



Program

# RECON

May 20 – 23, 2018

Las Vegas, NV

Las Vegas Convention Center & Westgate Hotel

#ICSCRECon



## Program At-a-Glance

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### Saturday, May 19

12:00 – 6:00 pm | Registration

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### Sunday, May 20 | Professional Development Day

8:00 am – 5:00 pm | Registration

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9:00 – 10:30 am | Strategies for Obtaining Sponsorship and Growing Ancillary Income (SLD)  
 Reinvention: Property Redevelopment and Repositioning  
 Preparing a Pro Forma Leasing Plan  
 The Next 25 Years: Preparing for the Future of Retail and Mixed-Use

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9:00 am – 5:00 pm | ICSC-Cornell University International Retail Real Estate Case Study Competition

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10:15 – 11:30 am | Leadership Brunch With Trustees' Distinguished Service Awards (By Invitation Only)

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11:00 am – 12:15 pm | Documentation: The Completed Deal (SLD)  
 Harvey, Irma, Maria: Lessons Learned From the 2017 Hurricane Season  
 Investing in Retail Properties and Structuring Partnerships  
 Winning Lease Negotiation Techniques

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1:00 – 2:00 pm | Opening Keynote Presentation

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2:00 – 3:30 pm | Online to Offline: Digitally Native Brands and Their Expansion Into Brick-and-Mortar  
 Lean Operations and Strategies for Increased NOI and Profitability  
 Connecting the Disconnect: Creating Trusted Partnerships  
 How You Draft Your Lease Can Make You Money

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4:00 – 5:30 pm | The Mall as a Medium Has Changed: Explore the Options for Your Center (SLD)  
 Retail Real Estate Finance for Non-Financial Executives  
 Location, Location, Location: Understanding the Retailer's Site Selection Criteria  
 Beyond the Basics: Advanced Tenant Coordination

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5:00 – 7:00 pm | ICSC Foundation Benefit at Fashion Show

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5:30 – 7:00 pm | ICSC Global Awards Ceremony

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7:30 – 9:30 pm | Opening Reception at XS Nightclub at Encore

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## Monday, May 21

7:00 am – 5:00 pm | Registration

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8:00 am – 5:00 pm | Leasing Mall/Marketplace Mall/SPREE

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10:00 – 11:00 am | Capital Markets  
The Future of Retail  
Retail Real Estate Through the Lens of Converging and Accelerating Technologies

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10:00 – 11:30 am | Going Beyond the Rooney Rule: Opening Doors to the Front Office

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11:00 am – 12:15 pm | How to Plug in an Outlet: Bringing Factory Stores to Your Property  
Developments in the New ICSC Professional Certification

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12:30 – 2:00 pm | Lunch and Keynote Presentation

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2:00 – 3:30 pm | Retail Triple Net Lease

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2:30 – 3:30 pm | P3 Session: Retail and E-Commerce in the Post-Department Store Era

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2:30 – 4:00 pm | ICSC–Cornell University International Retail Real Estate Case Study Competition Finals

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4:00 – 5:30 pm | Leasing Strategies for Difficult Spaces

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4:15 – 4:30 pm | Annual Meeting of Members

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5:30 – 7:00 pm | Fortune Tellers' Reception & Researcher Award Ceremony  
Diversity Reception

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6:30 – 7:30 pm | Student Reception

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## Tuesday, May 22

7:00 am – 5:00 pm | Registration

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8:00 am – 5:00 pm | Leasing Mall/Marketplace Mall/SPREE

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9:00 – 10:30 am | Creative Leasing Solutions

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11:00 am – 12:00 pm | Trends in Food & Beverage

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12:30 – 2:00 pm | Lunch and Keynote Presentation

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2:30 – 3:30 pm | What Are We Going to Do with All of These Boxes?

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4:00 – 5:00 pm | Delivering on the Experiential Retailing Experience: What Works and Why?

