionals have to change the traditional retail leasing paradigm to create vibrant, successful retail within these rapidly evolving project types, usually without the benefit of experience or a “case study” of like-kind projects. As development/redevelopment of traditional retail project formats continues to wane, the challenges of leasing and sustaining high-performing, successful retail within these non-traditional assets and projects will continue to grow and evolve.
The Evolution of Retail Leasing (2:30 – 3:30 pm) continued

MODERATOR
Naveen Jaggi
President – Retail Brokerage
JLL
Houston, TX

PANELISTS
Andrea L. Drasites
Managing Director
The Blackstone Group
New York, NY

Michael Goldban
Senior Vice President
Brookfield
New York, NY

Chris Weilminster
Executive Vice President &
President of Mixed-Use Division
Federal Realty Investment Trust
Rockville, MD

2:30 – 3:30 pm | Westgate Hotel - Ballroom B

Outpacing the Market: International Leading-Edge Retail Concepts

Changes at all levels are forcing retailers to rethink their strategies, act upon the changing consumer paradigm and innovate. Mature markets face the challenge to remain relevant and consequently feel the pressure to “reinvent” themselves, while other regions of the world show patterns of opportunity and rapid growth. Whether strategizing to trump existing traditional concepts or fueling customer engagement to spark habit-forming patterns and relevancy, these successful examples show creativity and excitement. Glean inspiration and understand the latest retail trends propelling new concepts. Develop fresh insights as to how global “consumer influencers” and “customer shopping behavior” are shaping the industry—from store formats, to service expectations and curated collections.

MODERATOR
John C. Williams
Senior Partner, Strategy and New Concepts
J.C. Williams Group Limited
Toronto, Canada

PANELISTS
Robert Mongeau
Senior Vice President, Real Estate
Sport Chek and Canadian Tire
Toronto, Canada

Egil Moller Nielsen
SVP SmartCentres, Inc.
Head of Penguin Pick-Up & Penguin Fresh
Toronto, Canada

Ethan Song
Co-Founder, CEO &
Creative Director
Frank & Oak
Montreal, Canada

3:30 – 5:00 pm | LVCC - Central Hall

P3 Pavilion Reception
Monday, May 23

3:30 – 5:00 pm | Westgate Hotel - Pavilion 3

**CRX Global Certification Brief**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Are you ready to pursue the Certified Retail Property Executive (CRX) designation but don’t know where to begin? Maybe you’ve signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CRX exam covers a comprehensive body of knowledge. There’s a lot of information to review, from property management, leasing, development and marketing to financing, portfolio management, organizational leadership, appraisal and valuation. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on and discover the value of making CRX your mark of excellence in what you do.

**INSTRUCTOR**

Gordon (Skip) Greeby, P.E., CRX, CDP
ICSC Past Trustee
President
The Greeby Companies, Inc.
Lake Bluff, IL

3:30 – 5:00 pm | Westgate Hotel - Ballroom D-G

**Retail Technology Trends to Watch**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Today’s consumer is empowered, connected and fickle. These attributes have made it difficult for companies to sustain brand loyalty through the regular, traditional methods. Join us for this forward-thinking course, as we address the hot retail technology trends and methods to stay nimble and ahead of the retail technology curve.

**INSTRUCTORS**

Jeremy Bergstein
President
The Science Project
New York, NY

3:30 – 5:00 pm | Westgate Hotel - Pavilion 1-2

**Designing Social Media Programs to Drive Traffic and Increase Sales**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

From marketing to leasing, loyalty programs to public relations, and even retailing itself, few aspects of the retail industry have been unaffected by social media. In this course, we will discuss best practices for developing an effective and comprehensive social media program that will engage consumers, increase brand awareness and drive traffic and sales.

**INSTRUCTORS**

Tim Sae Koo
Co-Founder/CEO
TINT
San Francisco, CA

Colton Soref
Business Development
TINT
San Francisco, CA

Mark Stross
Chief Technology Officer
ANC
Houston, TX
3:30 – 5:00 pm | Westgate Hotel - Ballroom C

**Essential Priorities in Retail Asset Management**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

With a significant reduction of projects in the development pipeline, retail property professionals now must look to extract maximum value from existing assets. Gain “hands-on” insights into a wide variety of practical issues and solutions facing asset managers in the retail world, all with the goal of influencing the bottom line and adding value. You will explore strategic and operational planning; budgeting, forecasting and cost control; return analysis and financial modeling; hold/sell analysis; industry and market trends; center merchandising strategy and development; understanding ownership’s goals and perspectives on the investment; and more!

