ICSC Research Connections Conference
JW Marriott Austin | Austin, TX
October 16 – 18, 2016
#ICSCResCon

Navigating Change
Sunday, October 16

Registration
4:30 – 6:45 pm

Welcome Reception and Innovation Center
5:30 – 6:45 pm

Monday, October 17

Registration
7:30 am – 6:30 pm

Continental Breakfast
7:30 – 8:30 am

Welcome and Opening Remarks
8:30 – 8:45 am

SPEAKER
Steve DeVane
ICSC 2016 Research Connections
Conference Chair
Senior Director, Strategy & Analytics
Chick-fil-A, Inc.
Atlanta, GA

General Session
8:45 – 9:30 am

Demographics and Shopping Behavior
Retailers and shopping center owners alike are focused on how to capture the changes in shopper behavior across generations. This discussion starts with a high-level overview of U.S. demographic trends, such as the number of people in each generation and the spending power associated with each. This information is combined with an analysis of the proprietary data General Growth Properties has gathered on generational shopping behavior. Understanding the similarities and differences in shopping behavior across the generations can help retailers and shopping center owners better tailor their shopping experiences.

SPEAKERS
Meredith Darnall
Senior Vice President, Strategy & Analytics
General Growth Properties
Chicago, IL

Suzanne Mulvee
Director of Research & Real Estate Strategist
CoStar Group
Boston, MA

General Session
9:30 – 10:30 am

Texas New Techies: A Retail Startup Pitch Competition
Deborah will host a startup pitch competition with the Dallas, Texas-based retail accelerator RevTech. Seven innovative retail and tech startups will present new business models and technologies such as artificial intelligence styling solutions, smart traffic sensors and cutting-edge mobile offer platforms that will shape the future of retail for a cash prize. The startups will be judged by three industry experts: Anne Marie Stephen, CEO and founder of Kwolia; Jan Rogers Kniffen, CEO of J Rogers Kniffen WWE, LLC and Skyler Fernandes, founding Managing Director of Simon Venture Group (SVG).

SPEAKER
Deborah Weinswig
Managing Director
Fung Global Retail & Technology
New York, NY

Concurrent Sessions
10:45 – 11:30 am

A. Retail Research Speed Networking
Modeled after speed dating, this networking session will give you the chance to make new connections with fellow researchers. This fun, fast and interactive session is recommended for new attendees and conference veterans alike.

COORDINATOR
Leslie A. Mastin
Manager, Research
Kite Realty Group
Indianapolis, IN

B. Retail Investing in an Omni-Channel World
Critically, the evolution of omni-channel retail, where the consumer may interact with a purchase using multiple channels, including in-store, computer, smartphone or tablet, is impacting our shopping center model. This effect could be net positive or negative for the shopping center, depending on how owners and retailers respond. For the owner, measuring a retailer’s productivity is particularly challenging as the point of sales becomes dispersed, even if traffic to the store increases in quality.
This session, featuring a diverse panel of experts, will provide current thinking on these challenging and complex trends by exploring the viewpoints of public and private company investors in retail properties. How investors view this sector is critical to understanding how to navigate a changing world of retail operations.

**MODERATOR**

Alan C. Billingsley  
Principal  
Billingsley Investments  
San Francisco, CA

**PANELISTS**

Garrick H. Brown  
Vice President of Retail Research  
Cushman & Wakefield, Inc.  
Sacramento, CA

Cedrik Lachance  
Director of U.S. REIT Research  
Green Street Advisors  
Newport Beach, CA

Kelly A. Whitman  
Vice President Investment Research  
Prudential Real Estate Investors  
Madison, NJ

**Networking Lunch**  
11:45 am – 12:30 pm  
(No lunch service after 12:30 pm)

**Keynote Presentation**  
12:30 – 1:30 pm

**Austin, Texas – Youth, Music, Innovation & Tacos**  
Austin is one of the youngest, largest and fastest-growing cities in the United States. The friendly and laid-back atmosphere, tolerant nature and refreshingly youthful vibe continue to attract people to the state capital of Texas. From its claim as the “Live Music Capital of the World” to its growing foodie scene with upscale restaurants and over 1,200 food trailers, Austin is experiencing a renaissance. The exploding downtown area is the birthplace of Whole Foods, Stubbs BBQ and SXSW. New investments in innovation can be found around every corner. Come hear from Molly Alexander, Executive Vice President of Economic Development, Downtown Austin Alliance, and learn how this early-adopter city serves as a new model for urban centers in the 21st century.

