



LESS PRETENSE.
MORE PROFIT.

LESS HESITATION.
MORE HANDSHAKES.

LESS DOUBT.
MORE DEALS.



RECON

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



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 | Sponsorship: The Art of the Pitch (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^{▲*}9:00 am – 12:30 pm | ICSC & Cornell International Retail Real Estate Case
Study Competition10:15 – 11:30 am | Leadership Brunch With Trustees' Distinguished Service
Awards (By Invitation Only)

11:00 am – 12:15 pm | Documentation - The Completed Deal (SLD)

Harvey, Irma, Maria: Lessons Learned From the 2017
Hurricane SeasonInvesting in Retail Properties and Structuring
Partnerships^{▲*}Winning Lease Negotiation Techniques[▲]

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-MortarAttracting Medical Providers and Healthcare Facilities
to Your Shopping Center

Connecting the Disconnect: Creating Trusted Partnerships

How You Draft Your Lease Can Make You Money[▲]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
Professionals^{▲*}Location, Location, Location: Understanding the
Retailer's Site Selection CriteriaBeyond the Basics: Advanced Tenant Coordination[▲]

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

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

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

REAP Reception

▲Course eligible for Broker Continuing Education (CE) credit for some states

◆Course eligible for AICP Certification Maintenance (CM) credit

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 How to Attract E-Commerce Brands to Your Vacant Storefront
10:00 – 11:30 am	Going Beyond the Rooney Rule: Opening Doors to the Front Office
11:00 am – 12:00 pm	Retail Real Estate Through the Lens of Converging and Accelerating Technologies
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: Certified Retail Real Estate Professional (CRRP)
12:30 – 2:00 pm	Lunch and Keynote Presentation: Daymond John
2:00 – 3:00 pm	The Future of Retail and Commercial Real Estate
2:00 – 3:30 pm	Retail Triple Net Lease (NNN) Real Estate: Step by Step [▲]
2:00 – 4:00 pm	ICSC & Cornell International Retail Real Estate Case Study Competition Finals
2:30 – 3:30 pm	Economic Development: Changing Faces, Changing Spaces Daymond John Book Signing at SPREE
3:30 – 4:30 pm	<i>newCommerce 2028</i> : The Retail and Logistics World of Tomorrow
4:00 – 5:30 pm	Leasing Strategies for Difficult Spaces [▲]
4:15 – 4:30 pm	Annual Meeting of Members
5:30 – 7:00 pm	Fortune Tellers' Reception & Researcher Award Ceremony Diversity Reception
6:30 – 7:30 pm	ICSC Student Membership and ICSC Foundation Networking Reception

TUESDAY, MAY 22

7:00 am – 5:00 pm | Registration

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

9:00 – 10:00 am | ICSC Federal Policy Discussion: What You Need to Know About Tax Reform and Infrastructure Development

9:00 – 10:30 am | Creative Leasing Solutions[▲]

10:00 – 11:00 am | Why Short-Term Retail is Here to Stay

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

11:00 am – 12:00 pm | Emerging Trends

Collaboration is the New Competition – Leveraging the Power of Collective Knowledge

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

1:00 – 2:00 pm | SPREE Town Hall: Ask the Experts in the Specialty Leasing Industry

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

The Future of Shopping Centers

Trends in Retail Innovation

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

Alternative Use

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

You must be a retailer member to attend.
Brokers representing retailers do not qualify.**WEDNESDAY, MAY 23**

7:00 am – 2:00 pm | Registration

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

SATURDAY, MAY 19

12:00 – 6:00 pm | LVCC - N3

Registration

SUNDAY, MAY 20

Professional Development Day

8:00 am – 5:00 pm | LVCC - N3/South Hall Lobby/Westgate Hotel

Registration

9:00 – 10:30 am | Westgate - Pavilion 6

Sponsorship: The Art of the Pitch (SLD)

Participants will learn how to identify sponsorship opportunities and synergistic prospects, conduct necessary research, and develop and deliver an effective pitch.

INSTRUCTOR



Amy Jo Hall, CRX, CLS, SLD

Senior Vice President, Operations
Brokerage and Development
LM Commercial Real Estate
Clarendon Hills, IL

9:00 – 10:30 am | Westgate Hotel - Pavilion 1-2

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 | Westgate Hotel - Pavilion 9-10

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 leasing activity budget, CPI increases, and how to treat vacancies, expirations and step-rent.

