Be a part of retail real estate’s biggest event: RECon 2017! Join 37,000 colleagues from all aspects of the industry to make deals, network, and learn from proven experts and thought leaders. RECon is the only place to meet future business partners while being immersed in the innovations that will lead our dynamic industry. You’ll return to your office with fresh contacts, stronger relationships, and newly discovered opportunities.
## PROGRAM AT-A-GLANCE

### SATURDAY, MAY 20
12:00 – 6:00 pm  |  Registration

### SUNDAY, MAY 21  PROFESSIONAL DEVELOPMENT DAY
8:00 am – 5:00 pm  |  Registration

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# PROGRAM AT-A-GLANCE CONTINUED

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<td>Lease Clauses: The Hidden Money Traps</td>
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<td>11:00 am – 12:15 pm</td>
<td>CLS Professional Certification Concentrated Exam Prep</td>
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<td>Lunch and Keynote Presentation</td>
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<td>The Anna Wintour Effect: Why Landlords Need to Think More Like Editors</td>
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SUNDAY, MAY 21
PROFESSIONAL DEVELOPMENT DAY
8:00 am – 5:00 pm | LVCC
Registration

9:00 – 10:30 am | Westgate Hotel
Setting Rental Rates in Specialty Leasing (SLD)
Learn how setting the right rental rate can help value leasable space while getting a better understanding of how a retailer’s margins impact their ability to pay rent.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR
Bill Erickson, CRX, CDP, CLS, CSM
Owner
BE Development, Inc.
Santa Clara, CA

9:00 – 10:30 am | Westgate Hotel
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 spans the fundamentals of single tenant retail real estate underwriting aspects to a look at today’s triple net lease REIT markets.

This course is eligible for Broker Continuing Education (CE) credit for some states, pending approval.

INSTRUCTOR
Gary M. Ralston, CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, FRICS
Managing Partner
Coldwell Banker Commercial Saunders Ralston Dantzler
Lakeland, FL

9:00 – 10:30 am | Westgate Hotel
From Average to Influencer: Social Media for Retail Real Estate Professionals
Take your social media storytelling to the next level and learn key strategies to gain a following and increase your industry share of voice. This workshop is designed for professionals seeking to advance their skills and understanding of the ways in which influencer and thought leadership tactics can help to unlock relationships and leads to ultimately contribute to a growth in business. Attendees will use multiple channels and content techniques, each one tailored towards growing influence in the field.

INSTRUCTOR
Kelly Farrell
Strategist
Hootsuite
Toronto, Canada

9:00 – 10:30 am | Westgate Hotel
Retail Real Estate Market and Feasibility Analysis
Before diving into the next project and hoping for the best, learn how a feasibility study can help investigate potential outcomes before investing too much time and money. This workshop explores the relationship between a productive retail project and its feasibility analysis and discusses the ability to successfully complete a project, taking legal, economic, technological, site, political, scheduling, and other factors into account.

INSTRUCTOR
David Sobelman
Founder and CEO
Generation Income Properties
EVP and Managing Partner
Calkain Companies
Tampa, FL
9:00 am – 5:00 pm | Wynn Hotel
ICSC-Cornell University Retail Real Estate Case Study Competition

View the second annual undergraduate Retail Real Estate Case Study Competition, co-sponsored by ICSC and the Cornell University School of Hotel Administration’s Center for Real Estate and Finance. Watch teams from eight of the world’s most prestigious academic programs in real estate present findings and make recommendations on a practical retail real estate “case prompt,” prepared specifically for this competition.

10:15 – 11:30 am | Wynn Hotel
(By Invitation Only)
Volunteer Leadership Brunch with Trustees Distinguished Service Awards

11:00 am – 12:15 pm | Westgate Hotel
Selling to Prospective Retailers in Specialty Leasing (SLD)

Learn to identify a property’s selling points, deliver an effective sales pitch, handle objections, and write proposals.

This session is open to all attendees and is an approved content course for prospective SLD designees.

INSTRUCTOR
Amy Jo Hall, CRX, CLS, SLD
SVP, Organization and People
LM Commercial Real Estate
Clarendon Hills, IL

11:00 am – 12:15 pm | Westgate Hotel
Geo-Fencing/GPS Signal-Tracking: Putting Shopper Dynamics in the Location Equation

Geo-fencing analytics is an emerging digital-age research technology changing today’s industry, from acquisition evaluations through total center repositioning strategies. Instead of relying on static radius and drive-time demographics, the most effective professionals are procuring real-shopper GPS device signal data to quantify and qualify traffic patterns, trends, and demographic profiles. This workshop details the geo-fencing process and demonstrates some of the many ways in which findings and big data can be used to define geographic penetration and true market trade areas: to compare visit share among competitive shopping venues, to provide shopper profiles versus market profiles, to identify food & beverage opportunities, and more!