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5:30 – 7:00 pm | Retailer-Only Networking Reception

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## Wednesday, May 23

7:00 am – 2:00 pm | Registration

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

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## Program

### SATURDAY, MAY 19

12:00 – 6:00 pm

**Registration**

### SUNDAY, MAY 20

Professional Development Day

8:00 am – 5:00 pm

**Registration**

9:00 – 10:30 am

#### Strategies for Obtaining Sponsorship and Growing Ancillary Income (SLD)

Participants will learn how to develop a sponsorship strategy; create an inventory of marketable assets; price assets and market properties to brands.

9:00 – 10:30 am

#### Reinvention: Property Redevelopment and Repositioning

Overbuilding, recession, e-commerce, dependency on department stores, the experience economy, and of course, the ever-changing consumer have all come together to demand change from shopping centers and malls. This workshop defines new approaches to create new or bring existing retail real estate environments to their full potential. Attendees will explore innovative strategies that transcend traditional thinking to understand the key components of redevelopment plans that achieve triple bottom line success. Delve into challenges, opportunities, successes, and failures to understand the path to value enhancement.

INSTRUCTOR



**Yaromir Steiner, CRX**

ICSC Past Trustee  
 Founder and Chief Executive Officer  
 Steiner + Associates, Inc.  
 Columbus, OH

9:00 – 10:30 am

#### Preparing a Pro Forma Leasing Plan

The leasing plan is a vital component to the overall business plan of a center or groups of centers. It sets the stage for tasks that need to be done to lease the center, bring revenue, allocate capital expenses for tenant improvement allowances, and assign responsibilities that assure due dates are met. Special emphasis will be placed on preparing the budget of leasing activity, CPI increases, and how to treat vacant rooms, expirations and step-rent.

9:00 – 10:30 am

#### The Next 25 Years: Preparing for the Future of Retail and Mixed-Use

This session tracks the seismic shift in consumer behavior and its effects on retail and mixed-use development. We'll review where retail real estate has been the last 25 years, recent changes with the onset of e-commerce, and how Millennials and members of Generation Y are changing the way they shop, live, work and recreate. This session will explore the details of these changes, and provide valuable tools to recognize what this shift could mean for the future of retail and mixed-use development.

INSTRUCTORS



**Charles Terry Shook**

Founding Partner and Principal  
 Shook Kelley  
 Charlotte, NC



**Matthew B. Winn**

Founder  
 Win Winn Consulting  
 Atlanta, GA

9:00 am – 5:00 pm

#### ICSC-Cornell University International Retail Real Estate Case Study Competition

10:15 – 11:30 am

#### Leadership Brunch With Trustees' Distinguished Service Awards

(By Invitation Only)

11:00 am – 12:15 pm

## Documentation: The Completed Deal (SLD)

Participants will gain a deeper understanding of the process a signed lease or license agreement follows, the requirements of insurance and sales reporting, and the ways in which rent collection is tied to operations management.

11:00 am – 12:15 pm

## Harvey, Irma, Maria: Lessons Learned From the 2017 Hurricane Season

Hear from people who were on the ground during this past year's hurricane season. How did shopping centers and retailers respond before, during, and after? What can we learn from their experiences and how can we prepare for future natural disasters? Participants will learn how to apply a crisis management plan during a real emergency situation; the role a shopping center can play in supporting a community during recovery; and how to reopen after a natural disaster occurs.

11:00 am – 12:15 pm

## Investing in Retail Properties and Structuring Partnerships

Real estate partnerships can be a great source of financing for your deals, but structuring those partnerships can be challenging. This workshop follows the process from initial deal structuring through acquisition, yearly distributions, and eventual sale. Learn about cumulative non-compounded returns, internal rates of return, back-end promotes, the types of fees considered reasonable using "real" numbers, and more! Attendees will learn about the skills, passion, and risk tolerance needed to build a successful development company.

INSTRUCTOR



**Gary D. Rappaport, CRX, CSM, CMD, CLS, CDP**  
 ICSC Past Chairman  
 Chief Executive Officer  
 Rappaport  
 McLean, VA

11:00 am – 12:15 pm

## Winning Lease Negotiation Techniques

Are your negotiating skills limiting your ability to grow professionally? To expand your income? To resolve tenant disputes? To maximize the rent? This course will help you to close more deals by teaching you how to create a "win-win" lease deal. You'll learn how to manage your deals at an acceptable level of risk, discover the easy and least significant "give-in" points, and develop critical techniques to build and win consensus among key participants in the negotiating process.

