City of Los Alamitos

Agenda Report	April 18, 2016
Consent Calendar	Item No: 8I

To: **Mayor Richard D. Murphy & Members of the City Council**

From: **Bret M. Plumlee, City Manager**

Subject: **City Manager Travel – International Council of Shopping Center (ICSC) Convention**

Summary: This report seeks authorization for City Manager, Bret Plumlee to attend the International Council of Shopping Center (ICSC) RECon Convention.

Recommendation: Authorize the City Manager to attend the convention and all associated travel expenses in an amount not to exceed $1,200.

Background

The ICSC's RECon 2016 is from May 22nd to 25th and is the world's largest retail real estate exhibition and conference for the shopping center industry executives, retailers, financial companies, and product and service providers. It will have over 36,000 of the best and brightest in the industry come together.

With the possibilities of a new shopping center being created in Los Alamitos, this conference can help with networking and education. The education and conference sessions are academy-style courses, industry panels, keynote speakers, and power sessions that are categorized by specialty to help find exactly what the City of Los Alamitos is looking for.

Discussion

Travel Expenses:

Registration:
Convention Registration is now open.
ICSC Members Full Convention Registration is $570.

Room Rate:
The current rate at the Westgate Resort – 3000 Paradise Road, Las Vegas, Nevada 89109 is $ 89 per night (plus taxes and fees). Subject to change without notice.

Air Fare:
As of April 7, 2016 airline roundtrip travel is $93.20 on Jet Blue Airline traveling Saturday, May 21, 2016 and returning Tuesday, May 24, 2016.

Hotel	$359.00
Air – Jet Blue	$93.20
Convention Registration	$570.00
Transportation, Taxi, Shuttle etc.	$32.00
Mics. (food)	$135.00
Total	**$1,189.20**

Fiscal Impact

The ICSC RECon Convention Registration for members is $570. Travel expenses for hotel accommodations, and other travel costs (i.e. meals, taxi etc) will not exceed $619. Sufficient funds are available in the existing budget.

Submitted By:

Bret M. Plumlee
City Manager

Fiscal Impact Reviewed By:

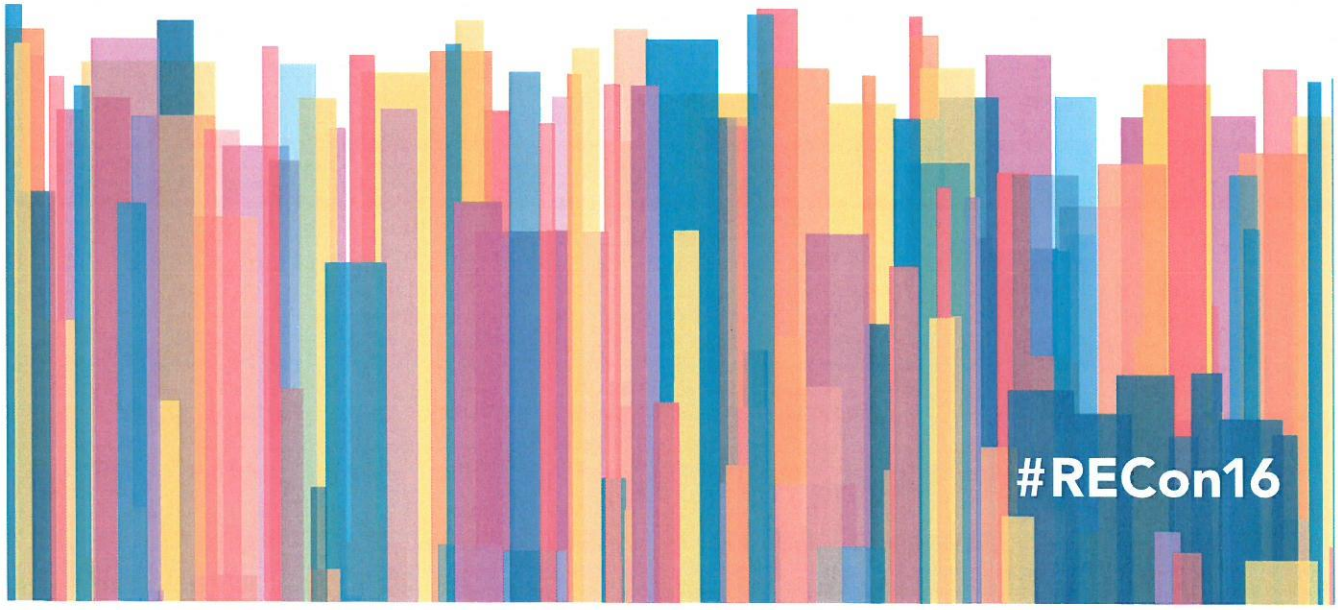
Jason Al-Imam
Administrative Services Director

Attachment: *ICSC RECon Convention Program*

RECon

May 22 – 25, 2016 | Las Vegas, NV

Las Vegas Convention Center & Westgate Hotel



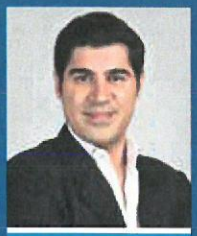
ICSC RECon

RECon is the world's largest retail real estate exhibition and conference and is a must-attend event for shopping center industry executives, retailers, financial companies, and product and service suppliers. When over 36,000 of the best and brightest in the industry come together, the opportunities are limitless.

We've chosen our 2016 keynote speakers for their diverse backgrounds and the wealth of knowledge they have to share. Mark your calendar now for these sessions.

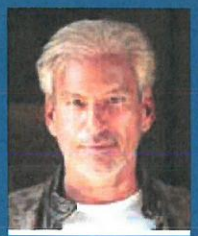
OPENING SESSION
KEYNOTE SPEAKER

EARVIN "MAGIC" JOHNSON
Magic Johnson Enterprises
SUNDAY, May 22
1:00 pm



PARAG KHANNA
Factotum, Hybrid Reality
SUNDAY
May 22
11:00 am

TONY HSIEH
Zappos
SUNDAY
May 22
2:30 pm



GARY FRIEDMAN
Restoration Hardware
MONDAY
May 23
12:30 pm

BOBBI BROWN
Bobbi Brown Cosmetics
TUESDAY
May 24
12:30 pm

May 22 – 25, 2016 | Las Vegas, NV
Las Vegas Convention Center & Westgate Hotel

RECon is more than just deal making. Be sure to check out these other features.

