



**Meeting:** Village Board  
**Meeting Date:** 3/14/11  
**Agenda Item:** 7b

**Mission Statement**

Delivering quality services in a courteous, cost-effective and efficient manner.

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**VILLAGE BOARD MEETING STAFF REPORT**

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**REPORT TO:** Burt R. McIntyre, President  
Village Board of Trustees

**REVIEWED BY:**

**REPORT FROM:** Bob Bartelt, Village Administrator

**AGENDA ITEM:** 7b – Review and take action on village attendance at Recon (ICSC) Global Real Estate Convention May 22-25, 2011 in Las Vegas

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**POLICY ISSUE**

Should the Village Board approve the participation of village staff and/or members of the Community Development Authority in the Recon (ICSC) Global Real Estate Convention May 22-25 in Las Vegas?

**BACKGROUND INFORMATION**

The Recon Convention is an annual event sponsored by International Council of Shopping Centers. The event features networking opportunities for developers, retailers, lenders, brokers and public officials, as well as a series of workshops that discuss the latest issues and trends in the retail industry.

The 2010 Recon Convention was the first in which the village participated. Four people – Dave Wiese, Joshua Smith, Gary Rozmarynoski and Scott Beyer – attended the convention at a cost of nearly \$8,000. That amount included all expenses (convention fees, airline tickets, hotel, taxi service, food, etc.).

**PRIOR ACTION/REVIEW**

Participation in the 2011 Recon Convention was discussed at the CDA meeting on March 2. Though no formal action was taken, the CDA members supported again sending four people to the event. The recommendation was to maintain consistency by sending two staff – Dave Wiese and Bob Bartelt – and the same two CDA members – Gary Rozmarynoski and Scott Beyer.

**FISCAL IMPACT:**

1. Is There A Fiscal Impact? Yes
2. Is it Currently Budgeted? No
3. If Budgeted, Which Line? ----

### **RECOMMENDED ACTION**

Village staff recommends the Village Board not approve participation in the 2011 Recon Convention for the following reasons:

1. The expense related to attending the convention is not budgeted. The item also was not budgeted in 2010, but it was funded through TIF 4 administration dollars. Staff does not recommend using TIF funds to cover this year's convention expense, as none of the TIF districts are performing well and only \$3,000 actually has been budgeted for TIF administration.
2. With the pending U.S. 41 reconstruction, a level of uncertainty surrounds the village's prime development opportunities along the highway corridors. Staff feels it may be unwise to spend money courting developers and retailers for major projects with unknown timelines.
3. Staff does not feel any benefits from the convention will justify the expense, especially given the uncertainty of the Budget Repair Bill and proposed state budget, which could have major impacts on the village's financial situation.

If the Village Board agreed with this action, the following motion could be used, "***Motion to deny staff and CDA participation at the 2011 Recon (ICSC) Global Real Estate Convention.***"

### **POLICY ALTERNATIVE(S)**

The Village Board could take the following actions:

- Approve attendance for 1-4 staff representatives and/or CDA members at the 2011 Recon (ICSC) Global Real Estate Convention
- Table the suggested motion and request additional information

### **ATTACHED INFORMATION**

- I. Brochure for 2011 Recon (ICSC) Global Real Estate Convention May 22-25 in Las Vegas

Put business in focus at **RECON**

THE GLOBAL RETAIL REAL ESTATE CONVENTION

May 22-25, 2011

Las Vegas Convention Center

Las Vegas, NV

*Final Program*



**NEW FEATURES** • NETWORKING BRUNCH • SPECIAL INTEREST GROUPS RECEPTION  
• MEETING POINT PAVILIONS • SPEED NETWORKING SESSION  
• SPECIAL RETAILERS PROGRAM • BREAKFAST ROUNDTABLES