INSTRUCTOR



**John-david Franklin, CRX, CLS**  
 Senior Vice President, Leasing  
 Madison Marquette  
 Philadelphia, PA

1:00 – 2:00 pm

## Opening Keynote Presentation



Michael Strahan

2:00 – 3:30 pm

## Online to Offline: Digitally Native Brands and Their Expansion Into Brick-and-Mortar

The number of new brands launching online is ever increasing. At the same time, digitally native retailers are realizing the need to open physical stores that complement their online presence. Since 2012, the number of new stores being opened by digitally native vertical brands (DNVB) has grown in excess of 100% annually, showing that the future of retail is truly omnichannel. Attendees will learn how to engage with DNVBs that are building out physical storefronts, how to best tailor their centers to accommodate their needs, and how to formulate the best leasing structures for brands that are new to brick-and-mortar.

INSTRUCTORS

**Michael Beckerman**  
 Founder and Chief Executive Officer  
 The News Funnel  
 Bernardsville, NJ

**Brendan Wallace**

Co-Founder & Managing Partner  
Fifth Wall Ventures  
Los Angeles, CA

2:00 – 3:30 pm

**Lean Operations and Strategies for Increased NOI and Profitability**

Net Operating Income is probably the most crucial bottom-line figure every type of shopping center monitors. This course will explore the concept of producing additional income with less expense from the most common sense ideas to more complex strategic applications. This session is designed to integrate practical ideas, real-life experiences, and best practices. Attendees will learn how to map out a game plan to improve operational efficiencies; creative strategies to generate additional income; cost-saving ideas to minimize operational expenses; how to get the most value of every dollar spent on products and services; energy-efficient improvements that lower tenant CAM charges and improve NOI; methods to generate short-term revenue from expected and unexpected vacancies; and when to outsource services for maximum efficiency.

2:00 – 3:30 pm

**Connecting the Disconnect: Creating Trusted Partnerships**

Centers are not landlords; they are retail channels, accounting for 90% of U.S. retail trade. Retailers are not tenants; they are brands, seeking to maximize sales to their customers, regardless of channels. How can the two entities forge a stronger, mutually beneficial partnership? This session focuses on the current and evolving uses of Big Data toolsets in the industry, from geo-fencing through in-center data capture, push notifications and consumer dynamics. Discussion and case study findings will be used to show where we are and where we are headed in areas such as AI (Artificial Intelligence), AR (Augmented Reality), NVP (Natural Voice Processing), and more.

The panelists will also shed light on what it will take to create a true omni-channel environment and how shared data will drive repositioning, remerchandising and re-marketing strategies for the next generation of retail real estate.

2:00 – 3:30 pm

**How You Draft Your Lease Can Make You Money**

Ideal for landlords and tenants, this workshop delivers strategies and tactics for negotiating and drafting lease provisions that have financial implications. Topics include minimum and percentage rent, security deposits, operating costs, real estate taxes, tenant allowances, and much more. Join us as experienced landlord and tenant attorneys share their negotiating and drafting secrets while leading attendees through an analysis of the key financial elements in lease provisions.

INSTRUCTORS



**Joseph Nuñez**  
Attorney and Partner  
Vantage Law Group, LLC  
Minneapolis, MN



**Oscar R. Rivera, Esq.**  
Shareholder and Chair – Real Property  
Practice Group  
Siegfried, Rivera, Hyman, Lerner, De La Torre,  
Mars & Sobel, P.A.  
Plantation, FL

4:00 – 5:30 pm

**The Mall as a Medium Has Changed: Explore the Options for Your Center (SLD)**

Participants will learn about brands, the exposures that matter, and how to deliver value to a sponsor with results as proof.