**INSTRUCTOR**

Larry Kilduff, CRX, CDP, CSM  
Retail Market Lead – Chicago/Midwest  
JLL  
Chicago, IL

4:00 – 5:00 pm | Westgate Hotel - Ballroom A

**The Future of Retail**

This session features an executive discussion by industry leaders on the future of retail. Hear national retailers and one of the United States’ largest shopping center owners discuss what the future of our industry will look like. Topics will include retailer trends, response to shifting demographics, technology and its impact on retail and how landlords plan to respond. This discussion will provide invaluable insight on what the future holds.

**MODERATOR**

John M. Crossman, CCIM, CRX  
President  
Crossman & Company  
Orlando, FL

**PANELISTS**

Paul Ajdaharian, CRX, CLS  
Executive Vice President,  
Community Lifestyle Centers  
WP Glimcher  
Indianapolis, IN

David Krueger  
Senior Vice President,  
Growth and Development  
ULTA Beauty  
Romeoville, IL

Allyn Taylor  
Vice President of Development  
Zoës Kitchen  
Plano, TX

4:00 – 5:00 pm | Westgate Hotel - Ballroom B

**Tomorrow’s Shopping Centers, Today**

Competition to capture consumer spending is greater today than it has ever been in the history of the shopping center industry. Whether it’s through smartphones, online or in physical stores, consumers today have many options and ways in which to shop. In order to stay competitive, shopping center developers worldwide are pushing the design envelope in an effort to create unique, one-
of-a-kind shopping center experiences that appeal to a multitude of senses and emotions while enhancing value and delivering solid financial returns. Utilizing examples drawn from ICSC’s 2016 VIVA (Vision, Innovation, Value, Achievement) Best of the Best Awards, this highly participatory session will delve into the details of what is working around the world and why.

**MODERATOR**

Phil McArthur, CSM, CDP, CRX  
ICSC Past Trustee  
Managing Director  
McArthur + Company  
Dubai, United Arab Emirates

**PANELISTS**

Ronald Altoon, FAIA, LEED AP, CRX, CDP  
ICSC Past Trustee  
President & CEO  
Altoon Strategic, LLC  
Encino, CA

Ferdinand Cheung  
Director  
Benoy Limited  
Hong Kong, China

Çiğdem Gönen  
Shopping Center Manager  
Söğütözü Construction & Management Co. Inc.  
Ankara, Turkey

Christina Hau  
General Manager, Operations  
The Wharf (Holdings) Limited  
Hong Kong, China

John R. Morrison, CRX, CDP  
ICSC Past Trustee  
President & CEO  
Choice Properties REIT  
Toronto, Canada

Cristián Muñoz  
Corporate Sales Manager  
Mall Plaza  
Santiago, Chile

John Simones  
Co-Chief Executive Officer,  
Design Director  
The Jerde Partnership  
Venice, CA

4:15 – 4:30 pm | LVCC - N250

**Annual Meeting of Members**

5:30 – 7:00 pm | Wynn Hotel - La Tache

**Fortune Tellers Reception and Researcher Award Ceremony**

Open to all with an interest in industry research.

5:30 – 7:00 pm | Wynn Hotel - Margaux

**Diversity Reception**

Join the conversation at the annual Diversity Reception. This celebration of industry professionals and students from groups that are traditionally underrepresented in retail real estate attracts national developers, title companies, retailers, law firms, and real estate investors, all who want to create an inclusive industry. Once again we will be celebrating our Diversity Scholarship Program and our yearlong outreach to historically black colleges and universities around the country. You can support the foundation’s educational efforts by making a tax-deductible donation towards the Diversity Initiatives Scholarship Fund at www.iccscfoundation.org/donate.

Separate registration required. No fee to attend.
5:30 – 7:30 pm | Wynn Hotel - Mouton

**SPREE RECon Cocktail Reception & Hall of Fame Awards Presentation**
Join specialty retail industry colleagues for a fun evening of networking, a brief Hall of Fame Awards presentation and dancing.

7:00 – 9:00 pm | Wynn Hotel - Lafleur *(by invitation only)*

**Latin American Reception**

---

**TUESDAY, MAY 24**

7:00 am – 5:00 pm | LVCC - N3

Registration

8:00 am – 5:00 pm | LVCC

**Leasing Mall / Marketplace Mall / SPREE RECon**

9:00 – 10:30 am | Westgate Hotel - Pavilion 3

**CSM Global Certification Brief**
This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Are you ready to pursue the Certified Shopping Center Manager (CSM) designation but don’t know where to begin? Maybe you’ve signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CSM exam covers a comprehensive body of knowledge. There’s a lot of information to review, from asset management, operations, maintenance, lease negotiations and contract administration to retailing, merchandising, marketing, community relations, financing, risk management, security, human resources and law. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on and discover the value of making CSM your mark of excellence in what you do.