INSTRUCTOR
David Lobaugh
President
August Partners, Inc.
Woodstock, GA

11:00 am – 12:15 pm | Westgate Hotel
Investing in Retail Properties and Structuring Partnerships

While real estate partnerships can be a great source of financing for your deals, structuring those partnerships can be challenging — especially as to how best to share cash flow and appreciation upon refinancing or sale with your partners. This workshop follows the process from initial deal structuring through acquisition, yearly distributions, and eventual sale, with examples in multiple detailed Excel spreadsheets. Attendees will 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 see 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
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.

This course is eligible for Broker Continuing Education (CE) credit for some states, pending approval.

INSTRUCTOR
Nick A. Egelanian
President
SiteWorks Retail
Annapolis, MD

12:45 – 1:00 pm | Westgate Hotel
2017 VIVA Awards Presentation
The VIVA (Vision, Innovation, Value, Achievement) Awards honor the most outstanding examples of shopping center design and development, sustainability, marketing, and community service. Join us to celebrate and be inspired!

1:00 – 2:00 pm | Westgate Hotel
RECon Kickoff and Keynote Presentation

INVITED KEYNOTE SPEAKER
Serena Williams
23-Time Grand Slam Tennis Champion, Entrepreneur, Fashion Icon

2:00 – 3:30 pm | Westgate Hotel
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 will define new approaches to bring retail real estate properties 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.

This course is eligible for Broker Continuing Education (CE) credit for some states, pending approval.

INSTRUCTOR
Yaromir Steiner, CRX
ICSC Past Trustee
Founder and Chief Executive Officer
Steiner + Associates, Inc.
Columbus, OH

2:00 – 3:30 pm | Westgate Hotel
Advanced Leasing Techniques
Join us for a discussion of the importance of leasing to a shopping center’s fiscal soundness and an overview of the pertinent components in a lease document. We will emphasize tenant mix and analyze how to devise leasing strategies to select and pursue tenants that maximize the center’s total productivity. Specific subjects include negotiation strategies, the role and contribution of leasing to asset value, identifying redevelopment opportunities, and structuring relevant terms. Above all, attendees will discover the dynamics of negotiating a lease that’s a winning proposition from the perspective of landlord and tenant.

INSTRUCTOR
John-david Franklin, CRX, CLS
Senior Vice President, Leasing
Madison Marquette
Philadelphia, PA
2:00 – 3:30 pm | Westgate Hotel
Retail as a Catalyst for Economic Development
Retail is a critical base for building vibrant communities. Learn how government officials leverage economic development tools by developing partnerships and crafting successful retail recruitment programs. This workshop is essential for developers, brokers, and public officials seeking to improve their public–private partnerships for retail real estate success.

_This course is eligible for Broker Continuing Education (CE) credit for some states, as well as AICP CM credit, pending approval._

**INSTRUCTORS**

Terrie Battuello, CEcD  
Chief of Business Development  
Port of Everett  
Everett, WA

Lacy Beasley  
President and COO  
Retail Strategies  
Birmingham, AL

4:00 – 5:15 pm | Westgate Hotel
Win-Win Co-Tenancy Provisions for Tenants and Landlords
Tenants enter into a lease with expectations about the shopping center’s ability to draw customers. This includes the traffic generated by the anchor tenants as well as the synergy of other satellite stores. In the event an anchor tenant leaves 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 workshop discusses how landlords and tenants can negotiate a co-tenancy provision to help both parties mitigate an unexpected reduction in foot traffic.

_This course is eligible for Broker Continuing Education (CE) credit for some states, pending approval._

**INSTRUCTOR**

Christopher Ressa, CLS  
Senior Vice President of Leasing  
DLC Management Corp.  
Tarrytown, NY

4:00 – 5:15 pm | Westgate Hotel
Understanding the Legal Documents of Specialty Leasing (SLD)
Join us to learn about the different types of licenses and leases and how to best determine which legal documents are needed to create a program.

This session is open to all attendees and is an approved content course for prospective SLD designees.

