



ICSC Heartland States
Idea Exchange and Alliance Program

ideaexchange[®]



Doubletree by Hilton Omaha Downtown
Omaha, NE
January 28 – 29, 2015



ICSC 2015 Heartland States Idea Exchange and Alliance Program

Program Directory

Wednesday, January 28

- **Registration**
2:30 – 7:30 pm
19th Floor - Executive Meeting Center Foyer

- **Optional Tour to Nebraska Crossing Outlets**
3:00 – 5:00 pm
Lobby Level

Our group will visit Nebraska Crossing Outlets to see the latest in interactive shopping. The motorcoach will leave at 3:00 pm from outside the Front Desk area at Doubletree by Hilton Omaha Downtown.

- **Member-Hosted Reception**
5:30 – 7:30 pm
19th Floor - Executive Meeting Center, Grant/Ford

- **Dinner Options**
7:30 pm – 10:00 pm

Three years ago in Omaha we discussed the new Mutual of Omaha's mixed-use development Midtown Crossing. Now take complimentary motorcoach transportation there and enjoy what has transpired since that Idea Exchange program. Mutual of Omaha will provide shuttle transportation between Midtown Crossing and DoubleTree hotel. The following Restaurant options would love to have you. (reservations encouraged)

Black Oak Grill: +1 402 341 0622
Cantina Laredo: +1 402 345 6000
Crave: +1 402 345 9999
The Grey Plume: +1 402 763 4447
Ingredient: +1 402 715 4444
Saints Pub + Patio: +1 402 932 1911
Other after-dinner drinks/dessert options include Grane, Brix and Delice.

Thursday, January 29

- **Registration**
7:30 am – 4:00 pm
3rd Floor - Mezzanine Foyer

- **Networking Lounge**
7:30 am – 4:00 pm
3rd Floor – Capitol/Dodge
- **Continental Breakfast**
8:00 – 8:45 am
3rd Floor - Lewis/Clark/Winnebago
- **Welcome and Introduction to the Program**
8:30 – 8:45 am
3rd Floor - Lewis/Clark/Winnebago

BENJAMIN L. MEIER

ICSC Iowa/Nebraska State Director
ICSC 2015 Heartland States Idea Exchange
Program Planning Committee Co-Chair
Senior Associate
The Lerner Company
Omaha, NE

JIM ROSEN, CCIM

ICSC 2015 Heartland States Idea Exchange
Program Planning Committee Co-Chair
Vice President, Brokerage
Pace Properties Inc.
Saint Louis, MO

- **State Market Overviews (NE, IA, KS, MO) and Roundtable Discussions**
8:45 – 9:45 am
3rd Floor - Lewis/Clark/Winnebago

Please sit at the roundtable that interests you. The first half hour, from **8:45 – 9:15 am**, we will all listen to four **State Market Overviews**, presented from the stage. Then the roundtable leader will lead you in discussion on the other topic that interest to you, in a 30-minute **Roundtable session, 9:15 – 9:45 am**, at your table.

Roundtables will include the following:

A. Omni Channeling

Led by: JIM A. SADLER, CSM, General Growth Properties

B. Making It Relevant – Redeveloping & Infill

Led by: ROD YATES, OTB Destination

C. Show Me the Money – Financing Conditions

Led by: BOB CHALUPA, Q10 Daisley Ruff

D. Who's Hot – Market Overview – Nebraska

Led by: **RICK QUINLEVAN**, The Lerner Company

E. Who's Hot – Market Overview – Iowa

Led by: **MIKE CUNNINGHAM**, Buyers Realty, Inc.

F. Who's Hot – Market Overview – Kansas

Led by: **CHUCK ZOOG**, The R.H. Johnson Company

G. Who's Hot – Market Overview – Missouri

Led by: **KAREN SHAW, CLS**, ICSC Kansas/Missouri State Director, Sansone Group

H. The Latest Legal Hurdles,

Led by: **JON BLUMENTHAL**, Baird Holm LLP

I. The Necessity of Incentives,

Led by: **DREW SNYDER**, Woodsonia Development

J. Investment Sales – Past/Present/Future,

Led by: **EMBER GRUMMONS**, Investors Realty, Inc.

