



Research Connections Conference

Omni Hotel | Los Angeles, CA
October 28 – 30, 2018
#ICSCResearch



SUNDAY, OCTOBER 28

Registration

1:00 – 6:30 pm | Bunker Hill Foyer – 2nd Floor

Bus Tour: Westfield Century City and Beverly Center (Optional Event)

1:30 – 5:00 pm

Join us for a tour of two of the latest high-profile mall renovations in the Los Angeles area.

Westfield Century City combines on-trend fashion brands, award-winning chefs and culinary experiences, headline events and entertainment, multi-faceted health and wellness amenities, public art installations and cultural programming – all in one place. After unveiling a \$1 billion makeover in 2017 – the destination now features the West Coast’s first Eataly, a new three-level Nordstrom, new two-level Macy’s, fully renovated Bloomingdale’s, as well as a premium Equinox fitness club and spa.

Beverly Center, Southern California’s premier fashion destination, is nearing completion on a \$500 million re-imagined that will transform every aspect of the iconic center. With more than 100 specialty boutiques including luxury retailers, Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, Prada and Saint Laurent, the unique assortment of different stores, paired with an expanded fast fashion collection, contemporary brands and elevated amenities, Beverly Center is the ultimate shopping experience.

Please meet at the front entrance of the Omni at 1:15 pm to board the bus. Buses will depart promptly at 1:30 pm and return to the hotel at 5:00 pm. **Pre-registration was required and on-site registration will not be available.**

Welcome Reception and Innovation Center

5:30 – 6:30 pm | Bunker Hill Foyer – 2nd Floor

Stop by to speak with vendors about the latest and greatest innovations in research technologies, insights and analytical tools. This is an excellent opportunity to explore the latest trends and find out what is on the horizon.

MONDAY, OCTOBER 29

Registration

7:00 am – 6:30 pm | Bunker Hill Foyer – 2nd Floor

Continental Breakfast

7:30 – 8:30 am | Bunker Hill Foyer – 2nd Floor

No breakfast service after 8:30 am.

Welcome and Opening Remarks

8:30 – 8:45 am | Bunker Hill Ballroom – 2nd Floor



Laura Fullington

ICSC 2018 Research Connections Conference
Program Planning Chair
Assistant Vice President, Research
Macerich
Phoenix, AZ

CEO Update

8:45 – 9:15 am | Bunker Hill Ballroom – 2nd Floor



Tom McGee

President and CEO
ICSC
New York, NY

General Session

9:15 – 10:15 am | Bunker Hill Ballroom – 2nd Floor

Shoppers of Tomorrow – Reshaping Retail

The future of global retail rests in the hands of young consumers whose attitudes and aspirations differ. This session will provide a comprehensive portrait of the evolving ways that next generation shoppers are shaping the expectations and the roles brands play in their lives. Trends covered will include: the transformation economy, unmasking of new luxury shoppers, tapping into the multi-billion dollar tastemaker economy and how to leverage the latest retail technology to boost your brand.



Alina Díaz

Global Head & Business Innovator
Cassandra
New York, NY

Networking Break

10:15 – 10:30 am

Concurrent Sessions

10:30 – 11:30 am

A Valuing Real Estate Investment
Hershey/Crocker Room - 2nd Floor

Public vs. Private, An Investor's View - The retail property sector has always been a dynamic asset class that attracts investors of all types. Panelists in this session will share their perspectives on retail real estate investments, and discuss how REIT and private investors value retail opportunities.

MODERATOR



DJ Busch
Managing Director
Green Street Advisors
Newport Beach, CA

SPEAKER



Joel K. Mayer
Managing Director, Head of Retail
Rockwood Capital
Los Angeles, CA

B Geospatial Applications That Help Drive Retail and Real Estate Location Strategy
Bradbury/Rose Room - 2nd Floor

As Geographic Information Systems (GIS) mature and evolve for business use, spatial-based applications are at the core of research, visualization and communication. This session will showcase innovative ways GIS is being leveraged by retailers, developers, researchers and brokers.

MODERATOR



Jillian Elder
Vice President – Real Estate Market Research
Ross Stores, Inc.
Dublin, CA

PANELISTS



Chan Lee
Manager, Real Estate Enterprise GIS
Chick-fil-A, Inc.
Atlanta, GA



Michael Startin
Vice President, Director of GIS, Americas
JLL
Chicago, IL



Kien Tsoi
Senior Associate, Retail Leasing
Los Angeles Brokerage
JLL
Los Angeles, CA

Lunch Served

11:45 am – 12:30 pm | Bunker Hill Ballroom - 2nd Floor

No lunch service after 12:30 pm.