**INSTRUCTOR**

Marc Feldman, CLS, SLD  
President  
NOI Partners LLC  
Shaker Heights, OH

4:00 – 5:15 pm | Westgate Hotel
Restaurant Fundamentals and Leasing Strategies
Today’s retail real estate industry requires property managers, leasing agents, and asset managers to understand the fundamentals of food operations. This workshop features essential restaurant fundamentals: operational and financial concepts, best practices, and controls to ensure success in a high-risk category of business. A firm understanding of the ways in which restaurant operations fit together and are utilized will increase confidence, enhance communications with others across the industry, and lead to informed business decisions.

_This course is eligible for Broker Continuing Education (CE) credit for some states, pending approval._
4:00 – 5:15 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 workshop addresses the challenges and opportunities in redeveloping existing retail properties, including strategic vision, government sponsorship and support, value enhancement, construction challenges, and the supremacy of co-tenancy.

**INSTRUCTORS**

- **Michael D’Amico**
  President
  REPCommercial, LLC
  Mandeville, LA

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

5:30 – 7:00 pm | Wynn Hotel
**MAXI Awards Ceremony**

Come and celebrate as ICSC recognizes the best in retail marketing, new media strategy, and NOI enhancement! Awards will be given to honor the innovative events and programs that have added value to shopping centers and companies across the United States in 2016. Separate registration is required; visit www.icsc.org/2017MAXI.

7:30 – 9:30 pm | Encore Hotel – XS Nightclub
**Opening Reception**

Deals and networking don’t just happen on the show floor! Be sure to stop by this year’s Opening Reception at XS Nightclub.

XS Nightclub, named the number one nightclub in the United States by *Nightclub & Bar* 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.

5:30 – 9:00 pm | Wynn Hotel
**ICSC Foundation Annual Gala Dinner**

Celebrate the best part of our industry: the people! Come for dining, creative cocktails, and the opportunity to meet the biggest players in retail real estate. This year’s Gala includes a new opportunity to mingle: a networking dessert and cocktail hour with live music. Separate registration is required; visit www.icscfoundation.org/2017gala for ticket and sponsorship information.
MONDAY, MAY 22

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 Professional Certification
Concentrated Exam Prep
Learn how to create and evaluate business plans, marketing plans, and brand development essentials.
This session is open to all attendees, but for those pursuing a Certified Marketing Director credential (CMD), please be advised that the content pertains to exam domains 1 and 3.

INSTRUCTOR
Mickey Marraffino, CRX, CMD
VP Marketing
CenterCal Properties, LLC
Redondo Beach, CA

11:00 am – 12:15 pm | Westgate Hotel
How You Draft Your Lease Can Make You Money
Ideal for landlords and tenants, this workshop delivers strategies and tactics for negotiating and drafting monetary provisions. Topics include minimum and percentage rent, security deposits, operating costs, real estate taxes, tenant allowances, and much more. Experienced landlord and tenant attorneys will share their negotiating and drafting secrets while leading attendees through an analysis of the key elements in lease provisions.

INSTRUCTORS
Joseph Nuñez
Attorney & Partner
Vantage Law Group, PLLC
Minneapolis, MN

Oscar R. Rivera, Esq.
Shareholder and Chair - Real Property Practice Group
Siegfried, Rivera, Hyman, Lerner, De La Torre, Mars & Sobel, P.A.
Ft. Lauderdale, FL

11:00 am – 12:15 pm | Westgate Hotel
CDP Professional Certification Exam Preparation Master Class
Session 3 of the CDP Master Class covers a lot of ground! Join us for a lively discussion of design, construction, and construction management.
This workshop is open to all attendees, but for those pursuing a Certified Development, Design, and Construction Professional credential (CDP), please be advised that the content pertains to exam domains 2 and 3. Sessions 1, 2, and 4 are available online.

INSTRUCTORS
Karen Scott, CRX, CDP, CMD, CSM
Senior Project Manager
CBRE
Sanford, FL

Anna Zaich, CDP
Director of Development
Fitness International, LLC
Irvine, CA

10:00 – 11:00 am | Westgate Hotel
Attracting the Retail Store of the Future to Your Community Now
Join a discussion on the future of retail store development, the ways in which retailers are reimagining store formats to best fit urban spaces, the shift in shopping behavior, and how to design stores that maximize customer service.