➤ **General Session**

10:00 – 10:45 am

3rd Floor - Midlands

The Grocery Landscape Looking Forward

Listen in as the world's largest retailer, Walmart, explains the neighborhood grocery format and the trajectory moving forward and trends that are affecting local and long-term growth.

Moderator

JIM ROSEN, CCIM

ICSC 2015 Heartland States Idea Exchange Program Planning Committee Co-Chair
Vice President, Brokerage
Pace Properties, Inc.
Saint Louis, MO

Panelist

CINDI HORNING

Neighborhood Market Director
Wal-Mart
Bentonville, AR

➤ **Retailers Runway**

10:45 – 11:45 am

3rd Floor - Midlands

Find out more as today's hot retailers and restaurateurs share their expansion plans. Shared

information will include site requirements and other topics pertinent to the attendees.

Moderator

ERIN M. POGGE, CCIM

ICSC Iowa/Nebraska Retail Chair
Associate Broker
The Lerner Company
Omaha, NE

Retailers:

Bricktown Brewery
Carter's Inc.
Famous Footwear
Firehouse of America
Great Clips
Heartland Dental
Jimmy's Egg
Raising Cane's
Smoothie King
Verizon Wireless

➤ **Lunch Served**

12:00 noon – 12:30 pm

3rd Floor - Lewis/Clark/Winnebago
(No lunch service after 12:30 pm)

➤ **Government Relations Update**

12:30 – 12:45 pm

3rd Floor - Lewis/Clark/Winnebago

JERED B. MORRIS

ICSC Iowa/Nebraska Government Relations Committee Chair
Vice President
Olsson Associates
Omaha, NE

STACY E. WIPFLER, ESQ.

ICSC Kansas/Missouri Government Relations Committee Chair
Attorney
Husch Blackwell, LLP
Saint Louis, MO

➤ **Keynote Presentation**

12:45 – 1:15 pm

3rd Floor - Lewis/Clark/Winnebago

The State of the American Consumer

Ed O'Boyle, Global Practice Leader at Gallup, will discuss consumer's attitudes and behaviors on the economy, how that translates to spending and what companies can do to maximize share of those dollars.

ED O'BOYLE

Global Practice Leader
Gallup
Omaha, NE

➤ **General Session**

1:30 – 2:15 pm

3rd Floor - Midlands

The Change Makers – How Big Retailers Can Change Fundamentals

Listen to two of the most innovative and largest retailers discuss their concepts as well as their plans moving forward. Their newest development in Dallas will be the case study of what two powerhouse retailers can do to a trade area.

Moderator

BENJAMIN L. MEIER

ICSC 2015 Heartland States Idea Exchange Program Planning Committee Co-Chair

Senior Associate

The Lerner Company

Omaha, NE

Panelists

RYAN BLUMKIN

Vice President of Real Estate Development
Nebraska Furniture Mart

Omaha, NE

ZACH SHOR

Director of Real Estate

TopGolf USA, Inc.

Dallas, TX

➤ **Deal Making**

2:15 – 4:00 pm

2nd Floor (Lobby Level) - Ballroom East

➤ **Meeting Adjourns**

4:00 pm

ICSC 2015 Heartland States Idea Exchange and Alliance Program

Divisional and State Volunteer Leadership

Benjamin L. Meier, ICSC Iowa/Nebraska State Director, The Lerner Company

Jered B. Morris, ICSC Iowa/Nebraska Government Relations Committee Chair, Olsson Associates

Jim A. Sadler, CSM, ICSC Iowa/Nebraska Alliance Private Sector Co-Chair,
General Growth Properties, Inc.

Sean Johnson, ICSC Iowa/Nebraska Alliance Public Sector Co-Chair, Greater Omaha Economic
Development Partnership

Erin M. Pogge, CCIM, ICSC Iowa/Nebraska Retail Chair, The Lerner Company

Lindsey Banks, ICSC Iowa/Nebraska Next Generation Chair, The Lerner Company

Karen Shaw, CLS, ICSC Kansas/Missouri State Director, The Sansone Group

Stacy E. Wipfler, Esq., ICSC Kansas/Missouri Government Relations Committee Chair, Husch
Blackwell, LLP

Matthew S. Fagin, ICSC Kansas/Missouri Alliance Private Sector Co-Chair, Central Realty LLC

David M. Cox, ICSC Kansas Missouri Alliance Public Sector Co-Chair, City of Hazelwood, MO

Chad Stafford, ICSC Kansas Missouri Operations Chair, Occidental Management

Todd Kohlbecker, ICSC Kansas/Missouri Retail Chair, Brown Shoe Company

Michael Berenbom, ICSC Kansas/Missouri Next Generation Chair, LANE4 Property Group, Inc.