Keynote Presentation

12:30 – 1:30 pm | Bunker Hill Ballroom - 2nd Floor

Big Shifts Ahead: Demographic Clarity for Business
Highlighting findings from the research behind the book *Big Shifts Ahead: Demographic Clarity for Businesses*, Author and Demographer Chris Porter will share an insightful framework that makes demographic trends easier to understand, quantify and anticipate. He will address how these trends have shaped societal behavior and translate the implications for the retail and real estate industry. His analysis of demographics will give business leaders a better perspective and competitive advantage when reacting to unanticipated events that shift prevailing trends.



Chris Porter
Author/Chief Demographer
John Burns Real Estate Consulting
Irvine, CA

Networking Break

1:30 – 1:45 pm

General Session

1:45 – 2:45 pm | Bunker Hill Ballroom - 2nd Floor

Using Technology to Create Frictionless Shopping
Rapid technological advancements have dramatically impacted consumer expectations across retail touchpoints. To better attract and engage the modern shopper, retailers and shopping center owners are also turning to new technologies to create more agile retail and customer strategies in physical spaces. Executives from two of the leading firms in the retail technology space will share how their solutions are optimizing the shopper experience and creating profitable results for their clients.

MODERATOR



Meredith Darnall
Senior Vice President,
Business Intelligence & Strategy
Brookfield Properties
Chicago, IL



PANELISTS



Tom Racette
Vice President, Global Retail Business
Development
Mojix
Los Angeles, CA



Antony Ritch
Executive Vice President - Shopping Centers
and Venues
OneMarket
San Francisco, CA

General Session

3:00 – 4:00 pm | Bunker Hill Ballroom - 2nd Floor

**Retailer Success Stories Integrating Online
with Brick-and-Mortar**

The merging of ecommerce and physical stores is driving innovation to create meaningful and personalized retail experiences for customers. Learn how best-in-class retailers are growing engagement and loyalty through digital channels and brick-and-mortar stores.

MODERATOR



Laura Fullington
ICSC 2018 Research Connections
Conference Program Planning Chair
Assistant Vice President, Research
Macerich
Phoenix, AZ

PANELISTS



Traci Inglis
Brand President
JustFab & Shoedazzle
El Segundo, CA



Katie Johnson
CEO and Co-Founder
Carbon 38, Inc.
Los Angeles, CA



Mark Shaffer
Director Real Estate Market Research
ULTA Beauty
Romeoville, IL

Roundtable Discussions

4:00 – 5:30 pm | Bunker Hill Ballroom - 2nd Floor

Best Practices, Tools of the Trade

You will have the opportunity to sit in on three, 30-minute roundtable topics, learning and sharing insights with colleagues and specialists.