MODERATOR
Christopher Hemans
ICSC North Carolina P3 Public Chair
Director of Retail
Charlotte Center City Partners
Charlotte, NC
11:15 am – 12:15 pm | Westgate Hotel  
**Capital Markets**

No one can escape the awesome power of capital markets or their impact on performance across the retail real estate sector. Join us as a panel of industry experts cover a wide range of topics, from the cost and availability of debt and equity to the ways in which buyers and sellers are pricing assets. Other focus areas include the impact of retailer performance on shopping center values, retail markets in favor vs. retail markets deemed risky, and the capitalization of tough deals. This session is geared towards portfolios large, small, new, and old — there's no better way to learn about past, present, and future capital market trends.

**MODERATOR**

Brad M. Hutensky  
ICSC Past Chairman  
Founder and CEO  
Hutensky Capital Partners  
Hartford, CT

**PANELISTS**

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

Mark Gibson  
ICSC Trustee  
Executive Managing Director  
HFF, L.P.  
Dallas, TX

Michael Graziano  
ICSC Past Trustee  
Managing Director  
Goldman, Sachs & Co.  
New York, NY

Mark L. Myers  
ICSC Trustee  
Executive Vice President  
Head of Commercial Real Estate  
Wells Fargo Bank  
San Francisco, CA

12:30 – 2:00 pm | Westgate Hotel  
**Lunch and Keynote Presentation**

**INVITED KEYNOTE SPEAKER**

Steve Wozniak  
Chief Scientist at Primary Data, Co-Founder of Apple

2:00 – 3:30 pm | Westgate Hotel  
**CRX Professional Certification Concentrated Exam Prep**

This session is designed for prospective Certified Retail Property Executives. All attendees are welcome to join for an in-depth look at strategic content to help prepare for the CRX exam. The session will focus on CRX exam domains 5, 7, and 9.

2:30 – 3:30 pm | Westgate Hotel  
**Food Halls: The Story Behind Retail’s Hottest Growth Trend**

From bite size to behemoths, from travel hubs to tourism, from plug-and-play to Eataly as mall anchor… there is arguably no hotter growth story in the retail world right now than food halls. This entertaining and informative session will explore the trend from nuts to bolts, focusing on (among other things) why the US and Canadian food hall markets will likely double in size over the next two years, the difference between single proprietor and plug-and-play models, what makes for a successful food hall and why the financing world has fallen behind in keeping up with this white hot trend.

**MODERATOR**

Garrick Brown  
Vice President, Retail Research of the Americas  
Cushman & Wakefield  
Sacramento, CA

3:30 – 4:30 pm | Westgate Hotel  
**4 Under 40 Honorees**

Celebrate success in retail real estate and the industrious “4 Under 40” honorees!

**MODERATOR**

Jason D. Richter, CRX, CLS  
Managing Principal  
HUDSON  
New York, NY
4:00 – 5:30 pm | Westgate Hotel
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 a knowledgeable industry professional. Understanding how financial information is derived and used will increase confident communication with company leadership, tenants, owners, and investors.

This course is eligible for Broker Continuing Education (CE) credit for some states, pending approval.

INSTRUCTORS

Barbara English
Principal
Minerva Group LLC
San Antonio, TX

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

4:15 – 4:30 pm | LVCC
Annual Meeting of Members

5:30 – 7:00 pm | Wynn Hotel
Fortune Tellers Reception and Researcher Award Ceremony

No crystal ball is required to predict fun networking at this reception and ceremony! All are welcome, especially those with an interest in industry research.

5:30 – 7:00 pm | Wynn Hotel
Diversity Reception

Join the conversation at the Diversity Reception! This annual celebration focuses on creating a more inclusive industry environment and attracts individuals from all aspects of retail real estate: national developers, title companies, retailers, law firms, and real estate investors.

The ICSC Foundation is happy to announce the continuation of its Diversity Scholarship Program and yearlong outreach to historically black colleges and universities around the country. Everyone is welcome to support the Foundation’s efforts by making a tax-deductible donation towards the Diversity Initiatives Scholarship Fund at www.icscfoundation.org/donate.

This reception is free to attend, but separate registration is required at www.icsc.org/2017DR.

5:30 – 7:30 pm | Wynn Hotel
SPREE RECon Cocktail Reception and Hall of Fame Awards Presentation

Come celebrate the best in specialty retail as we present the Hall of Fame Awards! This reception is an excellent way to network with specialty retail colleagues while dancing and having fun.

TUESDAY, 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
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 workshop guides participants through the financial components necessary to structure a leasing deal and demonstrate how understanding these quantifiable results can directly lead to better decision-making and increased profits.

