



# ICSC Atlantic Provinces

## **ideaexchange<sup>®</sup>**

Halifax Marriott Harbourfront  
Halifax, NS  
August 10 – 12, 2016

*New Location !*

**Program**

## **WEDNESDAY, AUGUST 10**

### **Golf Tournament (Optional Event)**

8:30 am – 4:30 pm

#### **Brunello Golf Course**

120 Brunello Blvd  
Timberlea, NS

Bus will leave the Marriott Harbourfront Hotel at 7:30 am. To register, visit [www.icsc.org/2016AP](http://www.icsc.org/2016AP) to get a copy of the Sports Event Form.

### **Wine and Beer Tour with Grape Escapes (Optional Event)**

10:00 am – 5:00 pm

To register, visit [www.icsc.org/2016AP](http://www.icsc.org/2016AP) to get a copy of the Optional Event Form.

### **Registration**

5:00 – 8:00 pm

### **Next Generation Networking Event**

5:30 – 6:30 pm

#### **Marriott Harbourfront Halifax**

Meet some of the industry experts while enjoying local refreshments.

- Marketing: **Rebecca Logan**
- Brokerage: **Peter MacKenzie**
- Construction: **Doug Doucet**
- Finance: **Richard Tower**
- Landlord: **Donald Burton**

### **Welcome Reception**

6:30 – 8:00 pm

#### **Marriott Harbourfront Halifax**

## **THURSDAY, AUGUST 11**

### **Registration**

7:30 am – 5:00 pm

### **Continental Breakfast**

8:00 – 8:45 am

### **Welcome Remarks and Introduction to the Program**

8:45 – 9:00 am

#### **Rebecca Logan**

ICSC 2016 Atlantic Provinces Idea Exchange  
Committee Co-Chair  
Marketing Director, Mic Mac Mall  
Ivanhoe Cambridge  
Dartmouth, NS

#### **Kendra Wren**

ICSC 2016 Atlantic Provinces Idea Exchange  
Committee Co-Chair  
Assistant Marketing Director, Mic Mac Mall  
Ivanhoe Cambridge  
Dartmouth, NS

### **Industry Update / ICSC Designations**

9:00 – 9:20 am

#### **Donald Burton**

ICSC Provincial Director  
Vice President, Property Management  
Strathallen Property Management, Inc.  
Halifax, NS

### **General Session**

9:20 – 10:00 am

#### **The State of the Halifax Economy and Plans for Future Growth**

Halifax has experienced strong economic growth in recent years, but this momentum will need to be maintained to deal with looming demographic change. This presentation draws on the Halifax Index and the city's new Growth Plan to describe recent economic developments and plans for a prosperous future.

#### **Ian Munro**

Chief Economist  
Halifax Partnership  
Halifax, NS

### **Session I**

10:00 – 11:00 am

#### **Secondary and Tertiary Markets – An Alternative Opportunity to Enhance Returns.**

Site selection for retailers, brokers and landlords alike is not a simple question of what's available; it's a dynamic process of balancing analytics, understanding the customer and market potential.

Join us to find out who is investing in these markets, what challenges they face and are they making money!

MODERATOR

**Donald Burton**

Vice President, Property Management  
Strathallen Property Management, Inc.  
Halifax, NS

PANELISTS

**Jim Chambers**

President and Broker  
Chambers Developments Inc. & Partner  
Rocket Retail Advisory  
Wolfville, NS

**Mark O'Brien**

Managing Director Operations  
PRO Real Estate Investment Trust  
Montreal, QC

**Petr Kafka**

Senior Director of Leasing  
Strathallen Property Management Inc.  
Toronto, ON

**Meet the Experts Break**

11:00 – 11:15 am

Strike while the iron is hot; meet the experts, ask the burning questions and widen your network.

**Session II**

11:15 am – 12:15 pm

**Pop Up Shops. The New Normal.**

A conversation about incubation, shorter locations and shopping in moderation before libation. Examining the role of Pop Up Shops from the perspective of the growing retailer and the cooperating landlords.

MODERATOR

**Adam Conter**

Vice President  
Starfish Properties  
Halifax, NS

SPEAKERS

TBD

**Lunch**

12:15 – 12:45 pm

(No lunch service after 12:40pm)

**Luncheon Keynote  
Presentation**

12:30 – 1:30 pm

**The Story Behind the Brand - Alex Maclean  
– of East Coast / West Coast Lifestyle**

Not too long ago, Alex MacLean was selling hoodies out of the trunk of his car on the Acadia University campus. Now, his East Coast Lifestyle label is a runaway success that's set to follow in the footsteps of Canadian clothing companies like Herschel and Westbeach. The brand now has a staff of 25 and its apparel is available at 80 retail locations across Canada. To date, the company has sold more than 650,000 products to customers in 35 countries. This past fall, MacLean increased his brand's potential exponentially with the launch of a new sister label, [www.westcoastlifestyleclothing.com/collections/frontpage](http://www.westcoastlifestyleclothing.com/collections/frontpage) West Coast Lifestyle. Like the original brand, West Coast Lifestyle is about home coast pride, but its logo subs in axes and mountain ranges for lighthouses and anchors. As the shepherd of two brands, MacLean now has a world of lifestyles to rep.