**SPEAKER**

Molly Alexander  
Executive Vice President of Economic Development  
Downtown Austin Alliance  
Austin, TX

**Networking Break**  
1:30 – 2:00 pm

**General Session**  
2:00 – 2:45 pm

**The Aging Economic Expansion: Implications for Retailing and the Retail Property Sector**  
The recovery is over! The U.S. economy is stronger now than it was at the peak of our last cycle – though not uniformly better. This is especially true in the retail sector, where some players are thriving, many are hurting and the world looks a lot different than it did a decade ago. This session will highlight the broad economic recovery supporting the retail sector and explore the structural changes transforming the retail landscape.

**SPEAKER**

Andrew J. Nelson  
Chief Economist  
Colliers International  
San Francisco, CA

**General Session**  
2:45 – 3:45 pm

**Experiential Retail in the Internet Age**  
How do entertainment retailers think about site selection? How do digital developers approach physical space? This diverse panel of retail experience experts and digital pioneers will explore these questions and more. Attendees will learn how modern retailers create great experiences using tools both new and old.

**MODERATOR**

James Cook  
Director of Retail Research  
JLL  
Indianapolis, IN
**PANELISTS**

**Jason Chen**  
Vice President, Retail & Partnerships  
WithMe  
San Francisco, CA

**Jonathan Dyke**  
Chief Operating Officer  
Spring  
Chicago, IL

**John Martin**  
Partner  
Alamo Drafthouse Cinema  
Austin, TX

**Brett Neu**  
Real Estate Manager  
iFLY Indoor Skydiving  
Austin, TX

**Jay Ramirez**  
User Experience  
Chick-fil-A, Inc.  
Dallas, TX

**Roundtable Discussions**  
4:00 – 5:30 pm

**TABLE** | **ROUNDTABLE DISCUSSION TOPICS**
---|---
1 | Evolving Millennials/Generation Y  
**Leader:** Ian Lesyk, Westfield, LLC
2 | Repositioning B and C Malls  
**Leader:** Craig R. Tunstall, TerreMark Partners
3 | Food Trends in Retail  
**Leader:** John Lundregan, Chick-fil-A, Inc.
4 | Flagship Retail/Experience Retail  
**Leader:** James Cook, JLL
5 | Applying Big Data  
**Leader:** Angela Matijasevic, Westfield, LLC
6 | Grocery Trends  
**Leader:** Alexander L. Doherty, Whole Foods Market
7 | Planning Urban Retail  
**Leader:** Justin Wilson, J.Crew
8 | Massive Mobile Data: Applications in Retail and Shopping Center Research  
**Leader:** David Huntoon, Intalytics
9 | New Innovations in GIS  
**Leader:** Jillian Elder, Walgreen Co.
10 | Increased Expansion of Outlet Retail in Non-Outlet Venues  
**Leader:** Brian J. Schumacher, Chico’s FAS, Inc.
11 | Retail & Real Estate Analysis from an Investment Analyst’s Perspective  
**Leader:** Christy M. McElroy, Citi
12 | BOPIS – Buy Online Pick Up in Store  
**Leader:** Bill Hall, JC Penney
13 | Online Retailers Going to Brick & Mortar/Clicks to Bricks  
**Leader:** Tim Corzine, Macerich
14 | Lifestyle Segmentation & Psychographics  
**Leader:** Joe Rando, Trade Area Systems

**Innovation Center Reception**  
5:30 – 6:30 pm
Tuesday, October 18

**Registration**  
7:30 am – 12:15 pm

**Continental Breakfast**  
7:30 – 8:00 am

**Innovation Center**  
7:30 am – 12:15 pm

**General Session**  
8:00 – 8:30 am  
*Global Shopping Center and Consumer Trends*  
This session will compare and contrast various retail and consumer trends from across the globe. Specifically, ICSC staff will share insights gained from newly acquired international datasets and ongoing studies on topics ranging from macroeconomic conditions to the importance of the food-and-beverage sector to omni-channel and e-commerce trends.

**Speakers**  
Chris Gerlach  
Director, Research  
ICSC  
Washington, DC

Jean Lambert  
Vice President, Research  
ICSC  
New York, NY

Matt Panfel  
Senior Research Analyst  
ICSC  
New York, NY

**General Session**  
8:30 – 9:15 am  
*Market Optimization: Three Views*  
This session will explore the distinct approaches to market optimization taken by three different organizations. REI is using both modeling and market intelligence to optimize networks by market for the very first time, whereas at Walgreens it’s a lengthy annual exercise with a well-defined process. AT&T is starting to incorporate big data location variables (based on smart devices) into the analysis, providing a whole new perspective. This session will include a discussion of manual vs. modeled optimization methodologies, as well as an overview of the unique challenges of maximizing a market’s potential.