Program Planning Committee

Benjamin L. Meier, ICSC 2015 Heartland States Idea Exchange Program Planning Committee
Program Co-Chair, The Lerner Company

Jim Rosen, CCIM, ICSC 2015 Heartland States Idea Exchange Program Planning Committee Co-
Chair, Pace Properties Inc.

Terry Atkins, Lamp Rynearson & Associates

Mike Cunningham, Buyers Realty, Inc.

Winsley Durand, III, Greater Omaha Economic Development Partnership

Daniel F. Dutton, World Group Commercial Real Estate

Debra L. Graeve, NAI NP Dodge Commercial

Kasi Haberman, General Growth Properties, Inc.

Ted Harris, Oak View Mall/GGP, Inc.

Michael B. Maroney, Omaha Economic Development Corp.

Alicia M. Peters, Village Pointe Shopping, RED Development

Rusty Strodtman, Columbia Mall

Randy L. Tennison, CRX, CSM, General Growth Properties, Inc.

Chuck Zoog, CCIM, The R.H. Johnson Company

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Aksarben



Village



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The Lerner Company

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ICSC 2015 Heartland States Idea Exchange and Alliance Program

Speaker Biographies

JON BLUMENTHAL is a partner in the real estate practice group of Baird Holm LLP, a law firm of more than 85 attorneys, licensed in 19 states, located in Omaha, Nebraska. Mr. Blumenthal's practice encompasses all phases of real estate projects, including the purchase and sale of real estate, leasing, construction, financing and workouts. Mr. Blumenthal is a 1996 graduate of the University of Kansas School of Law. He has served on the Nebraska State Bar Association's Real Estate Practice Guidelines committee since 2002, and is a past chair of the Nebraska Continuing Legal Education's annual real estate seminar. Jon has been selected by his peers for inclusion in the Best Lawyers in America in the field of real estate law.

ED O'BOYLE is an accomplished marketing professional and consultant who helps organizations around the world align and drive their employee and customer engagement. His expertise in branding, purchasing patterns, and behavioral economics enables a wide range of clients to optimize performance by better understanding and managing the intricacies of human nature. As Gallup's Global Practice Leader, Ed oversees strategic vision for the company's Workplace and Marketplace practices. He is responsible for turning ideas into innovation using Gallup's leading-edge science and discoveries as a guide. Ed was instrumental in developing the company's B2B framework, which empowers clients to achieve exponential increases in performance through customer engagement and impact. Ed brings more than 18 years of marketing and branding experience to Gallup. He previously served in roles in brand management, strategic planning, and innovation at Diageo, Capital One, and Frito-Lay. Ed earned his master's degree in business administration from the University of North Carolina at Chapel Hill and his bachelor's degree in business administration from Virginia Commonwealth University in Richmond, Virginia.

ROBERT "BOB" CHALUPA is Senior Vice President and Partner for Q10 Daisley Ruff Financial. He has over 30 years of commercial real estate finance in the Omaha and Midwest markets, the past 20 with Daisley Ruff. Q10 Daisley Ruff is an Omaha based commercial mortgage banking firm representing various life companies, and other sources of capital including GSE's, CMBS platforms, Private Placements, and others.

MIKE CUNNINGHAM has been involved in commercial real estate since graduating from the University of Iowa with BA in finance in 2002. Mike is a commercial real estate agent for Buyers Realty, Inc. located in Des Moines, Iowa which specializes in retail real estate throughout the Midwest. For the past 12 years at Buyers Realty Mike has represented local, regional and national tenants across the Midwest. His clients include: Lifetime Fitness, DSW Shoes, ULTA, AT&T, Cheddars, Capriotti's, Moe's Southwest Grill and Aspen Dental and many other