INSTRUCTOR

John L. Gerdes, CRX, CLS, CSM
EVP, Asset Management
L&B Realty Advisors, LLP
Dallas, TX
9:00 – 10:30 am | Westgate Hotel
CSM Professional Certification
Concentrated Exam Prep

Join us and learn about legal and lease administration; retail, short-term, and long-term leasing; and alternative revenue.

This workshop is open to all attendees, but for those pursuing a Certified Shopping Center Manager credential (CSM), please be advised that the content pertains to exam domains 3, 5, 6, and 7.

INSTRUCTOR
Janell Vaughan, CRX, CSM
VP Asset Management
GGP Inc.
Wayne, NJ

10:00 – 11:00 am | Westgate Hotel
Current Trends in Food & Beverage and Its Role in New Real Estate Developments

Retail as entertainment is not new, but the role of entertainment retail—especially food & beverage, has changed. The heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a “third place” to gather and build community.

To execute successfully on this new model where food & beverage acts as a defining “anchor,” developers, architects, tenants, and landlords must embrace an immersive experiential journey. This means not only curating the experience, but operating it as well. Today’s consumers want to develop relationships with brands that listen and deliver a personalized, customized experience. Retail brands and property owners who do not understand and respond to these needs will fail.

MODERATOR
Matthew B. Winn
Managing Partner
Win Winn Consulting
Atlanta, GA

PANELISTS
George Banks
Partner
Revel
Atlanta, GA

Mario C. Bauer
Executive Board Member
Vapiano SE
Bonn, Germany

11:00 am – 12:00 pm | Westgate Hotel
Lease Clauses: The Hidden Money Traps

Join us as this experienced panel discusses the types of lease clauses that can squeeze a landlord’s cash flow or bulge a tenant’s occupancy costs. The panel will identify and explain various clauses that “contain dollars below their surface” and have potential to significantly impact either party—sometimes resulting in costs amounting to multiples of one month’s rent.

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

PANELISTS
Michele Dodd
Director of Real Estate
Roti Mediterranean Grill
Chicago, IL

Erin Grace
Managing Director
JLL
New York, NY

Anne Mendez
Senior Vice President
Weitzman
Dallas, TX

11:00 am – 12:00 pm | Westgate Hotel
Collaboration is Key

As technology changes, how do retailers and landlords work together to provide the best experience for their guests?

2:30 – 3:30 pm | Westgate Hotel
The New Power Couple

This panel discussion addresses the need for retail destinations and retailers to work together more closely in order to deliver efficient, engaged, and successful retail communities. Join us as the panelists explore the importance
of communication between developers and retailers and discuss strategies and tools for building powerful and effective relationships.

MODERATOR
Michelle Buxton
Group Managing Director
Toolbox Group
Bury St Edmunds, United Kingdom

11:00 am – 12:15 pm | Westgate Hotel
CLS Professional Certification Concentrated Exam Prep
This session is all about leasing: fundamentals, short-term, and long-term.

This workshop is open to all attendees, but for those pursuing a Certified Leasing Specialist credential (CLS), please be advised that the content pertains to exam domains 2, 3, and 4.

INSTRUCTOR
Andy Carlson, CRX, CSM, CLS
VP Retail Brokerage
JLL
Madeira Beach, FL

12:30 – 2:00 pm | Westgate Hotel
Lunch and Keynote Presentation
In conjunction with CREW Network
CREW Network exists to influence the success of the commercial real estate industry by advancing the achievements of women.

2:30 – 3:30 pm | Westgate Hotel
The Anna Wintour Effect: Why Landlords Need to Think More Like Editors
The best landlords need to act like the best editors: make sure they always have fresh content, feature only the best ideas, and never leave a page (or in this case, a space) empty.

MODERATOR
Ross Bailey
CEO & Founder
Appear Here
New York, NY

5:30 – 7:00 pm | Wynn Hotel
Retailer-Only Networking Reception
This reception is exclusively for ICSC Retailer Members. It’s the perfect opportunity to talk about common industry challenges and possibilities in a pleasant and relaxed atmosphere. Come and unwind — there’s no pressure to make a leasing deal. Mingle while enjoying good food, tasty drinks, and great company.

This reception is hosted by ICSC Retailer Members; you must be a Retailer Member to attend. Brokers representing retailers do not qualify. Separate registration required.