**INSTRUCTOR**
Janell Vaughan, CRX, CMD, CSM
Vice President, Asset Management
GGP
Wayne, NJ

9:00 – 10:30 am | Westgate Hotel - Pavilion 1-2

**How to Optimize Revenue through Destination Retail and Tourism**
This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

This course studies retail tourism and its impact on generating traffic and increasing NOI in shopping centers and retail districts. Attendees will learn how to position their centers as a tourist attraction while also optimizing their revenue by targeting the lucrative tourist dollar. Additionally, the course will cover the tourism industry and its economic impact and strategies to effectively attract tourists to your shopping center.
INSTRUCTORS

Carolyn Feimster, CRX, CMD
President
CJF Marketing International
North Brunswick, NJ

Rosemary McCormick
President
Shop America Alliance
Chesterfield, MO

Tuesday, May 24

9:00 – 10:30 am | Westgate Hotel - Ballroom D-G

The Economics of a Lease: Developer and Retailer Perspectives

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Economics are the heart of any lease transaction. Whether landlord or tenant, you’ll learn the strategies and tactics of negotiating monetary provisions, including minimum and percentage rent clauses, security deposits, operating costs, real estate taxes and merchants/marketing fund payments. You will be led through an analysis of the key elements of each of the lease provisions such as base rent, percentage rent, operating costs, real estate taxes and more.

INSTRUCTORS

Joe Nuñez, Esq.
Attorney & Partner
Vantage Law Group, PLLC
Minneapolis-St. Paul, MN

Oscar Rivera, Esq.
Shareholder
Siegfried Rivera
Ft. Lauderdale, FL

10:00 – 11:00 am | Westgate Hotel - Ballroom A

What’s so “2016” in Real Estate and Retail Technology? Part 2

Would you like to know the most innovative technologies that are disrupting real estate and retail? Don’t miss this chat with Todd Starcevich, Vice President, Direct to Consumer at VF Brands on how start-ups are revamping the space. This discussion is kicked off by a demo of technologies that are revolutionizing the retail landscape and improving operational efficiencies and customer experiences through the use of data, interactive displays and more. For a deep dive on nine top trends and how they fit your business, check out the Innovation Lounge in the LVCC North Hall Lobby.

INSTRUCTORS

Liz Bacelar
Founder & CEO
Decoded Fashion
New York, NY

Todd Starcevich
Vice President, Direct to Consumer
VF Brands
Greensboro, NC

10:00 – 11:00 am | Westgate Hotel - Ballroom B

The Experiential Evolution: Heart Share = Market Share

Our industry is on a constant quest to craft and curate an immersive experience that coaxes people off their couches, away from their devices and to our properties—not because they have to go, but because they want to. Hear from this team of “experience makers” that includes a developer with vision, an architect who has reimagined the built environment, a retailer who has redefined his product and seeks like-minded developers and brand alignment in the sites he selects, and an operator who understands it’s not just about what it looks like, but the way it works.
This panel will provide insights to successfully execute on this concept of reimaging, redesigning, redefining and responding to consumer preferences in primarily mixed-use developments, capturing heart share and creating an exceptional guest experience.

MODERATOR

Mark Toro  
Managing Partner  
North American Properties  
Atlanta, GA

PANELISTS

Todd Boruff  
Senior Vice President of Real Estate & Development  
Regal Entertainment Group  
Knoxville, TN

Matt Simon, CSM  
Vice President & Senior General Manager – Avalon  
North American Properties  
Alpharetta, GA

Lamar Wakefield  
Chief Executive Officer  
Wakefield Beasley & Associates  
Alpharetta, GA

International Retail and Global Expansion

In this session, hear from some of the industry’s most prominent global retailers and international owners/developers. You’ll learn about the retailers’ cross-border expansion plans and their perspectives on expansion. The discussion also will focus on cross-border issues as perceived by owners and developers and will touch on regions around the globe, including North America, Europe, Asia, South America and Africa.