WINSLEY DURAND III is Senior Director of Recruitment for the Greater Omaha Chamber of Commerce. Responsibilities encompass engagement in various aspects of economic development; inclusive of the areas of Retail Development and Minority Economic Development; with supervision of International Business and Military Affairs. He currently serves as the lead staff person responsible for the Chamber's Retail TAG (Target Advisory Group), which is comprised of retailers and developers that help direct the Chamber's retail efforts. The creation of an environment conducive for establishing and maintaining small business has been a key objective. Durand currently serves as the ICSC Iowa/Nebraska Alliance Public Co-Chair and has been involved with ICSC since 2006. He is currently the Board Chair of the Nebraska Enterprise Fund (NEF), a statewide financial intermediary and certified

Community Development Financial Institution (CDFI). Durand is also responsible for the Minority Economic Development Council (MEDC), which has the responsibility for setting objectives and executing the Greater Omaha Chamber's scopes of work related to minority-owned business attraction and retention efforts in a four-county territory. He participates in a number of organizations focusing on economic development matters. Durand also currently serves on the Board of Directors for Habitat for Humanity of Omaha (HHO), and the Urban League of Nebraska.

EMBER GRUMMONS, CCIM is an Investment Property Broker at Investors Realty, Inc., a privately owned, Omaha, Nebraska-based commercial real estate brokerage. Mr. Grummons specializes exclusively in the sale of investment property, and has been a commercial broker in the Omaha area for 22 years, including 16 years at Investors Realty. He has been the lead broker involved with some of the largest investment transactions in Omaha, including the sale of the North Park Office Portfolio for \$70.5 million and the Oakview Plaza Power Center for \$33.6 million as well as the West Glen Town Center in Des Moines for \$38 million. Ember has represented Private Equity Groups, REITS, Tenant in Common sponsors and individual investors in the sale or acquisition of shopping centers, office buildings, multi-tenant industrial properties and apartments throughout the Midwest.

JERED MORRIS serves as the Vice President and practice leader of land development services within Olsson Associates, a Midwest and southwest regional consulting engineering firm with 24 offices in 7 states. Jered has worked with numerous retailers and retail developers over the last 15 years throughout the Midwest providing site selection, entitlement, due diligence, project management, and retail roll-out coordination. He also serves on Olsson's leadership team, focusing on strategy and execution with the private sector clientele Olsson provides services for. His current emphasis is in site selection and project management for a variety of clientele in the Omaha metropolitan area. He holds a strong understanding of the Omaha metro market, including trends, key parcels in development and the political climate within the various communities. He serves on the Sarpy County Economic Development Board, is the current Government Relations Chair in NE/IA for ICSC, and is active in his local parish among other activities. He resides in the bedroom community of Gretna with his wife and five children.

JIM ROSEN, CCIM is Vice President – Brokerage for Pace Properties. He specializes in the leasing, development, acquisition, and disposition of retail properties, as well as third party representation of both landlords and tenants involved in investment property sales. Jim is CCIM Designee and a senior member of the CCIM faculty for its CI-101, Financial Analysis of Commercial Investment Real Estate and its CI-103, User Decision Analysis of Commercial Investment Real Estate courses. He was selected as the CI-101 Senior Instructor of the year for 2002 and 2008, received the People's Choice Award (for the instructor with the highest student ratings of the entire faculty) in 2004, 2005 and 2007 and was nominated as its Instructor of the Year in 2010 and 2011. Jim is a past Chairman of the CCIM National Education Committee, has served on its University Alliance Task Force and was the Course Chairman for CI-103 in 2004 and CI-101 in 2005 and will be Chairman of the CCIM Negotiations Course in 2012. Jim was the 2012 Dean of the ICSC University of Shopping Centers, College of Financial Analysis, held at the Wharton School of Business, University of Pennsylvania and currently instructs its workshops on the topics of Tools of Financial Analysis of Commercial Property, Valuing Leases and Subleases, and Lease vs. Own Analysis.

JIM SADLER, CSM has been the Senior General Manager for Westroads Mall in Omaha Nebraska for the last nine years, which is owned by General Growth Properties the country's second largest shopping center owner/developer. Mr. Sadler has held shopping center management positions over the last 19 years with General Growth in Nebraska, Iowa, Wisconsin, Louisiana and Missouri. Mr. Sadler is also the ICSC Iowa/Nebraska Alliance Private Sector Co-Chair and holds real estate licenses in both Nebraska and Wisconsin.