PROFESSIONAL DEVELOPMENT DAY

On Sunday, enhance your career skills with a day dedicated to education and training. Join us at the Westgate Hotel for blockbuster sessions, keynotes, and educational courses on industry concepts from ICSC's world-class speakers and faculty.

EDUCATION & CONFERENCE SESSIONS

Academy-style courses, industry panels, blockbuster keynotes, power sessions, and more are offered throughout the day on Monday and Tuesday and are categorized by specialty to help you find exactly what you're looking for.

TALENT DEVELOPMENT PAVILION

Gain a deeper appreciation of ICSC's broad-based programs and services that will support your professional development at any stage of your career.

SPREE RECON

The world's largest show for the cart, kiosk, and temporary retail industry is part of RECon. It features its own Education Hall with over 10 hours of sessions on the latest trends, insights, and opportunities in the specialty retail industry.

Visit the Technology Lab What's So "2016" in Real Estate and Retail Technology?

NEW!

Don't have a labs division, corporate venture, or innovation team? Even if you do, come see the most innovative start-up technology companies compete to be the next big thing in real estate technology. Join host Liz Bacelar, founder of Decoded Fashion, and a panel of expert judges as the top real estate start-ups pitch their services and offerings.

Join us for a little piece of Silicon Valley in Las Vegas. Come recharge, meet, and mingle with a select group of cutting-edge technology companies who are poised to innovate in the real estate industry in 2016. See the same companies compete for the title of "the next big thing" in real estate in 2016 on Monday and Tuesday 10:00 – 11:00 am at the Westgate Hotel.

PROGRAM AT-A-GLANCE

SUNDAY, MAY 22 PROFESSIONAL DEVELOPMENT DAY

8:00 am – 5:00 pm	Registration
8:30 – 10:15 am	Global Delegates Networking Breakfast and Leadership Summit *(by invitation only)*
9:30 – 10:45 am	Marketing Your Center's Specialty Leasing Opportunities
	Increasing Income through Superior Customer Experience
	Experience is Everything: New Rules for Driving Shopper Engagement
	Essential Restaurant Fundamentals and Leasing Strategies
10:15 – 11:30 am	Volunteer Appreciation Brunch with Trustee's Distinguished Service Award *(by invitation only)*
11:00 am – 12:00 pm	Blockbuster Session - Parag Khanna
11:00 am – 12:30 pm	Retailer Math 101 for Specialty Leasing
	Win-Win: Co-Tenancy Provisions for Tenants and Landlords
12:45 – 1:00 pm	2016 VIVA "Best of the Best" Awards Presentation
1:00 – 2:00 pm	RECon Kickoff and Opening Session - Earvin "Magic" Johnson
2:30 – 3:30 pm	Blockbuster Session - Tony Hsieh
2:30 – 3:45 pm	Reinvention: Property Redevelopment and Repositioning
	Developing a Sales and Merchandising Plan for the Common Area
4:00 – 5:15 pm	Leasing Strategies for Difficult Spaces
	Legalease Made Easy in Specialty Leasing
	Retail Real Estate Market and Feasibility Analysis
	Brick and Mortar Goes Solar: Successful Renewable Energy Initiatives
5:30 – 7:00 pm	U.S. MAXI Awards Ceremony
6:00 – 9:30 pm	ICSC Foundation Gala
7:30 – 9:30 pm	Opening Reception at XS Nightclub (Encore)

MONDAY, MAY 23

7:00 am – 5:00 pm	Registration
8:00 am – 5:00 pm	Leasing Mall / Marketplace Mall / SPREE RECon
9:00 – 10:30 am	CMD Global Certification Brief
10:00 – 11:00 am	What's so "2016" in Real Estate and Retail Technology? Part 1
	Capital Markets
	Challenges & Opportunities: Redeveloping the "Undevelopable"
11:00 am – 12:30 pm	CDP Global Certification Brief
	Retail as a Catalyst for Economic Development
11:15 am – 12:15 pm	Wall Street on Main Street

Specialty Leasing · Asset Management · Marketing · Retailing · Operations · Public Sector · Leasing · Development · Technology · All Audiences

PROGRAM AT-A-GLANCE CONTINUED

12:30 – 2:00 pm	Lunch and Keynote Presentation - Gary Friedman
2:30 – 3:30 pm	The Evolution of Retail Leasing
	Outpacing the Market: International Leading Edge Retail Concepts
3:30 – 5:00 pm	P3 Pavilion Reception
	CRX Global Certification Brief
	Retail Technology Trends to Watch
	Designing Social Media Programs to Drive Traffic and Increase Sales
	Essential Priorities in Retail Asset Management
4:00 – 5:00 pm	The Future of Retail
	Tomorrow's Shopping Centers, Today
4:15 – 4:30 pm	Annual Meeting of Members
5:30 – 7:00 pm	Fortune Tellers Reception and Researcher Award Ceremony
	Diversity Reception
5:30 – 7:30 pm	SPREE RECon Cocktail Reception & Hall of Fame Awards Presentation

TUESDAY, MAY 24

7:00 am – 5:00 pm	Registration
8:00 am – 5:00 pm	Leasing Mall / Marketplace Mall / SPREE RECon
9:00 – 10:30 am	CSM Global Certification Brief
	How to Optimize Revenue through Destination Retail and Tourism
	The Economics of a Lease: Developer and Retailer Perspectives
10:00 – 11:00 am	What's so "2016" in Real Estate and Retail Technology? Part 2
	The Experiential Evolution: Heart Share = Market Share
	International Retail and Global Expansion
11:00 am – 12:30 pm	CLS Global Certification Brief
	A Closer Look at Leasing Financials: The Numbers Behind the Deal
	Proven Strategies to Thrive in Mixed-Use Developments
11:15 am – 12:15 pm	Leasing Outside the Gateway Markets
12:30 – 2:00 pm	Lunch and Keynote Presentation - Bobbi Brown
2:30 – 3:30 pm	Capitol (Re)development
	Urban Retail Development

WEDNESDAY, MAY 25

7:00 am – 2:00 pm	Registration
8:00 am – 2:00 pm	Leasing Mall / Marketplace Mall / SPREE RECon

Specialty Leasing · Asset Management · Marketing · Retailing · Operations · Public Sector · Leasing · Development · Technology · All Audiences

PROGRAM

SATURDAY, MAY 21

12:00 – 6:00 pm | LVCC

Registration

SUNDAY, MAY 22
PROFESSIONAL DEVELOPMENT DAY

8:00 am – 5:00 pm | LVCC

Registration

8:30 – 10:15 am | Wynn Hotel
(by invitation only)

Global Delegates Networking Breakfast and Leadership Summit

9:30 – 10:45 am | Westgate Hotel

Marketing Your Center's Specialty Leasing Opportunities

As retail real estate professionals there are many creative ways to maximize your ancillary income to even further improve your net operating income. Join us for this course as we explore today's specialty leasing, beyond the traditional cart and kiosk programs.