**Moderator**  
Curt J. Newsome  
Manager, Real Estate Research & Strategy  
REI  
Kent, WA

**Panelists**  
Craig S. Harris  
Associate Director, Retail Real Estate Analytics  
AT&T Mobility  
Atlanta, GA

David K. Miller  
Senior Director, Market Planning & Research, Strategy & Business Development  
Walgreen Co.  
Deerfield, IL

**Networking Break**  
9:15 – 9:30 am

**General Session**  
9:30 – 10:15 am  
*Analytics of Omni-Channel*  
With consumers having more choices on how they purchase products, a holistic approach to market optimization is needed. Using spatial analytics can help to support data-driven decision-making and create directional analysis for a consumer-led market strategy. This presentation will use a mock scenario to illustrate a process of visualization, insights and collaboration to support holistic market planning.
SPEAKER

Amy Harrison
Global Manager of Market Mapping
Nike, Inc.
Beaverton, OR

Concurrent Sessions
10:30 – 11:15 am

A. Warehouse and Logistics

Retail Logistics: Unlocking Hidden Value’ in the Retail Supply Chain
Distribution and fulfillment centers are critical components of a retail real estate network. At a time when competitive pressures are coming in from multiple angles, having the right omni-channel real estate strategy to both support store performance and meet consumer expectations means having the right logistics facilities in the right locations at the right costs. From returns to retail network right-sizing, an agile and efficient logistics strategy can allow retailers to best leverage their store brand and still deliver on their omni-channel promises.

SPEAKERS

Aaron Ahlburn
Managing Director of Research
JLL
El Segundo, CA

Matt Powers
Executive Vice President
JLL
Chicago, IL

B. Practical Mapping

Less than a decade ago, location analysts could only choose between relatively high-powered and complex GIS platforms or much less sophisticated web-based tools for their mapping needs. Now new web-mapping solutions arrive annually, with features nearly as robust as full-blown GIS systems. This session will demonstrate the capabilities of several mapping platforms, both “old school” and brand new.

MODERATOR

Curt J. Newsome
Manager, Real Estate Research & Strategy
REI
Kent, WA

PANELISTS

Bill Dakai
Executive Vice President
Trade Area Systems, Inc.
Attleboro, MA

Jillian Elder
Director, Enterprise Location Intelligence
Walgreen Co.
Deerfield, IL

Bill McKeogh
Principal Consultant
Applied Analytics & Marketing Services
Pitney Bowes
Detroit, IL

Michael Simon
President
TETRAD
Vancouver, BC

Boxed Lunch
11:15 – 11:30 am

General Session
11:30 am – 12:15 pm

Canadian Retail: Dispelling the Myths, Eh?
Our expert panel of retailers and developers will help dispel myths about Canadian retail while providing compelling facts and statistics about the consumer, market and growth opportunities. Beyond poutine, Tim Hortons and hockey, hear about overall macro-economic and retail trends, factors influencing retail growth and development, and differences and similarities between the Canadian shopper and other markets. Attendees will also take away learnings and tips from cross-border retailer success stories told from the perspective of industry professionals.

MODERATOR

Susan E. Williams
Senior Director, Strategic Insight
The Cadillac Fairview Corporation
Toronto, ON

PANELISTS

Booth Babcock
Store Development Strategy Director
Lululemon Athletica, Inc.
Vancouver, BC
Don’t Fear the Competition. 

Be the Competition.

ICSC Certification demonstrates that you possess the skills, knowledge and competence to be recognized as an industry leader.

Whether you are closing a deal, seeking a new job opportunity or expanding your network, ICSC Certification sets you apart from the average professional.

Learn more at icsc.org/certification
Program Planning Committee

Steve DeVane
ICSC 2016 Research Connections
Conference Chair
Chick-fil-A, Inc.
Atlanta, GA

Laura A. Fullington
2016 ICSC Research Connections
Conference Co-Chair
Macerich
Phoenix, AZ

Booth Babcock
Lululemon Athletica, Inc.
Vancouver, BC

Curt J. Newsome
REI
Kent, WA

James Cook
JLL
Indianapolis, IN

Keith A. Reading
Morguard
Mississauga, ON

Meredith Darnall
General Growth Properties
Chicago, IL

Melissa Reagen
MetLife
Morristown, NJ

Bill Hall
JC Penney
Plano, TX

Brian J. Schumacher
Chico’s FAS, Inc.
Fort Myers, FL

Craig S. Harris
AT&T Mobility
Atlanta, GA

Andrew Starr
Gensler
Brighton, MA

Leslie A. Mastin
Kite Realty Group
Indianapolis, IN

Craig R. Turnstall
Market Analysis & Research
Minneapolis, MN

Angela Matijasevic
Westfield, LLC
Los Angeles, CA

Deborah Weinswig
Fung Global Retail & Technology
New York, NY

Cecilia Matos
Macy’s, Inc.
Cincinnati, OH

Susan E. Williams
The Cadillac Fairview Corporation
Toronto, ON

David K. Miller
Walgreen Co.
Deerfield, IL
Registration Form

How to Register
Fax  +1 732 694 1800
Online www.icsc.org/2016RC
Mail  ICSC
      P.O. Box 26958
      New York, NY 10087-6958

Registration Fees

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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 Member Services at +1 646 728 3800.