INSTRUCTOR



Robert E. Young, Jr.
Executive Managing Director
Weitzman
Dallas, Texas

9:00 – 10:30 am | Westgate Hotel - Ballrooms D-G

The Next 25 Years: Preparing for the Future of Retail and Mixed-Use^{▲◆}

This workshop 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 workshop 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 – 12:30 pm | Wynn Hotel - Latour Ballroom

ICSC & Cornell International Retail Real Estate Case Study Competition

10:15 – 11:30 am | Wynn Hotel - Margaux Ballroom

Leadership Brunch With Trustees' Distinguished Service Awards

(By Invitation Only)

11:00 am – 12:15 pm | Westgate Hotel - Pavilion 6

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.

INSTRUCTOR



Sherry Drew, SLD
Specialty Leasing Manager
Citadel Realty LLC
Colorado Springs, CO

11:00 am – 12:15 pm | Westgate Hotel – Pavilion 9-10

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 disaster 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.

INSTRUCTORS



Andrew D. Carlson, CRX, CSM, CLS
National Director
JLL
Guaynabo, PR



Arturo J. Garcia, AIA, CRX, CDP
President
Caribbean Design &
Management Partnership LLC
San Juan, PR



Billy Short
EVP, Large Loss Operations,
North America
FirstOnSite Restoration
Hendersonville, TN

11:00 am – 12:15 pm | Westgate Hotel – Ballroom D-G

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 | Westgate Hotel – Pavilion 1-2

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 W. Franklin, CRX, CLS
Senior Vice President, Leasing
Madison Marquette
Philadelphia, PA

1:00 – 2:00 pm | Westgate Hotel - Paradise Event Center

Opening Keynote Presentation



KEYNOTE SPEAKER
Michael Strahan

2:00 – 3:30 pm | Westgate Hotel - Ballroom D-G

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 omni-channel. 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 | Westgate Hotel - Pavilion 1-2

Attracting Medical Providers and Healthcare Facilities to Your Shopping Center

As demand rises and healthcare facilities and medical providers continue to expand beyond the traditional hospital campus, developers and leasing agents have a tremendous opportunity to reduce vacancies while meeting community needs. In this course, you'll learn the economics of leasing medical real estate, the lease provisions unique to a medical tenant, which lease terms are attracting the best tenants, and how a healthcare tenant can dramatically improve your merchandising mix—resulting in higher tenant retention rates and much more!

INSTRUCTORS



Chad Pinnell, MBA
 Managing Director, Healthcare
 Solutions
 JLL
 Columbus, OH



Ethan M. Sullivan
 Executive Director, Real Estate
 National Facilities Services
 Kaiser Foundation Health Plan
 Oakland, CA

2:00 – 3:30 pm | Westgate Hotel – Pavilion 9-10

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.

INSTRUCTORS



David Lobaugh
 President
 August Partners Inc.
 Woodstock, GA



Lindsay Bayer Shipp
 Creative Director and Principal
 Capitol Peak Ventures
 Dallas, TX

2:00 – 3:30 pm | Westgate Hotel – Pavilion 3-4

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 L. 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 | Westgate Hotel – Pavilion 6

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.

INSTRUCTOR



David Parsons
CEO
McGavren Guild Malls
New York, NY

4:00 – 5:30 pm | Westgate Hotel – Ballroom D-G

Retail Real Estate Finance for Non-Financial Professionals^{▲♦}

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

4:00 – 5:30 pm | Westgate Hotel – Pavilion 1-2

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; how to apply 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 | Westgate Hotel – Pavilion 9-10

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 M. Scott, CRX, CDP, CSM, CMD, LEED BD+C, ID+C
Senior Project Manager
CBRE
Sanford, FL

5:00 – 7:00 pm | Fashion Show – Great Hall

ICSC Foundation Benefit at Fashion Show

Roaring '20s Cocktail Party

We've reimagined 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! Separate registration required.

5:30 – 7:00 pm | Wynn Hotel – Margaux Ballroom

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 required.

MAXI CHAIR



Michaela Marraffino, CRX, CMD
Blue Mountain Development, Inc.
Redondo Beach, CA

7:30 – 9:30 pm | Encore Hotel – XS Nightclub

Opening Reception/SPREE 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.

New this year – SPREE Cabanas at the opening reception.