9:30 – 10:45 am | Westgate Hotel

Increasing Income through Superior Customer Experience

Shopping centers are moving beyond the basic definitions of lifestyle center, urban entertainment center, town center, or mall. The new imperative for retail real estate is place-making and relationship management through tangibles like a differentiated tenant mix that reflects the local character of your property and intangibles that create a sense of rootedness and authenticity with consumers. Learn to achieve long-term value and increased net operating income by creating an atmosphere of community in your development that will be remembered affectionately by customers generating longer stays, repeat visits, and customer loyalty.

9:30 – 10:45 am | Westgate Hotel

Experience is Everything: New Rules for Driving Shopper Engagement

Developing and executing a strategy that guides buyers towards or through your store or area of interest in your mall is crucial for shopping centers and retailers. This course will analyze how shopping centers and retailers can manage a consumer's "journey" to purchase and create an optimal shopping experience for the customer. We will examine case studies and strategies to successfully engage consumers and examine new trends in driving shopper engagement.

9:30 – 10:45 am | Westgate Hotel

Essential Restaurant Fundamentals and Leasing Strategies

Whether in-line, out-parcel, regional mall, lifestyle center, or strip/power located, restaurants are an essential component of the shopping center fiber. This course will explain the strategies which every retail real estate professional in asset management, property management, and leasing should know in order to structure a successful restaurant deal. Topics will include: developing a strategic and tactical process that helps property managers make better tenant improvements and leasing decisions; examining and evaluating restaurant tenant lease terms and profitability statements; establishing key operational and performance tracking metrics; analyzing sales potential relative to occupancy costs; and understanding essential restaurant principles and operational cost percentage.

SUNDAY, MAY 22

10:15 – 11:30 am | Wynn Hotel

Volunteer Appreciation Brunch with Trustee's Distinguished Service Award

(by invitation only)

11:00 am – 12:00 pm | Westgate Hotel

Blockbuster Session

Parag Khanna
Co-Founder and CEO, Factotum
Managing Partner, Hybrid Reality

Parag Khanna is a leading global strategist, world traveler, and best-selling author. He is a CNN Global Contributor and Senior Research Fellow in the Centre on Asia and Globalisation at the Lee Kuan Yew School of Public Policy at the National University of Singapore. He is also the Managing Partner of Hybrid Reality, a boutique geostrategic advisory firm, and Co-Founder & CEO of Factotum, a leading content branding agency. Parag's latest book is *Connectography: Mapping the Future of Global Civilization*. He is also co-author of *Hybrid Reality: Thriving in the Emerging Human-Technology Civilization* and author of *How to Run the World: Charting a Course to the Next Renaissance* and the international bestseller *The Second World: Empires and Influence in the New Global Order*, which was translated into more than twenty languages. In 2008, Parag was named one of *Esquire*'s "75 Most Influential People of the 21st Century," and featured in *WIRED* magazine's "Smart List."

Book signing to follow presentation in back of room.

11:00 am – 12:30 pm | Westgate Hotel

Retailer Math 101 for Specialty Leasing

The right leasing deal must fit within the retailer's financial picture including cost of goods, margins, and operating expenses. Learn about the analytics store owners and managers use to evaluate inventory purchasing plans, analyze sales figures, add on markup, and apply markdown pricing to plan stocks.

11:00 am – 12:30 pm | Westgate Hotel

Win-Win: Co-Tenancy Provisions for Tenants and Landlords

Tenants enter into a lease in expectation of the drawing power of the shopping center. This includes not only the traffic generated by the anchor tenants, but also the synergy of the other satellite stores. In the event an anchor tenant leaves a center or a percentage of the stores are not operating, tenants are protecting themselves by implementing co-tenancy provisions into their agreements. These provisions, in most cases, have adverse effects on the landlord's bottom line and include such remedies as reduced rent and/or a delayed store opening. This course will discuss how landlords and tenants can negotiate a co-tenancy provision that may help mitigate an unexpected reduction in foot traffic for both parties.

12:45 – 1:00 pm | Westgate Hotel

2016 VIVA "Best of the Best" Awards Presentation

ICSC's annual VIVA "Best of the Best" Awards honor and recognize the most outstanding examples of shopping center marketing, design and development, sustainability, and community service worldwide.

1:00 – 2:00 pm | Westgate Hotel

RECon Kickoff and Opening Session

Earvin "Magic" Johnson
Chairman and CEO
Magic Johnson Enterprises

Earvin "Magic" Johnson has become the most powerful African-American businessman in the world. He is a Major League Baseball owner, an NBA Legend, a two-time Hall of Famer, an entrepreneur, a philanthropist, and a motivational speaker. The business mogul has successfully parlayed his skills and tenacity on the court into the business world, propelling his company to the status of #1 Brand in Urban America.

Mr. Johnson is most noted for his unprecedented Starbucks partnership, which served as the catalyst for redevelopment in urban communities and is literally the blueprint for Corporate America's engagement and success with urban consumers.

He is Chairman and CEO of Magic Johnson Enterprises (MJE), which provides high quality products and services that focus primarily on ethnically diverse and underserved urban communities through strategic alliances, investments, consulting, and endorsements.

2:30 – 3:30 pm | Westgate Hotel

Blockbuster Session

Tony Hsieh
CEO, Zappos
Bestselling Author

In 1999, at the age of 24, Tony Hsieh (pronounced Shay) sold LinkExchange, the company he co-founded, to Microsoft for $265 million. He then joined Zappos as an advisor and investor, eventually becoming the CEO. He helped Zappos grow from almost no sales to over $1 billion in gross merchandise sales annually, while simultaneously making *Fortune Magazine*'s annual "Best Companies to Work For" list. In November 2009, Zappos was acquired by Amazon.com in a deal valued at $1.2 billion on the day of closing.

In addition to his responsibilities as CEO of Zappos.com, Tony is leading the "Downtown Project," a group committed to transforming downtown Las Vegas into the most community-focused large city in the world. This transformation includes the relocation of the Zappos.com offices from Henderson, Nevada to what was the old City Hall in downtown Las Vegas.