4:00 – 5:30 pm

**Retail Real Estate Finance for Non-Financial Executives**

The ability to understand, interpret, and react to the information contained in a company or tenant's financial statements is helpful in staying ahead of the game. This workshop features financial concepts, standards, practices, and controls to ensure attendees are charting the path for growth and development as knowledgeable industry professionals. Understanding how financial information is derived and used will increase confident communication between company leadership, tenants, owners, and investors.

INSTRUCTORS



**Barbara English**  
Principal  
Minerva Group, LLC  
San Antonio, TX



**Kenneth Lamy, CRX**  
Founder, President, and CEO  
The Lamy Group LTD  
DataPoint International, LLC  
New Orleans, LA

4:00 – 5:30 pm

## Location, Location, Location: Understanding the Retailer’s Site Selection Criteria

Retail site selection is as much of a science as it is an art form. The more you understand the process and how retailers think, the more successful your deals will be. Leasing agents, retailers, developers, and economic directors will all gain valuable insight from this course. Taught by a leading retail real estate advisor, this class will explore which locations will work well and which will not; what causes a retailer to select one site over another, what elements successful retailers look for when making their decisions; how to efficiently use demographics, zip code analysis, visibility, access and traffic flow; comparative analysis and sales forecasting; applying profitability models and pro formas; and how to analyze socioeconomic trends, fashion statements and psychographics.

INSTRUCTOR



**David L. Huntoon**  
Principal  
INTALYTICS  
Ann Arbor, MI

4:00 – 5:30 pm

## Beyond the Basics: Advanced Tenant Coordination

Tenant coordination is essential for the successful grand opening of a development with many retailers. However, tenant coordination professionals continue to add value for commercial property owners long beyond opening day activities, and are invaluable members of an asset management team, especially in competitive marketplaces. This course is designed for commercial real estate professionals interested in adding value to their portfolios through enhanced and

ongoing tenant coordination activities. Attendees will be able to distinguish differences in tenant coordination management strategies for new properties versus open and operating ones; strategically plan and implement a program tailored to specific corporate or client needs; identify significant new industry trends and their impact on retail; and how to use tenant coordination programs to successfully compete in a competitive marketplace.

INSTRUCTOR



**Karen Scott, CRX, CDP, CMD, CSM**  
Senior Project Manager  
CBRE  
Sanford, FL

5:00 – 7:00 pm

## ICSC Foundation Benefit at Fashion Show Roaring '20s Cocktail Party

We’ve reimaged our annual benefit with a new venue and condensed format that gives you a chance to mingle with your peers while enjoying a unique and festive atmosphere. Join us for fun cocktails, delicious hors d’oeuvres, and decadent desserts!

Additional fee applies—register online at [www.icscrecon.org](http://www.icscrecon.org) or contact Amy Reinharz at +1 646 728 3618 or [AReinharz@icsc.org](mailto:AReinharz@icsc.org).

5:30 – 7:00 pm

## ICSC Global Awards Ceremony Featuring the MAXI Awards, U.S. Foundation Community Support and Retailer Awards, VIVA Awards and Visual Victories Awards

Come and celebrate as ICSC recognizes best practices in the retail real estate industry. Separate registration is required at [www.icsc.org/2018MAXI](http://www.icsc.org/2018MAXI).

MAXI CHAIR

**Michaela Marraffino, CRX, CMD**  
Vice President, Marketing  
CenterCal Properties, LLC  
El Segundo, CA

7:30 – 9:30 pm

## Opening Reception at XS Nightclub at Encore

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 at XS Nightclub.

XS Nightclub at Encore, named the number one nightclub in the U.S. by *Nightclub & Bar's Top 100* for an unprecedented five years is, without a 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 21

7:00 am – 5:00 pm

### Registration

8:00 am – 5:00 pm

### Leasing Mall/Marketplace Mall/SPREE

10:00 – 11:00 am

### Capital Markets

MODERATOR



**Patrick Nutt**  
Managing Partner  
Calkin Companies  
Fort Lauderdale, FL

10:00 – 11:00 am

### The Future of Retail

10:00 – 11:00 am

### Retail Real Estate Through the Lens of Converging and Accelerating Technologies

The impact and speed of rapidly changing technology will disrupt all sectors of retail real estate. Operators embracing this revolution, whether through augmented

or virtual reality, robotization, rapid collection, massive data, or otherwise, won't just succeed—they'll prosper. This distinguished panel of C-suite industry experts invites you to join their conversation to assess the impacts of technology and the resulting opportunities that must be embraced by retailers, landlords, brokers, logistical specialists, and others.