7:30 – 9:30 pm | Wynn Hotel – Lafleur Ballroom

REAP Reception

MONDAY, MAY 21

7:00 am – 5:00 pm | LVCC – N3/South Hall Lobby/Westgate Hotel

Registration

8:00 am – 5:00 pm | LVCC

Leasing Mall/Marketplace Mall/SPREE

10:00 – 11:00 am | Westgate Hotel – Pavilion 9-10

Capital Markets

MODERATOR



Patrick Nutt
Managing Partner
Calkain Companies
Fort Lauderdale, FL

10:00 – 11:00 am | SPREE Educational Hall

How to Attract E-Commerce Brands to Your Vacant Storefront

As retail evolves, more e-commerce brands are seeking brick-and-mortar spaces to test new markets and launch new products. This contemporary landscape has created an opportunity—the retailers of tomorrow will be your next tenants. This panel will discuss how landlords can better attract e-commerce brands and activate underutilized spaces, all while securing long-term leases.

MODERATOR



Lauren Thomas
Retail Reporter
CNBC
New York, NY

PANELISTS



Robin Abrams
Vice Chairman Retail
Eastern Consolidated
New York, NY



Mohamed Hhouache
CEO
Storefront
New York, NY

Brandon Hoffman

Senior Director
Ashkenazy Acquisition
New York, NY

10:00 – 11:30am | Westgate Hotel – Ballroom D-G

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

PANELISTS



John Gates
Chief Executive Officer
Americas Markets
JLL
Dallas, TX



Wendy Mann, CAE
Chief Executive Officer
CREW Network
Lawrence, KS



Lyneir Richardson
Chief Executive Officer
Chicago TREND
Chicago, IL

11:00 am – 12:00 pm | Westgate Hotel – Pavilion 1-2

Retail Real Estate Through the Lens of Converging and Accelerating Technologies

The extraordinary speed of advancement in 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 about the

impacts of technology and the resulting opportunities that must be embraced by retailers, landlords, brokers, logistical specialists, and other retail real estate professionals.

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
CEO & Founder
Coresight Research
New York, NY

11:00 am – 12:15 pm | Westgate Hotel – Pavilion 3–4

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.

INSTRUCTOR



Robin L. Klein, CSM
President
Fashion Retail Group, Inc.
Red Bank, NJ

11:00 am – 12:15 pm | Westgate Hotel – Pavilion 6

Developments in the New ICSC Professional Certification: Certified Retail Real Estate Professional (CRRP)

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

INSTRUCTORS



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



Karen M. Scott, CRX, CDP, CSM, CMD, LEED BD+C, ID+C
Senior Project Manager
CBRE
Sanford, FL

12:30 – 2:00 pm | Westgate Hotel – Paradise Event Center

Lunch and Keynote Presentation



KEYNOTE SPEAKER

Daymond John

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

2:00 – 3:30 pm | Westgate Hotel – Ballrooms D–G

The Future of Retail and Commercial Real Estate

Join retail futurist J. Skyler Fernandes as he discusses what lies beyond omni-channel retailing. This session covers retail industries from fashion to food to entertainment and presents a blueprint for how companies can become greater than themselves.

SPEAKER



J. Skyler Fernandes

Managing Director of Investments
Cleveland Avenue
Chicago, IL

2:00 – 3:30 pm | Westgate Hotel – Pavilion 9-10

Retail Triple Net Lease (NNN) Real Estate: Step by Step[▲]

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 – A Triple Net Lease Company
Tampa, FL

2:00 – 4:00 pm | LVCC – N3: Talent Development Pavilion

ICSC & Cornell International Retail Real Estate Case Study Competition Finals

2:30 – 3:30 pm | Westgate Hotel – Pavilion 1-2

Economic Development: Changing Faces, Changing Spaces

Millennial demographics, internet-fueled lifestyles, and a growing sharing economy are altering land use and tax generation priorities for cities. As place, authenticity, and trips become the defining components of a successful town center, retail is no longer just about retail. Concurrently, cities are often motivated to change land use processes based on climate control and affordable housing mandates while encouraging development through new

incentives and districts. This session explores methods to simultaneously boost economic development and fortify downtowns while complying with housing and sustainability mandates and attracting tenants that will thrive in a digital economy.

MODERATOR

**Davon Barbour**

ICSC Maryland P3 Public Chair
Senior Vice President, Economic Development and Planning
Downtown Partnership of Baltimore, Inc.
Baltimore, MD

SPEAKERS

**Ken Hira**

ICSC Western Division P3
Private Chair
Executive Vice President
Kosmont Companie
Manhattan Beach, CA

**Myriam Simmons**

Director, Credits and Incentives
Consulting
Ryan
Dallas, TX

2:30 – 3:30 pm | SPREE Educational Hall

Daymond John Book Signing

Daymond John from ABC's Smash hit *Shark Tank* will be signing his *New York Times* best-selling book: *Rise and Grind: Outperform, Outwork, and Outhustle Your Way to a More Successful and Rewarding Life*.