Enjoy a tour and happy hour at Tony's Downtown Project Sunday 4:30 – 6:30 pm. RSVP at hi@downtownproject.com.

2:30 – 3:45 pm | Westgate Hotel

Reinvention: Property Redevelopment and Repositioning

Factors such as overbuilding, recession, e-commerce, dependency on department stores, the experience economy, and of course, the ever-changing consumer, have all come together demanding change from shopping centers and malls. If you have accepted that your property is ready for a new approach to reach its full potential, this course may help you define it. You will explore innovative strategies that transcend traditional thinking and understand the key components of redevelopment plans that achieve triple bottom line success. Delve into the challenges and opportunities, successes and failures with a view toward lessons learned and value enhancement.

2:30 – 3:45 pm | Westgate Hotel

Developing a Sales and Merchandising Plan for the Common Area

Learn how to develop a strategic plan for the common area from setting rents to identifying locations based on space and co-tenancy. Discover how to set merchandising targets that complement your shopping center's tenant mix.

SUNDAY, MAY 22

4:00 – 5:15 pm | Westgate Hotel

Leasing Strategies for Difficult Spaces

In the world of leasing there are many proven methods to ensure that the proper space is being leased to the appropriate tenant. Leasing professionals often have a particular space that seems more difficult to lease than others. This class will explore ideas on how to lease space in difficult places and answer some of these questions: 1. Is your space really unleasable? 2. It's not always about rate — what else is there? 3. What options exist for physical change (signage, access, etc.)? 4. What options are out there for alternate uses?

4:00 – 5:15 pm | Westgate Hotel

Legalease Made Easy in Specialty Leasing

This course examines use clauses, reciprocal easements, terminations, addendums, writing amendments, evictions, personal and corporate guarantees, rent relief requests, small claims court, understanding insurance documents, and protections from the legal world.

4:00 – 5:15 pm | Westgate Hotel

Retail Real Estate Market and Feasibility Analysis

Before diving into your next project and hoping for the best, learn how a feasibility study can help you investigate potential outcomes before investing too much time and money. This course will explore the relationship between the most successful retail projects and the feasibility analysis. A study of forecasted demand and measured supply, as well as the ability to complete a project successfully will be discussed, taking into account legal, economic, technological, site, political, scheduling, and other factors.

4:00 – 5:15 pm | Westgate Hotel

Brick and Mortar Goes Solar: Successful Renewable Energy Initiatives

As companies seek to expand their corporate sustainability programs and decrease their carbon footprint, many are looking towards renewable energy technologies, such as solar, to assist them. Shopping centers have a unique advantage in leveraging these systems because of their expansive roofs. This course will discuss how retail centers can design and implement a solar program. We will discuss the environmental benefits and bottom line incentives for both landlords and tenants.

5:30 – 7:00 pm | Wynn Hotel

U.S. MAXI Awards Ceremony

Come and celebrate as ICSC recognizes best practices in retail marketing, new media strategies, and NOI enhancement programs. Awards will be given to innovative events and programs that add value to shopping centers and companies across the United States. Separate registration required.

2016 U.S. MAXI CHAIR

Liz Gillespie, CMD
Partner, Vice President, Marketing
North American Properties
Atlanta, GA

6:00 – 9:30 pm | Wynn Hotel

ICSC Foundation Gala

There is only one place to be Sunday night at RECon! Year after year, the ICSC Foundation's Gala Dinner is the primary networking event for wining and dining your clients, top producers, friends, and colleagues while enjoying memorable entertainment. This year's talent will not disappoint: World Class Rockers featuring former members of Journey, Boston, Santana, Steppenwolf, and Lynyrd Skynyrd. A separate registration is required for this private event. Sponsorship and marketing opportunities

are available. For more information go to ICSCFoundation.org/gala2016. *Business attire.*

7:30 – 9:30 pm | Encore Hotel

Opening Reception at XS Nightclub

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 taking place at XS Nightclub.

XS Nightclub at Encore, named the number one nightclub in the United States by Nightclub & Bar's Top 100 for an unprecedented five years is, without doubt, the most successful club in Las Vegas. As you enter through the golden staircase you'll see why *Condé Nast Traveler* calls XS the hottest nightclub in the world.

MONDAY, MAY 23

7:00 am – 5:00 pm | LVCC

Registration

8:00 am – 5:00 pm | LVCC

Leasing Mall / Marketplace Mall / SPREE RECon

9:00 – 10:30 am | Westgate Hotel

CMD Global Certification Brief

Are you ready to pursue the Certified Marketing Director (CMD) designation but don't know where to begin? Maybe you've signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CMD exam covers a comprehensive body of knowledge. There's a lot of information to review, from customer relationship management, research and analysis, and marketing plan implementation to retailing and sales development, public and community relations, advertising, and media buying. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CMD your mark of excellence in what you do.

10:00 – 11:00 am | Westgate Hotel

What's so "2016" in Real Estate and Retail Technology? Part 1

Don't have a labs division, corporate venture, or innovation team? Even if you do, come see the most innovative start-up technology companies compete to be the next big thing in real estate and retail technology. Join host Liz Bacelar, founder of Decoded Fashion, and a panel of expert judges as the top real estate start-ups pitch their services and offerings.

10:00 – 11:00 am | Westgate Hotel

Capital Markets

Always a popular topic and a well-attended session, you won't want to miss this capital markets panel. This group of eminently qualified panelists will share their insights and advice on the debt and equity markets. They will touch on topics such as: what are equity investors looking for; what do JV structures look like; what is the lending outlook for 2016 – 2017; and surprises on the horizon related to underwriting standards, interest rates, demand for new development, and more!

MODERATOR

Kenneth F. Bernstein
ICSC Trustee
President & CEO
Acadia Realty Trust
White Plains, NY

PROPOSED PANELISTS

Karen B. Case
ICSC Trustee
Executive Managing Director &
President of Commercial Real Estate
The PrivateBank
Chicago, IL

MONDAY, MAY 23

Richard C. Coppola
ICSC Trustee
Managing Director, Global Real Estate, Head of Transactions
TIAA-CREF
New York, NY

Thomas M. Flexner
ICSC Trustee
Global Head of Real Estate & Vice Chairman
Citigroup
New York, NY

Steven G. Vittorio
ICSC Past Trustee
Managing Director, Senior Portfolio Manager
Prudential Real Estate Investors
New York, NY

10:00 – 11:00 am | Westgate Hotel

Challenges & Opportunities: Redeveloping the "Undevelopable"

Abandoned and underutilized properties are harmful to local economies. Once restored, these sites generate jobs and stimulate economic growth on local, state, and federal levels. This panel will feature case studies on public-private partnerships in the redevelopment of brownfield properties across the country. Panelists will describe the brownfields public financing programs that are directly targeted to overcoming challenges in brownfield redevelopment and maximizing the connections between brownfield redevelopment and shopping center developers.