KAREN SHAW, CLS, joined Sansone Group in May of 2000 as part of the Retail Brokerage division and became a Senior Associate in Retail in April 2007. Karen is responsible for all leasing functions for numerous Shopping Centers in metropolitan St. Louis and Illinois that total more than 2.4 million Square feet. Karen represents both tenants and landlords in the St. Louis market and across the country. She has been recognized as one of the “Heavy Hitters in Commercial Real Estate” by the St. Louis Business Journal, as well as receiving numerous CoStar “Power Broker” awards. She currently serves as the ICSC 2012/2013 State Government Relations Chair.

STACY ENGLS WIPFLER, a partner in Husch Blackwell LLP’s St. Louis office, concentrates her legal representation on retail, office and industrial projects and works regularly with national and regional credit tenants. She has experience with a wide variety of this work, including raw land development, lease up, urban redevelopment and mixed use leasing. A member of Husch Blackwell’s Real Estate, Development & Construction industry team, she has served as lead attorney for the acquisition of several large multiple-property portfolios. Additionally, Stacy has extensive experience throughout the United States with commercial real estate leasing – from regional malls, to office buildings and large warehouse projects – as well as the purchase, sale, financing and development of real property. Many of her projects have involved public financing and economic incentives. Stacy directs all of the real estate activities for several of the firm’s clients and has developed and implemented protocols for effective and efficient management of their real estate holdings.

CHUCK ZOOG has 18 years of experience in the commercial real estate market. Prior to his career in real estate, Chuck served as an account executive for AT&T Technologies for seven years. Chuck began his real estate career as a sales executive at Cohen Esery Real Estate Services, Inc., a Kansas City based full service real estate firm. In 1997, Chuck joined The R.H. Johnson Company where he specializes in retail tenant representation, landlord representation, and investment sales. In addition to landlord representation, Chuck has worked with, or currently represents the following clients: Michael’s, Trader Joe’s, IKEA, Petco, Pacific Dental Services, Chipotle Mexican Grill, Pizzeria Locale, Dollar Tree, Mattress Firm, Ulta Cosmetics, Verizon Wireless, Blockbuster Video, Border’s Books, Souper Salad, Domino’s Pizza, and Edible Arrangements. Chuck received his Bachelor of Science degree in Business in 1988 from the University of Kansas and received his Masters of Business Administration in 1993 from Rockhurst College. In addition, Chuck is a Certified Commercial Investment Member (CCIM). Chuck is an active member of the International Council of Shopping Centers and National Association of Realtors.

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Bricktown Brewery
Contact Information	Name: W. Buck Warfield Phone: 303.810.1164 Email: buck.warfield@bricktownbrewery.com
Retail Category	Restaurants
Total Number of Stores Currently Operating	6 with 1 under construction
Geographical Area Preferred	OK, AR, KS, NE, TX, MO
Typical GLA and Preferred Frontage	5500 sf
Type of Location Desired	In order: retrofit restaurant space, end cap, pad site purchase, build to suit-no ground lease
Preferred Co-Tenants	Multi plex theatre, Super Target, Premium Grocery, office space,
Typical Lease Term	10 years
Population Density Preferred	15,000 in 1 mile, 50,000 in 3 mile, 85,000 in 5 mile
Desired Income Range	HH +65,000
Number of Stores to Open in 2015 in this Region	4
Number of Stores Projected to Open in 2016	4
Additional Comments	The brand has a menu made up of better burgers, artisan pizza and craft beer

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Carter's Inc. (Carter's / OshKosh B'Gosh)
Contact Information	Name: Evan Graff Phone: 678-791-1094 Email: evan.graff@carters.com
Retail Category	Children's Clothing, Specialty Retail
Total Number of Stores Currently Operating	700+
Geographical Area Preferred	National
Typical GLA and Preferred Frontage	4,000sf, (7,000sf-if co-branded store) 38 feet minimum frontage, (65 feet min. if co-branded store)
Type of Location Desired	Power centers, strip centers, inline, pad opportunities
Preferred Co-Tenants	Anchored shopping centers, grocery, apparel and soft goods
Typical Lease Term	10 years w/ 5 termination right
Population Density Preferred	150,000 w/i 5 miles
Desired Income Range	\$40-\$100k
Number of Stores to Open in 2015 in this Region	2-4
Number of Stores Projected to Open in 2016	100+
Additional Comments	