TABLE 1 | Advanced GIS Analysis

LEADER – **Chan Lee**, Chick-fil-A

TABLE 2 | Food Retail Trends

LEADER – **James Cook**, JLL

**TABLE 3 | Beyond Millennials - Exploring New
Consumer Segments**

LEADER – **Milena Nazaruk**, Cadillac Fairview

TABLE 4 | Behind the Scenes of Mobile Data

LEADER – **Laura Fullington**, Macerich

TABLE 5 | Retail Trends

LEADER – **Jill Hamilton**, Unibail-Rodamco-Westfield

TABLE 6 | Evolution of North American Demographics

LEADER – **Steve DeVane**, Chick-fil-A

**TABLE 7 | Market Strategy in the Era of Store
Consolidation/ Portfolio Optimization**

LEADER – **Ross Beaton**, Rent-A-Center

TABLE 8 | ICSC Consumer Survey Insights

LEADER – **Chris Gerlach**, ICSC

TABLE 9 | Today's Luxury Retail Trends

LEADER – **Scottie Lee**, Taubman Centers

**TABLE 10 | The Halo Effect: Physical Stores' Impact on
Online Traffic**

LEADER – **Charlotte Sykes**, Alexander Babbage

TABLE 11 | New Approach To Mall Analytics

LEADER – **Marco Biasiotto**, Oxford Properties

**TABLE 12 | Myth vs. Reality – Navigating The Noise In
Omnichannel**

LEADER – **Melina Cordero**, CBRE

**TABLE 13 | Finding Growth Opportunities in Retail
Research: Navigating a Career Path**

LEADER – **Ana Leon**, DWS & **David Spawn**, Brixmor

TABLE 14 | Hispanic Marketing

LEADER – **Jim King**, Rent-A-Center

TABLE 15 | Role of the Mall in an Omnichannel World

LEADER – **Jeremy Krotz**, Brookfield Properties

TABLE 16 | GIS: Mobility DataLEADER – **Clark Henson**, Unibail-Rodamco-Westfield**TABLE 17 | Research & ROI**LEADER – **Cecilia Matos**, Macy's, Inc.**TABLE 18 | Grocery, What Is In Store For Their Future?**LEADER – **Kevin Bissell**, MTN Retail Advisors**TABLE 19 | Retail & Urban Logistics: How is E-commerce Impacting Urban Retail?**LEADER – **Aaron Ahlburn**, JLL**Networking Reception and Innovation Center**

5:30 – 6:30 pm | Bunker Hill Foyer – 2nd Floor

TUESDAY, OCTOBER 30**Registration**

7:00 am – 12:30 pm | Bunker Hill Foyer – 2nd Floor

Continental Breakfast

7:00 – 8:00 am | Bunker Hill Foyer – 2nd Floor

No breakfast service after 8:00 am.

General Session

8:00 – 8:45 am | Bunker Hill Ballroom – 2nd Floor

Shop Till You Drop? Opportunities and Challenges in Retail Real Estate in the New Economy

We are in the midst of an economic transformation as we move from a production-based to a knowledge and service-based economy. Dr. Mitra will provide an overview of the national, state and regional economy to provide a picture of our economic landscape. She will also identify key trends and issues pertaining to the retail real estate industry. You will receive basic tools and strategies to understand and deal with the rapidly changing retail environment.

**Somjita Mitra, Ph.D**

Director Institute of Applied Economics
Los Angeles County Economic Development
Corporation (LAEDC)
Los Angeles, CA

Concurrent Sessions

8:45 – 9:45 am

A New Perspectives on Digital Data Sources and Analytics | Hershey/Crocker Room – 2nd Floor

Analyzing the changing retail landscape has been more challenging than ever. Our physical and digital footprints can provide a wealth of knowledge that can shed light on consumer behavior and our experiences in retail space. This session will discuss the integration of digital data sources, such as mobile and social media data, with quantitative analysis to execute real estate strategy.

MODERATOR

**Melina Cordero**

Americas Head of Retail Research
CBRE
Washington, DC

PANELISTS

**Evelina Giang**

Data Operations Manager
UberMedia
Los Angeles, CA

**Griffin Morris**

Founding Head of Growth, Economist
Spatial
Cincinnati, OH

**Paige Stover**

Director, Research and Analytics
Forum Analytics, a CBRE Company
Advisory and Transaction Services
Chicago, IL

B Adapting Retail Real Estate for Future Consumers | Bradbury/Rose Room – 2nd Floor

This presentation will highlight key findings and insights from a recent report authored by the Retail Industry Leaders Association (RILA) and ICSC, centered on ten unique shopping styles and the adaptations retailers and landlords must make to ensure their properties remain relevant to future consumers.

SPEAKERS

**Christopher Gerlach**

Director, Research
ICSC
Washington, DC

**Trevor Pollard, AIA**

Vice President – Design
Unibail-Rodamco-Westfield
Los Angeles, CA



Charmaine Wiggins
Director, Research
Retail Industry Leaders Association (RILA)
Washington, DC

General Session

10:00 – 10:45 am | Bunker Hill Ballroom - 2nd Floor

The Power of Tourism

Hear the latest tourism trends and statistics from industry experts. This session will focus on the power of the international traveler and their impact on U.S. retail sales.