MODERATOR

Scott Nathan, CRX, CDP
Vice President
The Vertex Companies, Inc.
Boston, MA

PANELISTS

G. Lamont Blackstone, CRX
Principal
G. L. Blackstone & Associates LLC
Mount Vernon, NY

Mayor Chip Johnson
City of Hernando
Hernando, MS

Sally Krauss
Senior Vice President Real Estate & Environmental Affairs
DLC Management Corporation
Tarrytown, NY

11:00 am – 12:30 pm | Westgate Hotel

CDP Global Certification Brief

Are you ready to pursue the Certified Development, Design and Construction (CDP) designation but don't know where to begin? Maybe you've signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CDP exam covers a comprehensive body of knowledge. There's a lot of information to review, from site selection, acquisition, design, and construction management to project scheduling and phasing, tenant coordination, cost management, sustainability, regulatory codes, and safety. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CDP your mark of excellence in what you do.

11:00 am – 12:30 pm | Westgate Hotel

Retail as a Catalyst for Economic Development

As neither property owners nor brokers, public and non-profit officials who seek to improve downtown districts face a significant challenge in the effort to manage optimal tenant mix. Yet, the mix of goods and services is one of the most significant drivers of customer visitation. In this course, you will learn to use a proactive approach to managing tenant mix by positioning city and/or downtown organizations to support, rather than replace, the efforts of the commercial real estate industry. Gain practical tips and tools to successfully attract your desired retailers. District practitioners and property owners alike will learn strategies for working closely with the real estate community to influence and enhance tenant mix for the benefit of the entire downtown business district.

11:15 am – 12:15 pm | Westgate Hotel

Wall Street on Main Street

This panel of some of Wall Street's all-star analysts will address various sectors of retailing, focusing on the micro and macro trends affecting each sector. Hear from the experts about the newest trends, the most successful models, and the best-positioned operators in each sector. Sector and company discussions will focus on: apparel, department stores, and luxury; discounters and supermarkets; internet, consumer technology, and e-commerce; and restaurants — from "QSR to Tablecloth." Learn about how consumers buy today, how they may buy in the future, which companies are embracing change, and the necessary initiatives needed to prosper now.

This is a "must attend" panel for attendees looking for forward-thinking ideas that will help position them to win! P.S. Keep your broker's number handy.

MODERATOR

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

PANELISTS

Joe Feldman
Senior Managing Director
Telsey Advisory Group
New York, NY

Tom Forte
Senior Analyst
Brean Capital
New York, NY

Dana Telsey
CEO & CRO
Telsey Advisory Group
New York, NY

Edward Yruma
Managing Director, Analyst
KeyBanc Capital Markets
New York, NY

12:30 – 2:00 pm | Westgate Hotel

Lunch and Keynote Presentation

Gary Friedman
Chairman and Chief Executive Officer
Restoration Hardware

Gary Friedman serves as Chairman and Chief Executive Officer of Restoration Hardware. From October 2012 to July 2013, Mr. Friedman served as Chairman Emeritus, Creator and Curator. From June 2010 to October 2012, Mr. Friedman served as Chairman and Co-Chief Executive Officer and prior to that, from March 2001 to June 2010, was Chief Executive Officer. He was a member of the Board of Directors from March 2001 to August 2012 and rejoined in July 2013. Prior to joining Restoration Hardware, Mr. Friedman worked for Williams-Sonoma, Inc., a specialty retailer of products for the home, from 1988 to 2001, where he served in various capacities, including as President and Chief Operating Officer from May 2000 to March 2001, as Chief Merchandising Officer and President of Retail Stores from 1995 to 2000 and as Executive Vice President and President of the Williams-Sonoma and Pottery Barn brands from 1993 to 1995. Prior to joining Williams-Sonoma, Mr. Friedman spent 11 years with The Gap, Inc., a specialty retailer, in various leadership positions.

2:30 – 3:30 pm | Westgate Hotel

The Evolution of Retail Leasing

A panel of notable owners/developers and senior leasing professionals will share their thoughts on the philosophies and strategies for leasing retail in mixed-use, urban, and

MONDAY, MAY 23

transit oriented projects (i.e., large mixed-use projects, residential towers, pedestrian-oriented developments, large-scale office developments, casinos, airports, and train stations). Merchandise mix, "target" anchors, co-tenancy, proposed tenant configurations and design, leasing incentives, and transaction structures will be discussed. Developers and leasing professionals have to change the traditional retail leasing paradigm to create vibrant, successful retail within these rapidly evolving project types, usually without the benefit of experience or a "case study" of like/kind projects. As development/redevelopment of traditional retail project formats continues to wane, the challenges of leasing and sustaining high performing, successful retail within these non-traditional assets and projects will continue to grow and evolve.

2:30 – 3:30 pm | Westgate Hotel

Outpacing the Market: International Leading Edge Retail Concepts

Changes at all levels are forcing retailers to rethink their strategies, act upon the changing consumer paradigm and innovate. Mature markets face the challenge to remain relevant and consequently feel the pressure to "reinvent" themselves, while other regions of the world show patterns of opportunity and rapid growth. Whether strategizing to trump existing traditional concepts or fueling customer engagement to spark habit-forming patterns and relevancy, these successful examples show creativity and excitement. Glean inspiration and understand the latest retail trends propelling new concepts. Develop fresh insights as to how global "consumer influencers" and "customer shopping behavior" are shaping the industry—from store formats, to service expectations, and curated collections.