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Famous Footwear
Contact Information	Name: Harold van Ommeren Phone: 920-648-8989 Email: hvanommeren@famousfootwear.com
Retail Category	Family Footwear
Total Number of Stores Currently Operating	1086
Geographical Area Preferred	Nationally
Typical GLA and Preferred Frontage	5,500 – 6,000 sf with minimum 50 feet of frontage
Type of Location Desired	Regional Malls, Power Center, Outlet Centers
Preferred Co-Tenants	Target, Kohl's, TJMaxx/Marshalls/Ross, Old Navy, Bed Bath & Beyond, other national apparel tenants.
Typical Lease Term	5 years
Population Density Preferred	100,000 in 5 miles
Desired Income Range	Medium HH Income of \$65K
Number of Stores to Open in 2015 in this Region	2?
Number of Stores Projected to Open in 2016	55 nationally
Additional Comments	

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Firehouse of America, LLC (Firehouse Subs)
Contact Information	Name: Benjamin Alderson Phone: (904) 234-2840 Email: ben.alderson@firehousesubs.com
Retail Category	Franchised QSR operator
Total Number of Stores Currently Operating	853 – operating in 43 states and 1 U.S. territory
Geographical Area Preferred	Continental United States, Puerto Rico, Mexico and Canada
Typical GLA and Preferred Frontage	1,800 – 2,000 SF (1,600 SF minimum); 23’ – 25’ (20’ minimum)
Type of Location Desired	Highly visible and accessible location that offers a minimum of 35 parking spaces.
Preferred Co-Tenants	Other complementary fast-casual restaurant brands (better-burger concepts, burrito/tex-mex brands, Asian themed concepts, etc.)
Typical Lease Term	Minimum initial term of 10 years – whether 10 years or 5 years with an additional 5 year option.
Population Density Preferred	Minimum total population of 20,000 within a 3 mile radius. However, the national average is approximately 60,000.
Desired Income Range	Minimum median household income of \$35,000 within a 3 mile radius. However, the national average is approximately \$51,000.
Number of Stores to Open in 2015 in this Region	Approximately 20
Number of Stores Projected to Open in 2016	Between 175 – 200 nationwide
Additional Comments	

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Great Clips, Inc.
Contact Information	Name: Nate Ohme Phone: 952.746.6416 Email: nate.ohme@greatclips.com
Retail Category	Hair Salon
Total Number of Stores Currently Operating	3,700
Geographical Area Preferred	
Typical GLA and Preferred Frontage	1,200 sq. ft.
Type of Location Desired	Grocery anchored, neighborhood, outparcel
Preferred Co-Tenants	National
Typical Lease Term	5, 2-5 year options
Population Density Preferred	10,000 in a trade area
Desired Income Range	Middle to Upper Income
Number of Stores to Open in 2015 in this Region	
Number of Stores Projected to Open in 2016	
Additional Comments	

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Heartland Dental
Contact Information	Name: Jason Benline Phone: (217) 540-8370 Email: jbenline@heartland.com
Retail Category	Dental
Total Number of Stores Currently Operating	650
Geographical Area Preferred	Suburban
Typical GLA and Preferred Frontage	2800-3600sf and minimum of 40 feet of frontage
Type of Location Desired	Big box and grocer outparcels, stand alone or endcap only
Preferred Co-Tenants	National Tenants, Cell Phone, Coffee, Mattress, Fast Casual Restaurant
Typical Lease Term	10 years
Population Density Preferred	Suburban
Desired Income Range	\$50,000+
Number of Stores to Open in 2015 in this Region	5
Number of Stores Projected to Open in 2016	55-60
Additional Comments	

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Jimmy's Egg
Contact Information	Name: Kevin Burke Phone: (405) 209-9634 Email: Kevin@jimmysegg.com
Retail Category	Restaurant – Full Service
Total Number of Stores Currently Operating	41
Geographical Area Preferred	Midwest & Southwest
Typical GLA and Preferred Frontage	2,800 – 4,000 sq ft
Type of Location Desired	High visibility free standing or end cap with high morning traffic.
Preferred Co-Tenants	Retail and restaurants. Common anchors/cotenants include Target, Lowe's, Wal-Mart, McDonalds, Panda Express, Starbucks, Chili's, Chipotle
Typical Lease Term	5 year initial term with 3, 5 year options
Population Density Preferred	20,000+
Desired Income Range	\$40,000+
Number of Stores to Open in 2015 in this Region	7
Number of Stores Projected to Open in 2016	10
Additional Comments	We are open from 6:00 AM to 2:00 PM which makes us a nice complement for centers with parking constraints. Visit us at www.jimmysegg.com for menu details and locations.