MODERATOR



Kate Birchler
Assistant Vice President, Tourism Marketing
Macerich
Phoenix, AZ

PANELISTS



Charlie Gu
Co-Founder & CEO
Collective Influence
San Francisco, CA



Wendy Kheel
Vice President, Tourism Insights
Los Angeles Tourism and Convention Board
Los Angeles, CA



Rosemary McCormick
President
Shop America Alliance
Napa, CA

General Session

11:00 – 11:45 am | Bunker Hill Ballroom - 2nd Floor

Advancing the Entertainment Experience – A Digital Reality

Since the early video arcades of the 1970s, shopping centers have recognized the value of electronic entertainment. Technology has come a long way since then, and today digital and physical realities are nearly inseparable. Panelists in this session will explain what you should know about eSports arenas, augmented and virtual reality, and new digital marketing tools.

MODERATOR



James Cook
Americas Director of Research, Retail
JLL
Danville, IN

PANELISTS



Ian Dawson
Founder
Augmentive Studio
Los Angeles, CA



Joanna Popper
Global Head of Virtual Reality for Location Based Entertainment
HP
Los Angeles, CA



Louisa Spring
CEO
Vari Parks
Los Angeles, CA

Closing Remarks

11:45 am – 12:00 pm | Bunker Hill Ballroom - 2nd Floor



Laura Fullington
ICSC 2018 Research Connections Conference
Program Planning Chair
Assistant Vice President, Research
Macerich
Phoenix, AZ

Boxed Lunch Served

12:00 – 12:30 pm | Bunker Hill Foyer - 2nd Floor
No lunch service after 12:30 pm.

Meeting Adjourns

12:30 pm

Downtown Los Angeles Retail Walking Tour (Optional Event)

12:30 – 2:30 pm

Join us for a guided tour providing a first-hand glimpse of the ongoing transformation occurring in Downtown LA, with visits to some of the most notable retail projects and other iconic landmarks along the way. Highlights will include FIGat7TH, The BLOC, the up and coming Broadway theater district and Grand Central Market, the city's largest and oldest public market. **Please meet in the Registration area at 12:30 pm.**

Program current as of October 2, 2018.

PROGRAM PLANNING COMMITTEE

Laura Fullington, ICSC 2018 Research Connections Program Planning Committee Chair, Macerich

Ana Leon, ICSC 2018 Research Connections Program Planning Committee Co-Chair, DWS

James Cook, JLL

Melina Cordero, CBRE

Tim Corzine, Research Insights, LLC

Meredith Darnall, Brookfield Properties

Steve Devane, Chick-fil-A, Inc.

Jillian Elder, Ross Stores, Inc.

Sarah Griesenauer, Chick-fil-A, Inc.

Craig Harris, AT&T Mobility

Angela Matijasevic, Westfield

Cecilia Matos, Macy's, Inc.

Brian Schumacher, Chico's FAS, Inc.

Deborah L. Weinswig, Fung Global Retail Technology

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Global



Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value by putting ideas into action for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with 48,000 employees in approximately 400 offices and 70 countries. In 2017, the firm had revenue of \$6.9 billion across core services of property, facilities and project management,

leasing, capital markets, valuation and other services. To learn more, visit www.cushmanwakefield.com or www.cushwakeretail.com, and follow @CushWake and @CushwakeRETAIL on Twitter.

Gold



AggData is the retail real estate industry's most accurate, up-to-date and comprehensive source for business locational data worldwide. Backed by the industry's largest in-house quality assurance team, AggData provides access to unparalleled location data for more than 5,800 retailers and growing, representing six million retail locations worldwide, which is updated quarterly and/or monthly. AggData also offers geographic analysis tools to support real estate teams, including its Void and Proximity

Analysis platforms as well as its unrivaled Future Retail Openings and Closings platform. Join the many retailers, restaurants, grocers and real estate investors using AggData as their trusted source of locational data and retail location analysis.



Environics Analytics is one of North America's premier data, analytics and marketing services companies. We offer a full range of analytical services, from data supplier to strategic consultancy. Our software platforms provide quick and easy access to our comprehensive data—including the latest mobile data—and analytics workflows to generate authoritative reports and detailed maps that help

solve business challenges. We specialize in site location planning, trade area definition, site modeling, network optimization and market potential analysis. With a team of over 200 statisticians, geographers, modelers and business strategists, Environics Analytics offers a wide range of U.S. and Canadian data products and services to help clients in every industry sector achieve their business objectives.