WEDNESDAY, MAY 24
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 March 9, 2017.
RECON ADVISORY COMMITTEE

Daniel M. Taub
2017 RECon Advisory Committee Chair
President
DLC Management Corp.
New York, NY

Christopher Hemans
ICSC North Carolina P3 Public Chair
Director of Retail
Charlotte Center City Partners
Charlotte, NC

Samuel I. Ankin
Managing Principal
Northpond Partners, LLC
Chicago, IL

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

Bryan C. Cook
ICSC Southern Division Retail Chair
Regional Director of Real Estate
CVS Health
Hollywood, FL

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

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Executive Vice President of Leasing & Development
DDR Corp.
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Beverly A. Ricks, CRX, CLS, CSM
ICSC Past Trustee
Principal
Retail Property Solutions, LLC
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John Crossman, CCIM, CRX
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Travis Rodgers, CCIM, JD
Director of Operations
Whitestone REIT
Houston, TX

Andrea Drasites
Managing Director
The Blackstone Group
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JLL
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Liz M. Gillespie, CMD
Partner, Vice President, Marketing
North American Properties
Atlanta, GA

Angela H. Sweeney, CRX, CMD
Vice President
Chief Marketing Officer
The Peterson Companies
Fairfax, VA

Jim P. Sud
ICSC Trustee
Executive Vice President
Whole Foods Market
Austin, TX
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Larson Design Group

OFFICIAL SOCIAL RELATIONSHIP PLATFORM

Hootsuite

ESCALATOR HANDRAIL ADVERTISING PROVIDER

AdRail USA

Escalator Handrail Advertising
RECon is a rare chance to promote your company to the world’s largest audience of retail real estate professionals – over 37,000 attendees will pack the halls of the Las Vegas Convention Center. ICSC is ready to help you maximize this opportunity with several varieties of exhibition, sponsorship, and advertising packages that will immediately extend your company’s reach and recognition.

Marketplace Mall, conveniently located in the North Hall, is a high-traffic destination that hosts over 300 exhibiting companies. Exhibitors are organized in sections that fall into categories such as a Technology Showcase, Retailer Square, and the Green Zone. In addition to these special sections, Marketplace Mall is home to RECon registration, ensuring that every attendee has the opportunity to see nearby exhibits.

Sponsorship Packages provide unparalleled opportunities to put your company in front of thousands of highly engaged attendees. Deals and networking don’t just happen on the show floor, they happen after hours as well. RECon’s Opening Reception at XS Nightclub at Encore is an ideal venue to promote your company, boost brand awareness, and generate new prospects. Additional favorite sponsorship opportunities include the Marketplace Mall Continental Breakfast, ICSC Foundation Annual Gala Dinner, MAXI Awards, and Diversity Reception.

New 2017 Sponsorships! We’re excited to help promote your company in brand new ways. Have you ever wanted to see your brand on an Outdoor Golf Cart? Or on an Interior/Exterior Banner of the Las Vegas Convention Center? We can make that happen.

Advertising Opportunities are a seamless way to incorporate your brand into valuable RECon materials. 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.

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.

LIMITED SPACE AVAILABLE

3 WAYS TO STAND OUT IN THE CROWD

EXHIBIT | SPONSOR | ADVERTISE
REGISTRATION

FEES

**Full Convention**

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Access to the Full Program includes Professional Development Day, All Conference Sessions, Professional Development Workshops, and Keynote Presentations, Two Lunches, Receptions and Awards Ceremonies, Access to the 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 21**

Advance/On-Site: $250

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

**Marketplace Mall and SPREE RECon**

Marketplace Mall and SPREE RECon are free to attend, but badges are required to enter the show floor. Visit www.icscrecon.org to register for your badge in advance. Access to these sections is included with Full Convention registration.

**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, 2017**
Last day to register/submit photo and receive badge in mail

**APRIL 28, 2017**
Last day to qualify for Advance Registration rate

**MAY 20, 2017**
Register on-site in Las Vegas

HOW TO REGISTER

Visit www.icscrecon.org to register online or download materials to register via mail or fax.

An ICSC-issued photo badge is required to enter the Convention Center. Attendees and exhibitors may upload their photos at www.icsc.org/myicsc.

GET MORE FOR LESS
IN AN OFFICIAL HOTEL

We’ve worked with onPeak, RECon’s official hotel vendor, to negotiate a special reduced rate at a variety of conveniently located hotels. onPeak has no booking, change, or cancellation fees, so there’s no risk in securing the discounted rate before it sells out. Book your accommodations at www.onpeak.com/recon or call +1 855 992 3353.