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Raising Cane's Restaurants
Contact Information	Name: Rick Fuchs Phone: 972 769 3354 Email: rfuchs@raisingcanes.com
Retail Category	QSR Restaurant with Drive Thru
Total Number of Stores Currently Operating	211
Geographical Area Preferred	California, Arizona, Nevada and Midwestern States within the large metro areas
Typical GLA and Preferred Frontage	2500-3500 sf new freestanding building. Minimum of 30,000sf of land area
Type of Location Desired	Hard Corner in major retail trade areas
Preferred Co-Tenants	Other National QSR, Fast Food and Retail users
Typical Lease Term	15 years
Population Density Preferred	
Desired Income Range	
Number of Stores to Open in 2015 in this Region	7-10 Nebraska, Kansas City, and St Louis
Number of Stores Projected to Open in 2016	7-10 Nebraska, Kansas City, and St Louis
Additional Comments	Aggressively pursuing A+ Real Estate in Nebraska, Kansas City, and St Louis

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Smoothie King Franchises, Inc.
Contact Information	Name: JOHN GORDON Phone: 9853279098 Email: JOHN.GORDON@SMOOTHIEKING.COM
Retail Category	JUICE BAR / FAST CASUAL
Total Number of Stores Currently Operating	DOMESTIC: 591 INTERNATIONAL: 122 TOTAL: 713
Geographical Area Preferred	USA
Typical GLA and Preferred Frontage	800-1600 SF. 20' OF WIDTH PREFERRED
Type of Location Desired	DRIVE-THRUS, END CAPS, MULTI-TENANT OUTPARCEL POSITIONS
Preferred Co-Tenants	NATIONAL BRANDS, OTHER NON-COMPETING FAST CASUALS. FITNESS/HEALTH ORIENTAED RETAILERS
Typical Lease Term	5 YR, 2 5 YR OPTIONS...NEGOTIABLE
Population Density Preferred	30K WITHIN 7 MIN DRIVETIME (RESIDENTIAL AND COMMERCIAL TRAFFIC)
Desired Income Range	AT OR ABOVE MEDIAN HOUSEHOLD INCOME OF DMA
Number of Stores to Open in 2015 in this Region	106
Number of Stores Projected to Open in 2016	160
Additional Comments	SMOOTHIE KING IS GROWING RAPIDLY IN THE MIDWEST. WE ADDED 20 STORES TO KS, MO AND NE IN 2014 AND PROJECT AN ADDITIONAL 20 IN 2015.

2015 Heartland States Idea Exchange Retailer Fact Sheet

Retailer Name	Verizon Wireless
Contact Information	Name: Eileen Engels Phone: 763-229-3540 Email: Eileen.Engels@VerizonWireless.com
Retail Category	Technology
Total Number of Stores Currently Operating	In Great Plains Region (MN, IA, ND, SD, NE) – 73, KS/MO – 50, Midwest Area (OH,WPA,WV, KY, IN, MI, WI, IL and above) – 423, Nationally approximately 2,000+
Geographical Area Preferred	Nationally
Typical GLA and Preferred Frontage	3,500 – 5,000 sf and 50' of frontage
Type of Location Desired	Free-standing pad or predominant end cap. Highly visible buildings with unobstructed store signs.
Preferred Co-Tenants	Busy regional shopping area anchored by big boxes and multiple junior boxes
Typical Lease Term	Seven (7) to Ten (10) years
Population Density Preferred	Dependent on market. Rural area normally a minimum of 25,000 within 10-15 mile radius.
Desired Income Range	
Number of Stores to Open in 2015 in this Region	Predominantly looking at relocations of existing stores if currently not in A+ location. Will look at new locations if market is underserved.
Number of Stores Projected to Open in 2016	Same as 2016 continue to review markets with assistance of local brokers to determine whether or not stores are in the A+ location.
Additional Comments	New Smart Store Design is also being implemented in all new and relocations stores. Also, capital will be used to remodel current locations that are identified as being in their final resting space.