MODERATOR

David Zoba  
ICSC Trustee  
Chairman  
JLL Global Retail Leasing Board  
San Francisco, CA

PANELISTS

Holly Cohen  
ICSC Trustee  
Vice President Global DTC Real Estate and Store Construction  
Nike, Inc.  
Beaverton, OR

Michael Chu’di Ejekam  
CEO  
Atreos  
Lagos, Nigeria

Karen Janes  
SVP Global Real Estate – Ralph Lauren  
Polo Ralph Lauren Corporation  
New York, NY
PROGRAM

Tuesday, May 24

11:00 am – 12:30 pm | Westgate Hotel - Pavilion 3

**CLS Global Certification Brief**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

Are you ready to pursue the Certified Leasing Specialist (CLS) designation but don’t know where to begin? Maybe you’ve signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CLS exam covers a comprehensive body of knowledge. There’s a lot of information to review, from leasing negotiation, licenses, contract administration and specialty leasing to trade area analysis, merchandise mix, tenant prospecting, financing and retailing. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on and discover the value of making CLS your mark of excellence in what you do.

INSTRUCTOR

Andy Carlson, CRX, CSM, CLS
Vice President of Retail
JLL
Guaynabo, Puerto Rico

11:00 am – 12:30 pm | Westgate Hotel - Pavilion 1-2

**A Closer Look at Leasing Financials: The Numbers Behind the Deal**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

One of the foremost challenges for leasing professionals is to understand the long-term financial impact of their decisions. This course will guide participants through the financial components necessary to structure a leasing deal and demonstrate how the understanding of these quantifiable results can directly lead to better decision-making and increased profits.

INSTRUCTOR

John Gerdes, CRX, CSM, CLS, CPM
Vice President of Asset Management
L&B Realty Advisors, LLP
Dallas, TX

11:00 am – 12:30 pm | Westgate Hotel - Ballroom D-G

**Proven Strategies to Thrive in Mixed-Use Developments**

This Professional Development Workshop is pre-approved for 0.5 credits towards ICSC Certification renewals.

During the life span of every shopping center there will come a time when the center must be renovated, expanded, reconfigured or redeveloped. This course addresses the challenges and opportunities in redeveloping existing retail properties. We will touch on topics including strategic vision, government sponsorship and support, value enhancement, construction challenges and the supremacy of co-tenancy.

INSTRUCTOR

Bruce Leonard
Managing Principal
Planning & Architecture
Streetsense
Washington, D.C.
Tuesday, May 24

11:15 am – 12:15 pm | Westgate Hotel - Ballroom B

### Leasing Outside the Gateway Markets

This session will examine the keys to leasing in second- and third-tier markets. As our industry continues to evolve, demand remains steady, retailers continue a surgical approach to expansion, and projects both new and existing vie for that restaurant or retailer that will increase foot traffic and create a groundswell of interest that can turn the tide of merchandising and profitability. While this philosophy is certainly true in first-tier markets, there often is considerable consumer demand that is underserved in many second- and third-tier markets in the United States and around the world. By coming to this session, you will learn from some of the world’s top shopping center owners and hear the leasing strategies they used to stand apart (or to get a leg up) in attracting coveted retailers to their second- and third-tier market projects.

**MODERATOR**

Andre Koleszar  
Vice President - Regional Officer  
Regency Centers  
Atlanta, GA

**PANELISTS**

Beth Azor  
President  
Azor Advisory Services, Inc.  
Davie, FL

Douglas I. Bercu  
Co-Owner  
Timber Development  
Marietta, GA

Clarence Huang  
General Manager of Leasing Dept.  
SCPG Group  
Shenzhen, China

Cristián Muñoz  
Corporate Sales Manager  
Mall Plaza  
Santiago, Chile

12:30 – 2:00 pm | Westgate Hotel - Paradise Event Center

### Lunch and Keynote Presentation

*In conjunction with CREW Network*

**Bobbi Brown**  
Founder & Chief Creative Officer  
Bobbi Brown Cosmetics

With the launch of Bobbi Brown Essentials in 1991, Bobbi Brown changed the face of makeup by filling a void in the market for simple, flattering and wearable makeup. Bobbi’s philosophy was simple: “Women want to look and feel like themselves, only prettier and more confident.” Her unique approach to cosmetics caught the attention of cosmetics empire The Estée Lauder Companies, which acquired Bobbi Brown Cosmetics in 1995.