MODERATOR



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

SPEAKERS



**Robert D' Loren**  
Chairman and CEO  
Xcel Brands  
New York, NY



**Jerry Storch**  
CEO  
Storch Advisors  
Franklin Lakes, NJ



**William S. Taubman**  
ICSC Trustee and Past Chairman  
Chief Operating Officer  
Taubman Centers  
Bloomfield Hills, MI



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

10:00 – 11:30am

### Going Beyond the Rooney Rule: Opening Doors to the Front Office

The Rooney Rule is a National Football League policy that requires league teams to interview minority candidates for head coaching and senior football operation jobs. While invoking the Rooney Rule is a considerable step in the right direction, leaders in the commercial real estate industry have to take diversity a few steps further.

Join ICSC's Partners in Diversity initiative for a provocative discussion amongst industry leaders about the lack of women, people of color and other underrepresented groups in the CRE c-suite and their efforts to level the playing field. Participants will learn



the fundamentals of a successful diversity initiative; how employing a diverse workforce impacts the bottom line; and how to develop a strong network of diverse suppliers and strategic partners.

MODERATOR



**Tom McGee**  
President and Chief Executive Officer  
ICSC  
New York, NY

11:00 am – 12:15 pm

## How to Plug in an Outlet: Bringing Factory Stores To Your Property

Shopping districts and centers are utilizing outlet stores to develop and redevelop retail projects. This workshop will explore the appeal of the outlet and how bringing them into your space can boost your overall brand and NOI. Participants will learn the benefits of bringing an outlet brand to your project; how to attract outlet brands; the needs of the retailers; and how to determine if a factory store will enhance your project.

11:00 am – 12:15 pm

## Developments in the New ICSC Professional Certification

Participants will learn about the new credential and how obtaining it will challenge their industry knowledge and enhance professional growth.

12:30 – 2:00 pm

## Lunch and Keynote Presentation



**Daymond John**  
CEO & Founder of FUBU  
Star of ABC's Shark Tank

2:00 – 3:30 pm

## Retail Triple Net Lease

Single tenant, triple net lease retail real estate has been an ever-popular asset class for almost 50 years. However, within the last decade, net lease properties

have become an industry in and of themselves. This workshop covers the fundamentals of single tenant retail real estate underwriting and takes a look at today's triple net lease REIT markets.

INSTRUCTOR



**David Sobelman**  
Founder  
3 Properties  
Tampa, FL

2:30 – 3:30 pm

## Retail and E-Commerce in the Post-Department Store Era

What are the forces behind radical changes happening in the U.S. shopping center industry and where are these changes leading us? Join for industry truths and a call to action in this wide-ranging examination of U.S. retail and shopping patterns.

SPEAKER



**Nick A. Egelanian**  
President  
SiteWorks Retail  
Annapolis, MD

2:30 – 3:30 pm

## P3 Session: Retail and E-Commerce in the Post-Department Store Era

MODERATOR



**Christopher Hemans**  
Director of Retail  
Charlotte Center City Partners  
Charlotte, NC

2:30 – 4:00 pm

## ICSC-Cornell University International Retail Real Estate Case Study Competition Finals

4:00 – 5:30 pm

## Leasing Strategies for Difficult Spaces

In the world of leasing, there are many proven methods to ensure that the proper space is leased to

the appropriate tenant. In order to guarantee this, it is important to understand the shifts that have taken place in the retail world, what is happening now, and what the future holds. Armed with this understanding, attendees can properly focus on analyzing, prospecting, and merchandising retail space to its utmost potential.

**INSTRUCTOR**



**Nick A. Egelanian**  
President  
SiteWorks Retail  
Annapolis, MD

4:15 – 4:30 pm

### Annual Meeting of Members

5:30 – 7:00 pm

### Fortune Tellers' Reception and Researcher Award Ceremony

Attendees are predicted to have an excellent time—open to all with an interest in industry research.