3:30 – 4:30 pm | Westgate Hotel - Ballrooms D-G

newCommerce 2028: The Retail and Logistics World of Tomorrow

Join for a futuristic exploration of how current technologies and convergent market trends will further reinvent the retail and logistics landscape over the next decade. The growth of e-commerce and a wide range of other market trends are already reshaping the once divergent fields of industrial and retail real estate into the emerging world of "newCommerce." Our speakers expect the arenas of retail and logistics to evolve more in the next ten years than they have over the last forty—come get a glimpse of our industry's future.

SPEAKERS

**Garrick H. Brown**

Vice President; Head of Retail
Research, Americas
Cushman & Wakefield
Rancho Cordova, CA

**Benjamin Conwell**

Senior Managing Director,
National Practice Leader
eCommerce and Electronic
Fulfillment Specialty Practice
Group, Americas
Cushman & Wakefield
Seattle, WA

4:00 – 5:30 pm | Westgate Hotel – Pavilion 1-2

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 | LVCC – Room N250

Annual Meeting of Members

5:30 – 7:00 pm | Wynn Hotel – La Tache

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 | Wynn Hotel – Margaux Ballroom

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.

6:30 – 7:30 pm | Wynn Hotel – Montrachet

ICSC Student Membership and ICSC Foundation Networking Reception

TUESDAY, MAY 22

7:00 am – 5:00 pm | LVCC – N3/South Hall Lobby/Westgate Hotel

Registration

8:00 am – 5:00 pm | LVCC

Leasing Mall/Marketplace Mall/SPREE

9:00 – 10:00 am | LVCC – N263

ICSC Federal Policy Discussion: What You Need to Know About Tax Reform and Infrastructure Development

The ICSC Global Public Policy team has been at the forefront of legislation in Washington, DC. This session will review the new federal tax law, its impact on our industry, and implementation efforts underway at the U.S. Treasury Department. We will also unpack federal efforts to rebuild our nation's infrastructure, the important role ICSC and the retail real estate sector can play in this critical policy debate, and future opportunities for industry growth. Join for a lively discussion featuring members of the ICSC Tax Advisory Group and Infrastructure Task Force.

MODERATORS



Phillips Hinch
Vice President, Tax Policy
ICSC
Washington, D.C.



Jennifer Platt
Vice President, Federal Operations
ICSC
Washington, D.C.

9:00 – 10:30 am | Westgate Hotel – Ballroom D-G

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

10:00 – 11:00 am | SPREE Educational Hall

Why Short-Term Retail is Here to Stay

SPEAKERS



Tom McGee
President and CEO
ICSC
New York, NY



Holly Rome, CRX, CLS
EVP National Retail Leasing
JLL Americas Retail
St. Paul, MN

10:00 – 11:00 am | Westgate Hotel – Pavilion 9-10

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

11:00 am – 12:00 pm | Westgate Hotel – Ballroom D-G

Emerging Trends

11:00 am – 12:00 pm | Westgate Hotel – Pavilion 1-2

Collaboration is the New Competition

Leveraging the Power of Collective Knowledge

Traditionally, the industry has protected proprietary intellectual property above everything else. But the world is changing. Shopping venues, once competitors are now uniting. For the first time they will be speaking about their efforts in working together. This collaboration effort is intended to enable traditional bricks-and-mortar retail to augment their physical retail advantages to compete more effectively in the face of industry-wide disruption driven by advances in digital technologies, shifting consumer mindsets and emerging non-traditional retail models.

SPEAKER



Don Kingsborough

CEO
OneMarket
San Francisco, CA

12:30 – 2:00 pm | Westgate Hotel – Paradise Event Center

Lunch and Keynote Presentation



KEYNOTE SPEAKER

Jennifer Fleiss

CEO & Co-Founder of Code Eight, Co-Founder of Rent the Runway

In conjunction with CREW Network. CREW (Commercial Real Estate Women) Network exists to transform the commercial real estate industry by advancing women globally.

1:00 – 2:00 pm | SPREE Educational Hall

SPREE Town Hall: Ask the Specialty-Leasing Experts

Bring your questions for this interactive session with industry experts in store/kiosk design, leasing, growth strategy, and marketing.