MODERATOR

John C. Williams
Senior Partner, Strategy and New Concepts
J.C. Williams Group Limited
Toronto, ON, Canada

PANELISTS

Robert Mongeau
Senior Vice President, Real Estate
Sport Chek and Canadian Tire
Toronto, ON, Canada

Egil Moller Nielsen
SVP SmartCentres, Inc.
Head of Penguin Pick-Up & Penguin Fresh
Toronto, ON, Canada

Ethan Song
Co-Founder, CEO, and Creative Director
Frank & Oak
Montreal, QC, Canada

3:30 – 5:00 pm | LVCC Central Hall

P3 Pavilion Reception

3:30 – 5:00 pm | Westgate Hotel

CRX Global Certification Brief

Are you ready to pursue the Certified Retail Property Executive (CRX) designation but don't know where to begin? Maybe you've signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CRX exam covers a comprehensive body of knowledge. There's a lot of information to review, from property management, leasing, development and marketing to financing, portfolio management, organizational leadership, appraisal and valuation. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CRX your mark of excellence in what you do.

3:30 – 5:00 pm | Westgate Hotel

Retail Technology Trends to Watch

Today's consumer is empowered, connected, and fickle. These attributes have made it difficult for companies to sustain brand loyalty through the regular, traditional methods. Join us for this forward-thinking course, as we

address the hot retail technology trends and methods to stay nimble and ahead of the retail technology curve.

3:30 – 5:00 pm | Westgate Hotel

Designing Social Media Programs to Drive Traffic and Increase Sales

From marketing to leasing, loyalty programs to public relations, and even retailing itself, few aspects of the retail industry have been unaffected by social media. In this course, we will discuss best practices for developing an effective and comprehensive social media program that will engage consumers, increase brand awareness, and drive traffic and sales.

3:30 – 5:00 pm | Westgate Hotel

Essential Priorities in Retail Asset Management

With a significant reduction of projects in the development pipeline, retail property professionals now must look to extract maximum value from existing assets. Gain "hands-on" insights into a wide variety of practical issues and solutions facing asset managers in the retail world, all with the goal of influencing the bottom line and adding value. You will explore strategic and operational planning; budgeting, forecasting, and cost control; return analysis and financial modeling; hold/sell analysis; industry and market trends; center merchandising strategy and development; understanding ownership's goals and perspectives on the investment; and more!

4:00 – 5:00 pm | Westgate Hotel

The Future of Retail

This session features an executive discussion by industry leaders on the future of retail. Hear national retailers and one of the U.S.'s largest shopping center owners discuss what the future of our industry will look like. Topics will include retailer trends, response to shifting demographics, technology and its impact on retail, and how landlords plan to respond. This discussion will provide invaluable insight on what the future holds.

MODERATOR

John M. Crossman, CCIM, CRX
President
Crossman & Company
Orlando, FL

PANELISTS

Paul Ajdaharian, CRX, CLS
Executive V.P., Community Lifestyle Centers
WP Glimcher
Indianapolis, IN

David Krueger
Senior Vice President, Growth and Development
ULTA Beauty
Romeoville, IL

Allyn Taylor
Vice President of Development
Zoës Kitchen
Plano, TX

4:00 – 5:00 pm | Westgate Hotel

Tomorrow's Shopping Centers, Today

Competition to capture consumer spending is greater today than it has ever been in the history of the shopping center industry. Whether it's through smartphones, online, or in physical stores, consumers today have many options and ways in which to shop. In order to stay competitive, shopping center developers worldwide are pushing the design envelope in an effort to create unique, one-of-a-kind shopping center experiences that appeal to a multitude of senses and emotions while enhancing value and delivering solid financial returns. Utilizing examples drawn from ICSC's 2016 VIVA (Vision, Innovation, Value, Achievement) Best of the Best Awards, this highly participatory session will delve into the details of what is working around the world and why.

MONDAY, MAY 23

MODERATOR

Phil McArthur, CSM, CDP, CRX
ICSC Past Trustee
Managing Director
McArthur + Company
Dubai, United Arab Emirates

PANELISTS

Ronald Altoon, FAIA, LEED AP, CRX, CDP
ICSC Past Trustee
President & CEO
Altoon Strategic, LLC
Encino, CA

John R. Morrison, CRX, CDP
ICSC Past Trustee
President & CEO
Choice Properties REIT
Toronto, ON

John Simones
Co-Chief Executive Officer, Design Director
The Jerde Partnership
Venice, CA

4:15 – 4:30 pm | LVCC

Annual Meeting of Members

5:30 – 7:00 pm | Wynn Hotel

Fortune Tellers Reception and Researcher Award Ceremony

Open to all with an interest in industry research.

5:30 – 7:00 pm | Wynn Hotel

Diversity Reception

Join the conversation at the annual Diversity Reception. This celebration of industry 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, all who want to create an inclusive industry. 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 foundation's educational efforts by making a tax-deductible donation towards the Diversity Initiatives Scholarship Fund at www.icscfoundation.org/donate. Separate registration required at www.icsc.org/2016DR. No fee to attend.

5:30 – 7:30 pm | Wynn Hotel

SPREE RECon Cocktail Reception & Hall of Fame Awards Presentation

Join specialty retail industry colleagues for a fun evening of networking, a brief Hall of Fame Awards presentation, and dancing.

TUESDAY, MAY 24

7:00 am – 5:00 pm | LVCC

Registration

8:00 am – 5:00 pm | LVCC

Leasing Mall / Marketplace Mall / SPREE RECon

9:00 – 10:30 am | Westgate Hotel

CSM Global Certification Brief

Are you ready to pursue the Certified Shopping Center Manager (CSM) designation but don't know where to begin? Maybe you've signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CSM exam covers a comprehensive body of knowledge. There's a lot of information to review, from asset management, operations, maintenance, lease negotiations, and contract administration to retailing, merchandising, marketing, community relations, financing, risk management, security, human resources and law. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CSM your mark of excellence in what you do.

9:00 – 10:30 am | Westgate Hotel

How to Optimize Revenue through Destination Retail and Tourism

This course studies retail tourism and its impact on generating traffic and increasing NOI in shopping centers and retail districts. Attendeees will learn how to position their centers as a tourist attraction, while also optimizing their revenue by targeting the lucrative tourist dollar. Additionally, the course will cover the tourism industry and its economic impact and strategies to effectively attract tourists to your shopping center.

9:00 – 10:30 am | Westgate Hotel

The Economics of a Lease: Developer and Retailer Perspectives

Economics are the heart of any lease transaction. Whether landlord or tenant, you'll learn the strategies and tactics of negotiating monetary provisions, including minimum and percentage rent clauses, security deposits, operating costs, real estate taxes, and merchants/marketing fund payments. You will be led through an analysis of the key elements of each of the lease provisions such as base rent, percentage rent, operating costs, real estate taxes, and more.