SPEAKER

**Alex Maclean**

CEO and Founder  
East Coast / West Coast Lifestyle  
Halifax, NS

**Session III**

1:30 – 2:30 pm

**Shopping Centre - Reinventing Bricks  
and Mortar**

The retail landscape is in a constant state of flux. To remain competitive shopping centres are realizing that they too must keep up with the current trends by renovating, expanding or redeveloping. Get a firsthand glimpse of what has already materialized and what's to come for our local area shopping centres.

MODERATOR

**Peter MacKenzie**

Associate Vice President  
CBRE – Atlantic Retail Team  
Halifax, NS

SPEAKERS

Dartmouth Crossing  
Halifax Shopping Centre  
Mic Mac Mall

**Meet the Experts Break**

2:30 – 2:45 pm

## Session IV

2:45 – 3:45 pm

### Staying innovative with Shrinking Budgets

While there's no denying the importance of innovation when it comes to maintaining long-term success for your brand, decreasing marketing budgets and competitive leasing strategies have made it difficult for landlords to make a splash in the market. In order to maintain the expected level of success despite having fewer resources to work with, marketers have been forced to drastically change spending habits and focus them, by eliminating or revamping ineffective methods of advertising. Join us as we chat with creative thinkers from some of the top agencies in Atlantic Canada and discuss how they've been able to take these shrinking budgets to reach our customers in unconventional ways.

#### MODERATOR

##### Kendra Wren

Assistant Marketing Director, Mic Mac Mall  
Ivanhoé Cambridge  
Dartmouth, NS

#### SPEAKERS

Famous Folk  
Revolve  
Trampoline

## Meet the Experts Break

3:45 - 4:00 pm

## Session V

3:45 – 4:30 pm

### A. The Rise of Microbreweries

Learn how local microbreweries have hand crafted their unique stories, brand identity and product offerings into Halifax's entrepreneurial landscape. Find out why they choose their operating locations as well as communication strategies. See how all these factors allow them to remain competitive in this thriving industry.

#### MODERATOR (TBD)

#### SPEAKERS (TBD)

## Session V

4:00 – 5:00 pm

### B. Nova Centre Tour

Space is limited (maximum of 50 attendees). Register early to be guaranteed a place on this behind the scenes tour of the Nova Centre – Halifax's newest urban centerpiece.

Tour 1 – 4:00 pm  
Tour 2 – 4:15 pm

Inspired and shaped by our community, this one-million-square-foot mixed development is truly for everyone. A new convention centre, boutique hotel, and the business towers share space with restaurants, shops, and Grafton Place, a European-style shared street.

Nova Centre's contemporary architecture pays tribute to our seafaring past, with the main tower resembling the rising sail of a ship arriving in the Halifax Harbour. The entire centre is being constructed sustainably—targeting LEED Gold certification—and this environmental awareness, smart technology, and modern design help lead the way to our bright, progressive future.

First 25 to register will be automatically included on the Nova Centre Tour (or have first right of refusal).

## Dinner Event (Optional Event)

6:00 pm – 12:00 am

#### DINNER

##### Lower Deck Tap Room

#### AFTER DINNER

##### Harbour Queen Boat Tour

To register, visit [www.icsc.org/2016AP](http://www.icsc.org/2016AP) to get a copy of the Optional Event Form.

## FRIDAY, AUGUST 12

## Local Development Tour / Breakfast

9:00 am – 12:00 pm

Bus will leave at 9:00 am from the front entrance of the hotel.

Embark on a guided tour of some of Halifax's most premier retail destinations. See firsthand where millions of dollars will be invested or have been invested already. Interested in knowing where IKEA will be built? Want to know what Mic Mac Mall has up their sleeve? Want to see where Halifax Shopping Centre is investing 70 million dollars? We sure do. What's even better! After a long night of socializing, enjoy a hearty breakfast at Seamus's Pub that will be sure to cure what ails you. Tour is included in your conference registration.

To register, visit [www.icsc.org/2016AP](http://www.icsc.org/2016AP) to get a copy of the Optional Event Form.

*Program information current as of July 15, 2016.*