Today, Bobbi Brown Cosmetics is a global color cosmetics, fragrance and skincare brand with a presence in more than 73 countries and 68 free standing stores. Bobbi Brown Cosmetics is coveted by world-renowned makeup artists, celebrities and style makers who appreciate Bobbi’s unique approach to beauty and her ability to translate the latest trends into wearable, real-life looks.
As the retail landscape continues to change, developers looking to generate growth are focusing more and more on the redevelopment of existing properties. Washington, D.C. is a leading example of this, with projects like The Yards, Forest City Enterprises’ 42-acre mixed-use redevelopment of the city’s Navy Yard, and The Wharf, Hoffman-Madison Waterfront’s 3.2-million-square-foot redevelopment of Washington, D.C.’s Southwest Waterfront. In this panel, Washington, D.C.-area experts will discuss how redevelopment drives value for both the developer and the retailer, why municipalities are encouraging this trend and the best strategies to create a win-win for all parties.

Representatives from Forest City and Rappaport will walk audience members through recent redevelopment projects, giving an inside view into how projects are conceived, planned and ultimately carried out.

**PANELISTS**

<table>
<thead>
<tr>
<th>Whitaker Leonhardt</th>
<th>Associate Director</th>
<th>HFF, L.P.</th>
<th>Orlando, FL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Boehm</td>
<td>Executive Vice President, Retail Real Estate</td>
<td>Forest City Enterprises</td>
<td>Cleveland, OH</td>
</tr>
<tr>
<td>Brian Kenner</td>
<td>Deputy Mayor of Planning and Economic Development</td>
<td>Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>Gary D. Rappaport</td>
<td>ICSC Past Chairman</td>
<td>Chief Executive Officer</td>
<td>Rappaport McLean, VA</td>
</tr>
</tbody>
</table>

**Urban Retail Development**

Please join us as a panel of notable owners/developers, as well as a retailer, share their thoughts on design, investment in and development/operations of urban retail properties. Retailers and developers must get creative and veer from their prototypical models in these space and economically constrained markets. Topics of discussion will include differences in costs, design, operational efficiencies, logistics, retailer demand/store sizes and investment returns.

**PANELISTS**

<table>
<thead>
<tr>
<th>Jason Richter, CRX, CLS</th>
<th>Principal</th>
<th>Capricorn Asset Management</th>
<th>New York, NY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris Conlon</td>
<td>Executive Vice President &amp; Chief Operating Officer</td>
<td>Acadia Realty Trust</td>
<td>Rye, NY</td>
</tr>
<tr>
<td>Richard J. Johnson</td>
<td>Senior Real Estate Specialist for the Americas</td>
<td>Kering New York, NY</td>
<td></td>
</tr>
</tbody>
</table>
Entrepreneurial Urban Retail Development (2:30 – 3:30 pm) continued

Wade McDevitt  
Chief Executive Officer  
The McDevitt Company  
Philadelphia, PA

David Stanchak  
Chief Real Estate and Development Officer  
Restoration Hardware  
Corte Madera, CA

5:30 – 7:00pm | Wynn Hotel - Lafleur (by invitation only)  
Retailer-Only Networking Reception

This reception is hosted by ICSC retailer members for ICSC retail members. It is designed to allow retailers an opportunity to talk about common industry challenges and opportunities in a pleasant and relaxed atmosphere. No pressure to make a leasing deal, just good food, drinks and great company. Registration required.

Wednesday, May 25

7:00 am – 2:00 pm | LVCC - N3  
Registration

8:00 am – 2:00 pm | LVCC  
Leasing Mall / Marketplace Mall / SPREE RECon

Program information current as of April 1, 2016.

RECON ADVISORY COMMITTEE

Kristin Mueller, CRX, CSM  
2016 RECon Advisory Committee Chair  
Executive Vice President/COO  
JLL  
Atlanta, GA

Geoffry Brouman  
Partner Titan Realty Group, LLC  
Solon, OH

John M. Crossman, CRX  
President  
Crossman & Company  
Orlando, FL

Liz M. Gillespie, CMD  
Vice President, Marketing  
North American Properties  
Atlanta, GA

Jeffrey H. Newman, Esq., CRX  
R.E. Dept.  
Sills Cummis & Gross P.C.  
Newark, NJ

Michael Puline, CLS  
Senior Vice President – Leasing  
DLC Management Corporation  
Atlanta, GA

Jason Richter, CRX, CLS  
Principal  
Capricorn Asset Management  
New York, NY

Beverly Ricks, CRX, CLS, CSM  
ICSC Past Trustee  
Principal  
Retail Property Solutions, LLC  
Greensboro, GA

Patrick Smith  
Vice Chairman  
JLL  
New York, NY

#RECon16
LEARN TRENDS AND DISCOVER TOP TECH

Would you like to know the most innovative technologies that are disrupting real estate and retail?