10:00 – 11:00 am | Westgate Hotel

What's so "2016" in Real Estate and Retail Technology? Part 2

Don't have a labs division, corporate venture, or innovation team? Even if you do, come see the most innovative start-up technology companies compete to be the next big thing in real estate and retail technology. Join host Liz Bacelar, founder of Decoded Fashion, and a panel of expert judges as the top real estate start-ups pitch their services and offerings.

10:00 – 11:00 am | Westgate Hotel

The Experiential Evolution: Heart Share = Market Share

Our industry is on a constant quest to craft and curate an immersive experience that coaxes people off their couches, away from their devices, and to our properties — not because they have to go, but because they want to. Hear how this team of "Experience Makers" which includes a developer with vision, an architect who has reimagined the built environment, a retailer who has redefined his product and seeks like-minded developers and brand alignment in the sites he selects, and an operator who understands it's not just about what it looks like, but the way it works.

This panel will provide insights to successfully execute on this concept of reimagining, redesigning, redefining, and responding to consumer preferences in primarily mixed-use developments, capturing heart share and creating an exceptional guest experience.

MODERATOR

Mark Toro
Managing Partner
North American Properties
Atlanta, GA

TUESDAY, MAY 24

PANELISTS

Todd Boruff
Sr. Vice President of
Real Estate & Development
Regal Entertainment Group
Knoxville, TN

Matt Simon, CSM
Vice President & Senior
General Manager - Avalon
North American Properties
Alpharetta, GA

Lamar Wakefield
Chief Executive Officer
Wakefield Beasley & Associates
Alpharetta, GA

10:00 – 11:00 am | Westgate Hotel

International Retail and Global Expansion

In this session, hear from some of the industry's most prominent global retailers and international owners/developers. You'll learn about the retailers' cross-border expansion plans and their perspectives on expansion. The discussion also will focus on cross-border issues as perceived by owners and developers and will touch on regions around the globe including North America, Europe, Asia, South America, and Africa.

MODERATOR

David Zoba
ICSC Trustee
Chairman
JLL Global Retail Leasing Board
San Francisco, CA

PANELISTS

Holly Cohen
ICSC Trustee
Vice President Global DTC Real Estate and
Store Construction
Nike, Inc.
Beaverton, OR

Michael Chu'di Ejekam
CEO
Atreos
Lagos, Nigeria

Karen Janes
SVP Global Real Estate - Ralph Lauren
Polo Ralph Lauren Corporation
New York, NY

11:00 am – 12:30 pm | Westgate Hotel

CLS Global Certification Brief

Are you ready to pursue the Certified Leasing Specialist (CLS) designation but don't know where to begin? Maybe you've signed up but are wondering how to pull it all together. Regardless of where you are in the process, this course is your next step. The CLS exam covers a comprehensive body of knowledge. There's a lot of information to review, from leasing negotiation, licenses, contract administration and specialty leasing to trade area analysis, merchandise mix, tenant prospecting, financing and retailing. Assess your knowledge of the content, sort out what is and is not covered on the exam, identify content areas you need to focus on, and discover the value of making CLS your mark of excellence in what you do.

11:00 am – 12:30 pm | Westgate Hotel

A Closer Look at Leasing Financials: The Numbers Behind the Deal

One of the foremost challenges for leasing professionals is to understand the long-term financial impact of their decisions. This course will guide participants through the financial components necessary to structure a leasing deal and demonstrate how the understanding of these quantifiable results can directly lead to better decision-making and increased profits.

11:00 am – 12:30 pm | Westgate Hotel

Proven Strategies to Thrive in Mixed-Use Developments

During the life span of every shopping center there will come a time when the center must be renovated, expanded, reconfigured, or redeveloped. This course addresses the challenges and opportunities in redeveloping existing retail properties. We will touch on topics including strategic vision, government sponsorship and support, value enhancement, construction challenges, and the supremacy of co-tenancy.

11:15 am – 12:15 pm | Westgate Hotel

Leasing Outside the Gateway Markets

This session will examine the keys to leasing in second and third tier markets. As our industry continues to evolve, demand remains steady, retailers continue a surgical approach to expansion, and projects both new and existing vie for that restaurant or retailer that will increase foot traffic and create a groundswell of interest that can turn the tide of merchandising and profitability. While this philosophy is certainly true in first tier markets, there often is considerable consumer demand that is underserved in many second and third tier markets in the U.S. and around the world. By coming to this session, you will learn from some of the world's top shopping center owners and hear the leasing strategies they used to stand apart (or to get a leg up) in attracting coveted retailers to their second and third tier market projects.

MODERATOR

Andre Koleszar
Vice President - Regional Officer
Regency Centers
Atlanta, GA

PANELISTS

Brian Finnegan
EVP, Leasing
Brixmor Property Group
New York, NY

Pauldine France
Director of Leasing
Thor Equities LLC
Miami, FL

Clarence Huang
General Manager of Leasing Dept.
SCPG Group
Shenzhen, China

Cristián Muñoz
Corporate Sales Manager
Mall Plaza
Santiago, Chile

12:30 – 2:00 pm | Westgate Hotel

Lunch and Keynote Presentation

(in conjunction with CREW)

Bobbi Brown
Founder and Chief Creative Officer
Bobbi Brown Cosmetics

With the launch of Bobbi Brown Essentials in 1991, Bobbi Brown changed the face of makeup by filling a void in the market for simple, flattering, and wearable makeup. Bobbi's philosophy was simple: "Women want to look and feel like themselves, only prettier and more confident." Her unique approach to cosmetics caught the attention of cosmetics empire The Estée Lauder Companies, which acquired Bobbi Brown Cosmetics in 1995.

Today, Bobbi Brown Cosmetics is a global color cosmetics, fragrance and skincare brand with a presence in more than 73 countries and 68 free-standing stores. Bobbi Brown Cosmetics is coveted by world-renowned makeup artists, celebrities and style makers who appreciate Bobbi's unique approach to beauty and her ability to translate the latest trends into wearable, real-life looks.

2:30 – 3:30 pm | Westgate Hotel

Capitol (Re)development

As the retail landscape continues to change, developers, looking to generate growth, are focusing more and more on the redevelopment of existing properties. Washington D.C. is a leading example of this, with projects like The Yards, Forest City Enterprises' 42 acre mixed-use redevelopment of the city's Navy Yard, and The Wharf, Hoffman-Madison Waterfront's 3.2 million square foot redevelopment of Washington D.C.'s Southwest Waterfront. In this panel, D.C. area experts will discuss how redevelopment drives value for both the developer and the retailer, why municipalities are encouraging this trend, and the best strategies to create a win-win for all parties.