5:30 – 7:00 pm

### Diversity Reception

Join the conversation at the annual Diversity Reception. This celebration of 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 who want to see a more inclusive industry environment.

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 efforts of the ICSC Foundation by making a tax-deductible donation towards the Diversity Initiatives Scholarship Fund at <https://donate.icsc.org/fnd>.

Separate registration required at [www.icsc.org/2018DR](http://www.icsc.org/2018DR). No fee to attend.

6:30 – 7:30 pm

### Student Reception

## TUESDAY, MAY 22

7:00 am – 5:00 pm

### Registration

8:00 am – 5:00 pm

### Leasing Mall/Marketplace Mall/SPREE

9:00 – 10:30 am

### Creative Leasing Solutions

As leasing managers seek more inventive methods to reduce vacancies and increase NOI, more properties are engaging “non-traditional” tenants and are thinking creatively about how they can make the best use of their property’s space. This course will discuss who these “non-traditional” tenants are, how to engage them, the best leasing structures, and innovative ways to make the best use of your center’s space.

**INSTRUCTOR**



**Sharon E. Loeff**  
President  
Shopworks, Inc.  
Scottsdale, AZ

11:00 am – 12:00 pm

### Trends in Food & Beverage

12:30 – 2:00 pm

### Lunch and Keynote Presentation



**Jennifer Fleiss**  
CEO & Co-Founder of Code Eight  
Co-Founder of Rent the Runway

2:30 – 3:30 pm

### What Are We Going to Do With All of These Boxes?

4:00 – 5:00 pm

## Delivering on the Experiential Retailing Experience: What Works and Why?

Today's consumer is looking beyond traditional retail—they want an integrated experience and sense of community. John Frierson, President of Fred Segal, offers insights into how the iconic retailer built and maintained a unique retail experience for over 50 years. With food, hair salons, yoga, rock stars and fashion, all happening everyday, Fred Segal is a multi-dimensional experience that is more important now than ever in a crowded market.

SPEAKER



**John Frierson**  
President  
Fred Segal  
Los Angeles, CA

5:30 – 7:00 pm

## Retailer-Only Networking Reception

This reception is hosted by ICSC retailer members for ICSC retailer 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.

You must be a retailer member to attend. Brokers representing retailers do not qualify. Separate registration required.

## WEDNESDAY, MAY 23

7:00 am – 2:00 pm

### Registration

8:00 am – 2:00 pm

### Leasing Mall/Marketplace Mall/SPREE

*Program information current as of February 7, 2018.*

## RECon Advisory Committee

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**John Ward, CDP**  
2018 RECon Advisory Committee Chair  
President, Managing Partner  
505Design  
Boulder, CO



**Christopher Hemans**  
Director of Retail  
Charlotte Center City Partners  
Charlotte, NC



**Samuel I. Ankin**  
Managing Principal  
Northpond Partners, LLC  
Chicago, IL



**Samuel P. Latone**  
President, Co-CEO  
The Shopping Center Group  
Atlanta, GA



**James Bry**  
EVP Development & Construction  
Seritage Growth Properties  
New York, NY



**Ryan O'Sullivan**  
Vice President of Real Estate  
PetSmart, Inc.  
Phoenix, AZ



**Bryan C. Cook**  
Regional Director of Real Estate  
CVS Health  
Hollywood, FL



**Travis Rodgers, CCIM, JD**  
Director of Operations  
Whitestone REIT  
Houston, TX



**Andrea Drasites**  
Managing Director  
The Blackstone Group  
New York, NY



**Angela H. Sweeney, CRX, CMD**  
Vice President, Chief Marketing Officer  
The Peterson Companies  
Fairfax, VA



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



**Daniel M. Taub**  
President  
DLC Management Corp.  
New York, NY

## Thank You to Our Sponsors

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### GLOBAL SPONSOR



### NORTH AMERICAN SPONSORS



### PLATINUM SPONSOR



### GOLD SPONSOR



## Sponsorship & Advertising Opportunities

RECon is a rare chance to promote your company to the world’s largest audience of retail real estate professionals—over 37,000 attendees will pack the halls of the Las Vegas Convention Center. ICSC is ready to help you maximize this opportunity with several varieties of exhibition, sponsorship, and advertising packages that will immediately extend your company’s reach and recognition.