Stop by to meet nine start-ups revamping the space and learn about how you could leverage technologies that are improving operational efficiencies and customer experiences through the use of data, interactive displays and more.

Monday, May 23 | 8:00 am – 5:00 pm
Tuesday, May 24 | 8:00 am – 5:00 pm

For a deep dive on the trends they represent and how they fit your business, check out the What’s so “2016” in Real Estate and Retail Technology? sessions 10:00 – 11:00 am on Monday and Tuesday at the Westgate Hotel - Ballroom A.

FEATURED START-UPS:

CINEMATIQUE

Cinematique is the world’s first touchable video platform, changing the way videos are experienced forever. Founded by filmmakers and technologists, Cinematique’s award-winning touchable video player allows viewers to seamlessly touch or click the things they like in video.

Represented by: Kyle Heller, Co-Founder/Chief Strategy Officer and Sarah Slutsky, VP of Experience

EXETER™ Retail DataHub (ERDH) is the first and only service of its kind…automating tenant sales data collection and streamlining workflow! Through this revolutionary software, retailers can now report sales for all of their stores to multiple landlords in one easy step saving, time and money. And, landlords can instantly access data collection and reports, sales trends and occupancy cost ratios analysis. Plus, it’s easy to integrate with existing property management/accounting software systems.

Represented by: Kenneth Lamy, CRX, Founder, President & CEO, DataPoint International, LLC

JIBESTREAM

Jibestream is the global leader for indoor navigation delivering mapping and wayfinding technology to over 200 premier shopping malls such as GGP in the past six months alone. Their indoor mapping engine is extensible through an SDK, allowing developers to integrate with third-party applications such as parking systems, lease management systems and location-aware technologies. Renowned for their commitment to innovation, they are serious about creating apps that deliver a superior experience for shoppers visiting your malls.

Represented by: Chris Wiegand, CEO & Founder
**LISNR**

LISNR is an inaudible Smart Tone™ technology, a new communication protocol that sends data over audio. Without the need for additional hardware, our technology is ideal for retail/broadcast environments. Wherever sound can be played, connections can be made.

*Represented by: Rodney Williams, CEO & Co-Founder*

---

**LiveNinja**

LiveNinja is a modern communications company focused on delivering exceptional and engaging customer experiences. LiveNinja features an innovative retail kiosk that allows sales representatives to serve and communicate with customers in multiple physical locations.

*Represented by: Will Weinraub, CEO & Co-Founder*

---

**Parkifi**

Parkifi is revolutionizing the world of parking, with data. We use smart sensors installed in parking garages, surface lots and street parking to track occupancy and data across parking spaces to gain valuable insights on trends and patterns.

*Represented by: Ryan Sullivan, CEO & Co-Founder*

---

**Radius**

At Radius8, we don’t believe the store is dead; we simply believe we’re entering the next phase of retail, where consumers are demanding a more unified, online-to-offline (O2O) experience. We help retailers deliver these experiences, in a way that’s smarter, more innovative and more measurable, so that you can better serve your customers, unlock more value and be more profitable in today’s hypercompetitive retail landscape.

*Represented by: Sandeep Bhanote, CEO & Founder*

---

**Sensity**

Sensity uses energy-efficient LED lighting as the foundation for a high-speed, sensor-based IoT platform for a variety of smart city applications. The company enables cities, municipalities, airports, shopping mall owners and others to capitalize on the LED conversion process by embedding networking technology within both retrofit and new LED luminaires. With NetSense, luminaires act as intelligent focal centers providing actionable insights that go far beyond illumination. Things like public safety and security. Or parking facilities and traffic management. Or retail analytics. Or Wi-Fi-enabling an entire city. And because NetSense is designed to enable software developers, apps of all kinds integrate seamlessly.

*Represented by: Geoff Somerville, Sales Director*

---

**Swapbox**

Swapbox currently provides an automated post office. We allow users to asynchronously send and receive packages in seconds on their own schedule. No more missed deliveries. No more waiting in line. This provides a solution to the growing last and first-mile delivery problems. The mailing industry is a $1 trillion market (with 150+ billion items sent/received annually), missed deliveries alone make up >$30B in costs. It’s designed for a completely different era, and has seen almost no innovation since the inception of UPS/FedEx. Swapbox is a scalable solution that is already shaking up this industry.

*Represented by: Neel Murthy, CEO/Co-Founder and Matt Frischer, CMO*
ICSC TALENT DEVELOPMENT PAVILION

Marketplace Mall - N3

The Pavilion will offer a unique combination of exhibits, information sessions and professional services for all individuals at all stages of their careers. The area will be useful not only for students looking for their first job, but also for anyone seeking to sharpen his or her professional skills.