TUESDAY, MAY 24

Representatives from Forest City and Rappaport will walk audience members through recent redevelopment projects, giving an inside view into how projects are conceived, planned and ultimately carried out.

MODERATOR

Whitaker Leonhardt
Associate Director
HFF, L.P.
Orlando, FL

PANELISTS

Joe Boehm
Executive Vice President, Retail Real Estate
Forest City Enterprises
Cleveland, OH

Brian Kenner
Deputy Mayor of Planning and Economic Development
Washington D.C. Economic Partnership
Washington D.C.

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

2:30 – 3:30 pm | Westgate Hotel

Urban Retail Development

Please join us as a panel of notable owners/developers as well as a retailer share their thoughts on design, investment in, and development/operations of urban, retail properties. Retailers and developers must get creative and veer from their prototypical models in these space and economically constrained markets. Topics of discussion will include differences in costs, design, operational efficiencies, logistics, retailer demand/store sizes, and investment returns.

MODERATOR

Jason Richter, CRX, CLS
Principal
Capricorn Asset Management
New York, NY

PANELISTS

Chris Conlon
Executive Vice President &
Chief Operating Officer
Acadia Realty Trust
Rye, NY

Richard J. Johnson
Senior Real Estate Specialist
for the Americas
Kering
New York, NY

Wade McDevitt
Chief Executive Officer
The McDevitt Company
Philadelphia, PA

David Stanchak
Chief Real Estate and Development Officer
Restoration Hardware
Corte Madera, CA

WEDNESDAY, MAY 25

7:00 am – 2:00 pm | LVCC

Registration

8:00 am – 2:00 pm | LVCC

Leasing Mall / Marketplace Mall / SPREE RECon

Program information current as of February 9, 2016.

Specialty Leasing
Asset Management
Marketing
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Public Sector
Leasing
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All Audiences

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Vice Chairman
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New York, NY

3 WAYS TO STAND OUT IN THE CROWD

EXHIBIT | SPONSOR | ADVERTISE

With over 36,000 attendees once again expected to pack the halls of the Las Vegas Convention Center, you will want to ensure that you optimize your ability to get your message out. ICSC has several exhibition, sponsorship, and advertising opportunities that can help you gain exposure before, during, and after RECon.

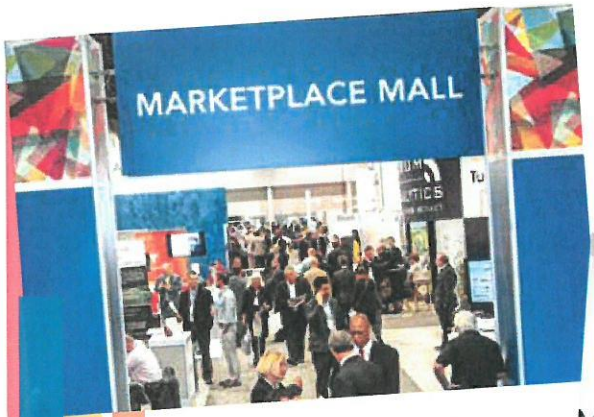
LIMITED SPACE AVAILABLE

Marketplace Mall, conveniently located in the North Hall, will host over 300 exhibiting companies and is a high-traffic destination. Exhibitors will be featured in sections that fall into specific categories including Technology Showcase, Retailer Square, and Green Zone. In addition to these special sections, Marketplace Mall will be home to RECon registration, ensuring every attendee will have the opportunity to see what's on display. To help drive traffic to your exhibit, you will receive 10 complimentary passes that allow your customers access to Marketplace Mall free of charge.

Consider one of the numerous **Sponsorship Packages** which provide unparalleled opportunities to put your company in front of 36,000+ attendees. Deals and networking don't just happen on the show floor, they happen after hours as well. The Opening Reception at XS Nightclub at Encore is an ideal venue to promote your company and brand awareness and generate new prospects. Additional Sponsorship Opportunities include, Marketplace Mall Continental Breakfast, ICSC Foundation Gala Dinner, U.S. MAXI Awards, and the Diversity Reception.

Take advantage of a variety of **Advertising Opportunities** that will extend your reach. Advertising Opportunities include, RECon Program Directory, *RECon News* (RECon-centric version of *Shopping Centers Today*), Digital Ads or "You Are Here" Booth Locators throughout the Convention Center, Shuttle Buses, Badge Mailer Inserts, *SCT*, *VRN*, and *Specialty Retail Report*.

Let ICSC help you promote your company or product at the retail real estate industry's premier event. For more information on exhibition, sponsorship, or advertising opportunities contact **Rita Malek** at **+1 646 728 3539** or **rmalek@icsc.org** or visit **www.icscrecon.org**.



REGISTRATION

FEES

Full Convention

	Advance	On-Site
Member*:	$570	$720
Non-Member:	$1,120	$1,430
Student Member:**	$50	N/A

Access to the Full Convention includes two lunches, receptions, Professional Development Day (Sunday), education and conference sessions on Monday and Tuesday, Leasing Mall, Marketplace Mall, and SPREE RECon.

* To qualify for the member rates, each registrant must be an ICSC member. A company membership does not entitle every employee of that company to register at the member rates.

** Students must register in advance to obtain the student rate. No student rates will be offered on-site.

Professional Development Day: Sunday, May 22

Advance/On-Site: **$250**

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

Become a Member and Save on Registration!

ICSC Membership Fees

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

Visit www.icsc.org/membership for more information about membership benefits.

REGISTRATION DEADLINES

March 31, 2016

Register and submit a photo by the deadline to receive your badge in the mail.

April 29, 2016

Deadline to receive advance registration fee.

May 21, 2016

Registrations will be accepted on-site in Las Vegas.

HOW TO REGISTER

Visit **www.icscrecon.org** to register online or download the registration form to mail or fax to ICSC.

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the Convention. To submit a photo, visit www.icsc.org/myicsc.

GET MORE FOR LESS IN AN OFFICIAL HOTEL

onPeak (formerly Travel Planners) is the official hotel vendor for RECon. onPeak brings you unbeatable rates at a variety of popular hotels. We have negotiated exclusive room discounts to help you save money on your trip. Plus, with no booking, change or cancellation fees, it's never too early to reserve your rooms. To secure your accommodations, visit www.onpeak.com/recon or call +1 855 992 3353.

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