**Marketplace Mall**, conveniently located in the North Hall, is a high-traffic destination that hosts over 300 exhibiting companies. Exhibitors are organized in sections that fall into categories. Marketplace Mall is home to RECon registration, ensuring that every attendee has the opportunity to see nearby exhibits.

**Sponsorship Packages** provide unparalleled opportunities to put your company in front of thousands of highly engaged attendees. Deals and networking don’t just happen on the show floor, they happen after hours as well. RECon’s Opening Reception at XS Nightclub at Encore is an ideal venue to promote your company, boost brand awareness, and generate new prospects. Additional sponsorship opportunities include:

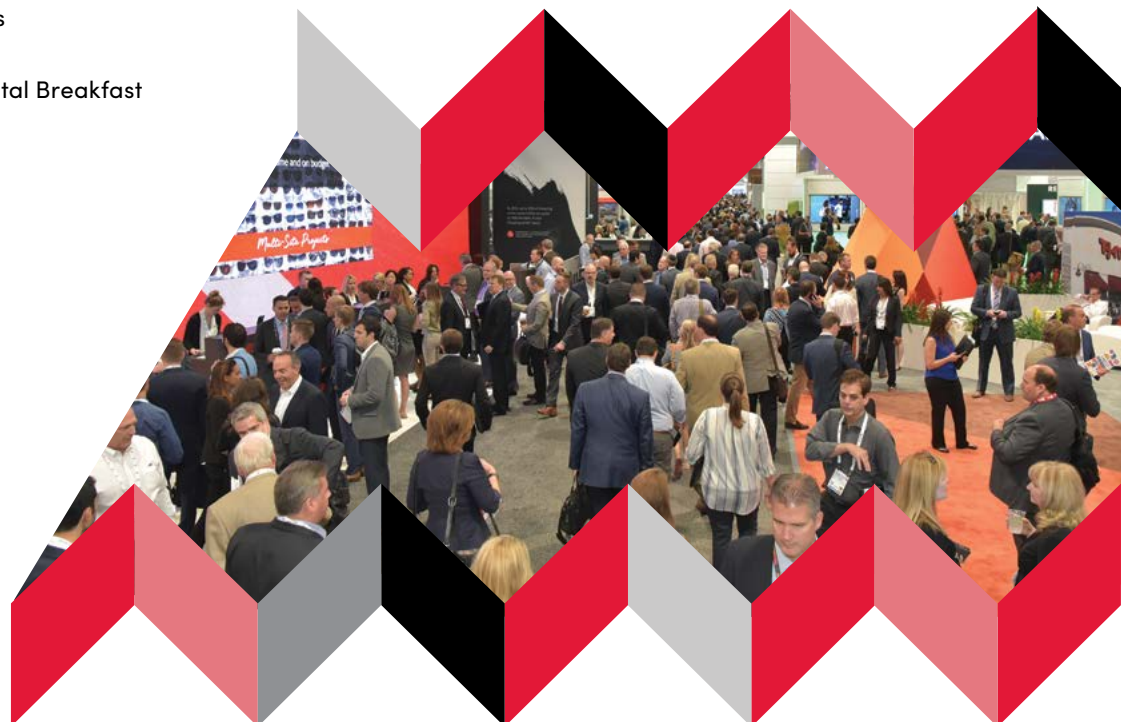
- Interior and Exterior Banners
- Escalator Handrails
- Bus Banners and Headrests
- Charging Lounge
- Marketplace Mall Continental Breakfast
- MAXI Awards
- Diversity Reception

**New for 2018: Sponsorships: SPREE** Receive prominent logo placement near SPREE entrance, an upstairs cabana at RECon Opening Reception, advertising space in the RECon Directory, and logo branding on the SPREE website and related email blasts.