The Talent Development Pavilion will include the following resources:

TALENT DEVELOPMENT WORKSHOPS
Monday, May 23
8:00 – 9:00 am
#HireMe
  Michael Barber, barber&hewitt

9:00 – 10:00 am
Social Media Mistakes That Will Kill Your Career
  Michael Barber, barber&hewitt

10:00 – 11:00 am
Resume Do’s and Don’ts
  Chris Rollbusch, President, CenterNet Search Group, LLC

11:00 am – 12:00 pm
LinkedIn Survival Guide
  Michael Barber, barber&hewitt

1:00 – 2:00 pm
Advancing Your Career with ICSC’s Help!
  Gordon T. “Skip” Greeby, Jr., CRX, CDP, ICSC Past Trustee, President, The Greeby Companies, Inc.
  Dale E. Scott, CRX, CDP, Director, Hawkins Construction, Inc.

2:00 – 3:00 pm
Master Mentor Class

3:30 – 4:00 pm
ICSC Foundation Resources for Your Education and Professional Development
  Betsy Trobaugh, ICSC Foundation Board Member, Director, J.C. Penney, David F. Miller Center for Retailing Education and Research, University of Florida

4:00 – 5:00 pm
Women: How to Get Into the Business and How to Thrive
  Karen K. Shaw, CLS, Senior Associate – Retail, Sansone Group, LLC

#RECon16
Tuesday, May 24

8:00 – 9:00 am
**Helpful Tips on What You Need to Do to Launch Your Career**
Kenneth S. Lamy, CRX, President, The Lamy Group, LTD.

9:00 – 10:00 am
**Industry Diversity: Insights from the Ross Minority and REAP Programs**
- Gregg McCort, President/Executive Director, Real Estate Associate Program
- Maria Peralta, Program Manager, USC Ross Minority Program in Real Estate

10:00 – 11:00 am
**Resume Tips and Tricks**
Chris Rollbusch, President, CenterNet Search Group, LLC

11:00 am – 12:00 pm
**Advice from an Industry Recruiting Expert**
Chad Young, Director, National Recruiting, Real Estate Investment Services, Marcus & Millichap

1:00 – 1:30 pm
**How to Network with ICSC Members**
James E. Matanky, CRX, CLS, CDP, CSM, CMD, President, Matanky Realty Group

2:00 – 3:00 pm
**Advice from Industry Recruiting Experts**
- Katie Mahon, Managing Director, New York Tri-State Region, Retail Brokerage Services, Cushman & Wakefield
- Jamie Standard, Director of Operations & Human Resources, The Shopping Center Group

3:00 – 4:00 pm
**Big Data: ICSC Industry Research and Data Products to Catapult Your Career**
- Chris Gerlach, Director, Research, ICSC
- Matthew Panfel, Senior Research Analyst, ICSC

4:00 – 4:30 pm
**Lessons Learned: Find Your Niche and Love It**
Sean Robbins Sablosky, CRX, CSM
CEO/Founding Partner, Arrow Real Estate Services
TALENT DEVELOPMENT WORKSHOPS continued

Wednesday, May 25
8:00 – 9:00 am
Master Mentor Class

9:00 – 10:00 am
Honing Your Interview Skills
  Chris Rollbusch, President, CenterNet Search Group, LLC

10:00 – 11:00 am
When I Reflect Back on My Earlier Years, What Would I Do the Same and What Would I Do Differently?
  Kristin Mueller, CRX, CSM, Executive Vice President/COO, JLL

11:00 am – 12:00 pm
Finding Success Through Prioritization and Time Management
  Amy J. Hall, CRX, CLS, SLD, Senior Director, Local Leasing, GK Development, Inc.

Wi-Fi will be available within the Talent Development Pavilion.

ICSC Career Development Services
ICSC offers a broad range of career development programs and opportunities at every career level. Members of ICSC’s professional staff will be available during the Talent Development Pavilion’s hours of service to discuss the broad array of programs, including the following:

- Student Membership Program
- Student and Professional Development Scholarships
- Next Generation
- Education Programs
- Professional Certifications
- Volunteer Opportunities

Monday, May 23 | 4:00 – 5:00 pm
Student Reception
Join us as we toast ICSC student members. Come to network and learn from other ICSC student attendees and those who support our youngest members. Share insights and information about your own academic programs, tips for getting the most out of RECon and ideas for securing internships and jobs. All are welcome to attend!
Resume Coaching and Interview Coaching
Retail Real Estate Recruiters Roberta Rea and Chris Rollbusch will offer individual resume critiquing services at the Talent Development Pavilion on a first-come, first-served basis. With unparalleled experience, they offer invaluable knowledge of what employers are looking for in job candidates’ resumes. Whether you are a student looking for your first job or a seasoned professional seeking your next move, take advantage of their unique insights in resume presentation and interview savvy.