MODERATOR



Stephen Katz
 Director
 CasualLease.com
 Sydney, Australia

PANELISTS



Heather Campbell
 Creative Director
 Heather Allen Concepts
 Las Vegas, NV



Amanda Cole
 Director of Speciality Leasing
 Miracle Mile Shops
 Las Vegas, NV



Tom Davidson
 Director Visual Merchandising
 Westfield
 Paramus, NJ



Matt Galgano
 Retail Sales Manager
 FASTSIGNS of Upper Saddle River
 Upper Saddle River, NJ



Linda Johansen-James
 CEO/President
 International Retail
 Management and Consulting
 Group, LLC
 Las Vegas, NV



Kraig Kaijala
 President/Owner
 Wide Angle Marketing
 Hubbardston, MA



Karen Larson
 VP Director Specialty Leasing
 Urban Retail Properties, LLC
 Chicago, IL

Kurt Palmer, CLS
 Senior Vice President, Specialty Leasing
 and Sponsorship
 Washington Prime Group
 Columbus, OH



Deena Zimmerman
 Vice President
 SVN/Commercial
 Chicago, IL

2:30 – 3:30 pm | Westgate Hotel - Pavilion 1-2

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

SPEAKER



Benjamin Schall
 Chief Executive Officer and President
 Seritage Growth Properties
 New York, NY

2:30 – 3:30 pm | Westgate Ballrooms D-G

The Future of Shopping Centers

Experiences and experiential products are on the rise. Convenience is fueling e-commerce sales. And, younger consumers are driven more by influence than they've ever been in the past. But, the battle for the hearts, minds and wallets of shoppers is far from over. Contrary to perceptions of many, physical retail is adapting and thriving in response to the challenges posed by e-commerce. This thought-provoking presentation will share conclusions from recent research about the asset classes of 2030, underscoring the many reasons to be optimistic about the future of retail real estate.

SPEAKER



Michael Brown

Partner

A.T. Kearney

New York, NY

2:30 – 3:30 pm | Westgate Hotel - Pavilion 9-10

Trends in Retail Innovation

Get a preview of retail real estate's next direction with Pano Anthos, Managing Director of New York-based retail technology accelerator XRC Labs. He'll share his perspectives on the industry as it evolves beyond the traditional approaches to everything from customer engagement and personalization to global markets and customer connectivity.

SPEAKER

Pano Anthos

Managing Director

XRC Labs

New York, NY

4:00 – 5:00 pm | Westgate Hotel - Pavilion 1-2

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

4:00 – 5:00 pm | Westgate Ballrooms D - G

Alternative Use

This panel of retail developers, hotel operators and real estate planners will discuss how they weigh the pros and cons of combining a hotel with a retail development. Join for examples of success and pitfalls to avoid when planning your projects.

MODERATOR



Timothy Marvin
 Executive Vice President
 JLL Hotel & Hospitality Group
 Washington, D.C.

SPEAKERS

David Aiken
 Destiny USA



Ben Brunt
 Principal & Executive Vice
 President
 Noble Investment Group
 Atlanta, GA



Damien Greenwood
 Vice President - Head of Hotels
 WS Development
 Chestnut Hill, MA



Tom Lorenzo
 Vice President & Managing
 Director, Development, Canada
 & Northeast Region U.S.
 Hilton
 Rocky Hill, CT



John Ward, CDP
 President
 505Design
 Boulder, CO

5:30 – 7:00 pm | Wynn Hotel - Lafleur

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 | LVCC - N3

Registration

8:00 am – 2:00 pm | LVCC

Leasing Mall/Marketplace Mall/SPREE

RECon Advisory Committee



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



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Managing Principal
Northpond Partners, LLC
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EVP Development &
Construction
Seritage Growth
Properties
New York, NY



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



Andrea Drasites
Managing Director
The Blackstone Group
New York, NY



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Partner, Vice President
of Marketing
North American
Properties
Atlanta, GA



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



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



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



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Vice President, Chief
Marketing Officer
The Peterson Companies
Fairfax, VA



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

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David Ferber, Street Talk

Frank Pacera, Spencer Spirit Holdings, Inc.

Heidi Cardall, SLD, CBL Properties, Inc.

Janice Fisher, Focus Brands

John Forgit, Wide Angle Kiosk

Karen Larson, Urban Retail Properties, LLC

Kurt Palmer, CLS, Washington Prime Group

Linda Johansen-James, CRX, CLS, International Retail Management and Consulting Group, LLC

Lori Lesko, Calendar Holdings LLC

Lori McGhee, Taubman Centers

Michael Brielmann, International Retail Management and Consulting Group, LLC

Rebecca Wiltshire, Shoe MGK

Salvatore Babbino, NYS Collection

Scott Mullens, Equip, Inc.

Stephen Katz, CasualLease.com

Tracey Hatley, JLL