**Advertising Opportunities** are a seamless way to incorporate your brand into valuable RECon materials. Advertising opportunities include:

- RECon Program Directory
- *RECon News* (RECon-centric version of *Shopping Centers Today*)
- Digital Ads or “You Are Here” Booth Locators throughout the Convention Center
- Shuttle Buses
- Badge Mailer Inserts
- SCT
- VRN

For more information on exhibition, sponsorship, or advertising opportunities contact **Rita Malek** at **+1 646 728 3539** or **rmalek@icsc.org** or visit **www.icscrecon.org**.





May 20 – 23, 2018 | Las Vegas, NV  
Las Vegas Convention Center & Westgate Hotel

**REGISTRATION FEES**

**Full Convention**

	ADVANCE	ON-SITE
Member*:	\$640	\$790
Non-Member:	\$1,290	\$1,550
Student Member**:	\$50	N/A

Access to the Full Convention includes Professional Development Day (Sunday) | All Conference Sessions, Professional Development Workshops and Keynote Presentations | Two Lunches, Receptions and Awards Ceremonies | Access to the Leasing Mall, Marketplace Mall and SPREE.

\* Must be an ICSC member or affiliate member—call +1 646 728 3800 or visit [www.icsc.org/membership](http://www.icsc.org/membership) to join.

\*\* Advance registration required—this rate is not available on site.

**Professional Development Day – Sunday, May 20**

ADVANCE/ON-SITE: \$250

This fee is for **Professional Development Day** on Sunday, including all conference and education sessions. Those with RECon Full Convention Registration do **NOT** need to add on this fee, as it is included in your registration fee. Those who have a free Exhibitor, Marketplace Mall, MAXI or SPREE badge and would like to attend Professional Development Day sessions, must register for this option.

**BECOME A MEMBER AND SAVE ON REGISTRATION!**

**ICSC Membership Fees**

Regular and Associate:	\$800
Affiliate:	\$125
Public/Academic:	\$100
Public/Academic Affiliate:	\$50
Student:	\$50

**REGISTRATION DEADLINES**

**March 30, 2018**

Deadline to register and submit a photo to receive your badge in the mail. No badges will be mailed without a photo. Registrants who pay the member rate must be a member in good standing on March 30 to retain that rate and receive a badge in the mail.

**April 27, 2018**

Deadline to receive advance registration fee.

**May 19, 2018**

Registrations will be accepted on site in Las Vegas.

**All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the Convention. To submit a photo, visit [www.icsc.org/member-photo-upload](http://www.icsc.org/member-photo-upload)**

**TRANSFERS/CANCELLATIONS**

If you are unable to attend RECon, you may transfer your registration to a colleague (member to non-member transfer requires higher registration fee be paid). After badges are mailed, the original registrant's badge must be returned in order to process a transfer or cancellation. You may cancel your registration up to March 30, 2018 and receive a refund. All cancellations will be subject to a \$100 fee and must be received by ICSC in writing. No refunds will be issued after March 30, 2018.

**TERMS, CONDITIONS AND RULES**

This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at [www.icsc.org/event-terms-and-conditions](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.

**HOW TO REGISTER**

Online: [www.icscrecon.org](http://www.icscrecon.org)

Fax: +1 732 694 1800

Mail: ICSC, P.O. Box 419822, Boston, MA 02241-9822

**REGISTRATION INFORMATION**

PLEASE PHOTOCOPY FORM AS NEEDED.

Name		Title	
Company			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax		
Email	Membership I.D.#		

**REQUIRED FOR NON-U.S. APPLICANTS**

Date of Birth	Country of Citizenship
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Please check here if any of the above information has recently changed.

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 REGISTRATION FEE                      MEMBERSHIP FEE (if applicable)                      TOTAL AMOUNT

**METHOD OF PAYMENT** (No cash accepted in advance or on site.)

Check made payable to ICSC enclosed.

Credit Card:  Mastercard  Visa  AMEX  Discover

Credit Card Number (include all digits)	Expiration Date (month/year)
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Name (as it appears on credit card)	Signature	2018RECON
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