Monday, May 23 | 4:00 – 5:00 pm
Tuesday, May 24 | 1:00 – 3:00 pm
Wednesday, May 25 | 11:00 am – 12:00 pm

Professional Headshots
Professional photographer Marc Thyssen will be stationed at the Talent Development Pavilion to take complimentary high-quality headshots appropriate for resumes, LinkedIn profiles and other professional uses. Enjoy this unique opportunity on a first-come, first-served basis during the open hours of the Pavilion.

One-on-One Mentoring
Members of ICSC’s elite Ambassador Volunteer Leadership Program will be available for individual mentoring sessions at the Talent Development Pavilion. Mentor discussions will be hosted in private offices at the Pavilion. For a full list of mentors and to schedule appointments, contact Sarah Ritchie at sritchie@icsc.org.

University Row
Representatives from the following universities will be available to discuss their degree programs and continuing education opportunities, both residential and distance learning opportunities. Participating universities will include:

Auburn University
Cornell University
DePaul University
Florida A&M University
Florida State University
Marquette University
Portland State University
University of Central Florida
University of Cincinnati
University of Colorado
University of Connecticut
University of Florida
University of Maryland
University of Southern California
University of Utah
Score a Front Row Seat to RECon with ICSC Live!

Produced directly on the show floor, the C-suite level interview series is back and better than ever before. Hear what the industry’s most powerful players have to say as they catch up with host ICSC Spokesman Jesse Tron @TronJesse.

Tune into the series live as the studio audience in the LVCC Grand Lobby, Monday, May 23 and Tuesday, May 24.

Can’t attend? See what you missed and watch ICSC Live! on ICSC’s YouTube channel and via iTunes Podcasts… because missing this is the real deal breaker.

### Monday, May 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:40 – 9:55 am</td>
<td>Glenn Rufrano</td>
<td>CEO, VEREIT, Inc.</td>
</tr>
<tr>
<td>10:00 – 10:15 am</td>
<td>Yan Khamish</td>
<td>Managing Director, Business Development Brokerage Channel, Ten-X</td>
</tr>
<tr>
<td>11:15 – 11:30 am</td>
<td>Drew Alexander</td>
<td>President &amp; CEO, Weingarten Realty Investors</td>
</tr>
<tr>
<td>11:35 – 11:50 am</td>
<td>William S. Taubman</td>
<td>ICSC Trustee, COO, Taubman Centers</td>
</tr>
<tr>
<td>11:55 am – 12:10 pm</td>
<td>Bill Beckeman</td>
<td>President &amp; CEO, Linear Retail Properties, LLC</td>
</tr>
<tr>
<td>2:30 – 2:45 pm</td>
<td>Joe Cosenza</td>
<td>Vice Chairman/President, Inland Real Estate Acquisitions, Inc.</td>
</tr>
<tr>
<td>2:50 – 3:05 pm</td>
<td>Garrick Brown</td>
<td>Vice President Retail Research, the Americas, Cushman &amp; Wakefield, Inc.</td>
</tr>
</tbody>
</table>

### Tuesday, May 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 – 9:15 am</td>
<td>Steve Grimes</td>
<td>President &amp; CEO, RPAI</td>
</tr>
<tr>
<td>9:20 – 9:35 am</td>
<td>Tom McGee</td>
<td>President &amp; CEO, ICSC</td>
</tr>
<tr>
<td>9:40 – 9:55 am</td>
<td>Michael Glimcher</td>
<td>ICSC Past Trustee, CEO, WP Glimcher</td>
</tr>
<tr>
<td>11:15 – 11:30 am</td>
<td>Joseph Coradino</td>
<td>ICSC Trustee, CEO, PREIT</td>
</tr>
<tr>
<td>11:35 – 11:50 am</td>
<td>Anjee Solanki</td>
<td>National Director Retail Services, Colliers International</td>
</tr>
<tr>
<td>11:55 am – 12:10 pm</td>
<td>Mark Zalatoris</td>
<td>President &amp; CEO, IRC Retail Centers</td>
</tr>
</tbody>
</table>