**ICSC student members are required to register in advance to receive the discounted student registration fee. No discounted registration will be offered on-site.

Deadline
To qualify for the advance registration fee, your registration must be received by October 11, 2016.

Cancellations
All cancellations will be subject to a $25 cancellation fee. No refunds will be given for cancellations received after October 11, 2016. All requests for refunds must be received by ICSC in writing.

Hotel Reservations
A block of rooms has been reserved at:
JW Marriott Austin
110 E. 2nd Street
Austin, TX 78701
Rate: $269 Standard Room
Cut-Off Date: September 24, 2016
To make reservations, visit www.icsc.org/2016RC and click on Book Hotel. For questions, call during our office hours of Monday through Friday, 9:00 am to 7:00 pm ET at +1 877 541 9876, or internationally at +1 312 527 7300.

Special Needs
Anyone desiring an auxiliary aid for this meeting should notify Ester Vivona at +1 646 728 3647 no later than October 4, 2016.

Continuing Education Credits
ICSC Certified professionals earn 1 credit (A3) toward certification renewal for attending the Research Conference.

Terms, Conditions and Rules
This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrations available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Please Check
- [ ] ICSC Member
- [ ] Non-Member
- [ ] ICSC Student Member

Name
Title
Company
Address
City
State/Province
Zip Code/Postal
Telephone
Fax
Email
Your membership I.D.# (2016RC)

REQUIRED FOR NON-U.S. APPLICANTS:
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Country of Citizenship

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Credit Card Number (include all digits)

Signature
Expiration Date (month/year)
## Sponsorship Opportunities

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*Pending production deadline dates.

## Sponsor Contacts

**Rita Malek**  
**Ester Vivona**  
**Tel:** +1 646 728 3539  
**Tel:** +1 646 728 3647  
**Fax:** +1 732 694 1740  
**Email:** rmalek@icsc.org  
**Email:** evivona@icsc.org

## Deadline

Sponsorship must be received by **Friday, September 9, 2016** to be recognized in the registration materials and at the reception.

Please Check One  
☐ Gold Level  
☐ Silver Level  
☐ Bronze Level

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Innovation Center Trade Expo
An exciting and exclusive trade expo giving vendors access to the key players in the retail real estate industry today.

The Innovation Center will feature companies whose products or services are revolutionizing the retail landscape and improving operational efficiencies and customer experiences. If you are one of those transformational companies, apply today. Space is limited!

What ICSC Is Offering
ICSC has developed a customized, fully installed, economical and facilitated turnkey kiosk package that enables you to concentrate on the business of promoting your product and/or service with developers, retailers and lenders from around the nation. Your turnkey kiosk package is located in a high-traffic area adjacent to the conference session area devoted to the top 15 technology, publications, research and financial institutions in the retail real estate industry today.

Turnkey Kiosk Package for Innovation Center
- Installation and removal of Black Metal Kiosk
- One (1) Graphic Tower
- One (1) Graphic Header
- One (1) Literature Rack
- One (1) Stool
- One (1) Wastebasket

Enhancements (i.e., Internet access, shelving, furniture) available directly through a contractor for an additional fee

The Kiosk Package also includes:
- One (1) Conference Pass
- Pre-conference and on-site Support to facilitate meetings with delegates
- Company name and/or logo to be listed in the program directory, including 150-word company description

Total USD $3,000

Company Details
Please attach a brief company profile (100 words max) with your application

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Your membership I.D.# (optional) (RC2016)

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Turnkey Kiosk Package I would like to request _______ Kiosk(s) at USD for $3,000 each = $ ___________

Method of Payment

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☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover $ ___________

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Terms, Conditions and Rules
This application is subject to ICSC Terms, Conditions and Rules for Exhibitors available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Please fax back to +1 732 694 1740. For information on exhibiting, please contact: Rita Malek +1 646 728 3539; Email: rmalek@icsc.org

Exhibitor (Signed By): Print Name

ICSC (Signed By): Print Name