Korem is a leading reseller and integrator of geospatial technologies and data that has been contributing to its clients' success for the past 25 years by optimizing their decision-making and strategic processes. By leveraging our strategic alliances, our team of experts provide and recommend the best available products in the industry to our customers. Korem stands out from the competition through the expertise and

experience of its multidisciplinary team of strategic advisors, integrators and consultants. The team ensures a perfect match between the possibilities offered by the various available solutions and our clients' business needs. Attuned to our customers' individual business contexts and specific issues, Korem can guide their clients in the selection of personalized data solutions. Our team is driven by innovation and creativity which allows us to help our customers solve some of their most important challenges by providing them with results they can trust.



Since 1992, **Synergos Technologies Inc. (STI)** has launched innovative products that have become the leading choice of location-focused and growth-oriented retailers, grocers, telecoms, financial firms and others. Today STI's flagship product, STI: PopStats® quarterly population estimates, is the premier population data for understanding consumers, locations and markets, and for making smarter business

decisions. STI's product suite includes STI: LandScape® neighborhood and lifestyle segmentation data and STI: Colossus® economic and business data.

Bronze



EXHIBITORS



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ChainXY is a data solution that provides quality, curated chain list data for retail, grocery, restaurant,

and real estate professionals. After years of working with all of the available datasets in the marketplace, ChainXY was founded because a group of industry veterans decided they could do it better. We have set out to provide quality datasets that offer value to professionals conducting market research, and created a service that not only provides data, but offers a technology platform built from the ground up to interpret and interact with the data. Our team validates the lists we collect to maintain currency and improve positional accuracy. ChainXY has created a multi-step spatial geocoding and compilation process that melds new wave data science with the human touch. Location matters, and it is our goal to use our industry expertise and backgrounds as research analysts to develop datasets of uncompromising quality.



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companies. We offer a full range of analytical services, from data supplier to strategic consultancy. Our software platforms provide quick and easy access to our comprehensive data—including the latest mobile data—and analytics workflows to generate authoritative reports and detailed maps that help solve business challenges. We specialize in site location planning, trade area definition, site modeling, network optimization and market potential analysis. With a team of over 200 statisticians, geographers, modelers and business strategists, Environics Analytics offers a wide range of U.S. and Canadian data products and services to help clients in every industry sector achieve their business objectives.



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clients' success for the past 25 years by optimizing their decision-making and strategic processes. By leveraging our strategic alliances, our team of experts provide and recommend the best available products in the industry to our customers. Korem stands out from the competition through the expertise and experience of its multidisciplinary team of strategic advisors, integrators and consultants. The team ensures a perfect match between the possibilities offered by the various available solutions and our clients' business needs. Attuned to our customers' individual business contexts and specific issues, Korem can guide their clients in the selection of personalized data solutions. Our team is driven by innovation and creativity which allows us to help our customers solve some of their most important challenges by providing them with results they can trust.



Today's markets are changing at a pace we've never seen. Disruptions in

new competition with new customer experiences, changes in the real estate landscape, consolidations, closings, and more are bringing new challenges for everyone in retail. **TAS** customers are rising to these challenges with great success thanks to our tools and guidance. We offer highly configurable and scalable mapping, analytics, and demographic software solutions that help defeat the status quo of disconnected and incomplete information that leads to bad real estate decisions. Success is seen through increased productivity and collaboration among real estate teams, the elimination of significant dead deal costs, higher quality sites, and ROI that can be measured in weeks, not months. TAS helps retailers make decisions at the speed of disruption. TAS customers include Fortune 100 companies, many of the fastest growing retailers, omni-channel leaders, and seven of the twenty largest shopping center owners in the world.



UberMedia

UberMedia is a data and technology company that provides the best location

intelligence to power mobile advertising, attribution measurement, and data insights. UberMedia's unique mobile location intelligence engine refines, analyzes and contextualizes mobile data to creatively solve business challenges in a way that has never been done before. The company's diverse suite of products process billions of social, demographic, and location signals daily for Fortune 500 companies across retail, automotive, and entertainment to better understand and influence modern consumers with the most accurate business decision science.

UberMedia is headquartered in Pasadena, CA.



TETRAD develops Sitewise Pro, a highly configurable cloud-based location

analytics platform for real estate market planning and site evaluation. Sitewise Pro embeds powerful GIS functionality for analyst-level users, and empowers real estate decision makers to generate tailored reporting packages and model forecasts from the field using any web-enabled device, including tablets and smartphones. Our solution offers a powerful spatial workflow tool enabling you to blend and analyze disparate datasets with ease. Learn more at www.tetrad.com