Covina Redevelopment Agency	Excel Trust	Highwoods Properties	LANE4 Property Group, Inc.	North American Properties	Retail Planning Corporation
Coyote Management, L.P.	Excess Space Retail Services, Inc.	Hilco Real Estate LLC	Laundrylux	Northgate Associates	Retail Solutions
Craig Realty Group	Faison and Associates	Hill Partners, Inc.	Levin Management Corp.	NorthPark Management Co.	REZA Investment Group
CREW Network	Faris Loe Investments	Hocker Group, LLC, The	Lewis Retail Centers	Northwest Atlantic	Richard E Jacobs Group, The
Crosland, LLC	Federal Realty Investment Trust	Hogan Real Estate	Lincoln Property Company	Oak Ridge Chamber of Commerce	Ripco Real Estate Corp.
Crossman & Company	Fell Organization, The	Horizon Group Properties, Inc.	LMS Commercial Real Estate	Oklahoma City Chamber of Commerce	Rivercrest Realty Investors
Crosspoint Realty Services Inc.	Festival Companies, The	Horne Properties, Inc.	Lormax Stern Development Corp.	OliverMcMillan	Riverside County EDA
Cullinan Properties Ltd.	Fidelis Realty Partners	Howard Group	Madison Commercial Real Estate Services	O'Neill Properties Group	RJL Real Estate Consultants
Cushman & Wakefield, Inc.	First Allied Corporation	Howard Hughes Corp./TPMC Realty Corporation	Madison International Realty	Pacific Retail Partners	Robert B. Akers and Associates, LLC
CWCapital Asset Management	First Hartford Realty Corporation	Hull Storey Gibson Companies, LLC	Madison Marquette	PacificRealty Partners	Robert K. Futterman and Associates, LLC
David Hocker and Associates	First Interstate Properties Ltd.	Hutensky Group, The	Mall Properties, Inc.	Palmer Team, The	Robert L. Stark Enterprises, Inc.
Davis Street Land Company	First Western Properties, Inc.	Icon International	Marcus & Millichap	Paragon Outlet Partners	Rosenshein Associates
De Rito Partners, Inc.	Forbes Company	IDS Real Estate Group	Market Land Company	Passco Companies, LLC	Paster Enterprises
DeBartolo Development	Forest City Enterprises	Inland Real Estate Group of Companies, Inc., The	Marketplace Concept, The	Pederson Group, Inc., The	Peterson Companies, The
Decron Properties Corporation	G.J. Grewe, Inc.	InSite Real Estate, LLC	Matanky Realty Group	Petrovich Development Company	Philips International
DESCO Group, The	Gator Investments	Inter-Cal Real Estate Corp.	Matbiace Properties, Inc.	Phillips Edison & Company	Phillips Edison & Company
Design Collective, Inc.	GBT Realty Corporation	IPSO	McCaffery Interests	Pine Tree Commercial Realty	Pine Tree Commercial Realty
Design International	GE Capital Franchise Finance	Irvine Company	McDougal Realtors	Plaza Associates, Inc.	Plaza Associates, Inc.
Developers Diversified Realty	Geenen DeKock Properties	Ivanhoe Cambridge Inc.	MD Management Inc. – Morgan and Dreiseszun	Plaza Las Americas, Inc.	Plaza Las Americas, Inc.
Developers Realty	General Growth Properties, Inc.	J. Herzog and Sons, Inc.	Meissner Jacquet Investment Management Services	Plazo Properties	Poag and McEwen Lifestyle Centers, LLC
Development Design Group Inc.	Gibraltar Management Co., Inc.	Jamestown	Merlone Geier Management Inc.	PREIT	PREIT
Dial Companies	Gilad Development, Inc.	JBG Rosenfeld Retail Properties	Merrill Companies, LLC	Prime Retail, L.P.	Prime Retail, L.P.
DiMarco Group LLC, The	GK Development Inc.	Jeffrey R. Anderson Real Estate, Inc.	Metro National/Memorial City Mall	Quantum Companies	Quantum Companies
Diversified Partners	Glimcher Realty Trust	Jim Wilson and Associates, LLC.	Mexia Economic Development Corporation	Quine and Associates, Incorporated	Quine and Associates, Incorporated
DJM Capital Partners, Inc.	Goldberg Properties, Inc.	Joint Economic & Community Development Board of Wilson County, TN	Mexico Retail Properties	Ramco-Gershenson	Ramco-Gershenson
DJM Realty	Goodale and Barbieri Company	Jones Lang LaSalle	Meyer C. Weiner Co.	Rappaport Companies, The	Rappaport Companies, The
DLC Management Corporation	Goodman Company, The	Jordan Perimutter & Co.	Mid-America Real Estate Corp.	RCG Ventures LLC	RCG Ventures LLC
Dodge City/Ford County Development	Goodwill of Central Arizona	Joseph Freed and Associates LLC	Midland Atlantic	RCS Real Estate Advisors	RCS Real Estate Advisors
Donahue Schriber	Graco Real Estate Development, Inc.	JP Morgan Chase Bank, N.A.	Mimco, Inc.	RD Management LLC	RD Management LLC
DRA Advisors, LLC	Graham Corporation	Kahn Development Company	Moody Rambin Interests	Read King	Read King
East Montgomery County Improvement District	Greater Omaha Economic Development Partnership	Kessinger/Hunter and Company	Morguard Revenue Properties	Realm Realty Company	Realm Realty Company
Eastern Retail Properties	Greenberg Gibbons Commercial	KeyPoint Partners, LLC	MT Department of Natural Resources and Conservation	Realty Income Corporation	Realty Income Corporation
Eastern Union Funding	Grubb & Ellis	KGI Properties	Myron M. Hunt, Inc.	Realty Resources, Incorporated	Realty Resources, Incorporated
Eclipse Development Group	Guam Premier Outlets	Kiemle and Hagood Company	NAI Black	RealtyLink	RealtyLink
Economic Development Corporation of Utah	Gumberg Asset Management Corp.	Kimco Realty Corporation	NAI Global	Redmond Company, The	Redmond Company, The
Edens & Avant	GVA Kidder Matthews	Kitchell Development Co.	Nassimi Realty LLC	Reata Real Estate Services, LP	Reata Real Estate Services, LP
EDGE Realty Partners	Hadler Realty Co.	Kite Realty Group	National Realty and Development Corp.	RED Development	RED Development
Edgewood Properties, Inc.	Halpern Enterprises, Inc.	KLNB Retail	National Retail Properties	Regency Centers	Regency Centers
ElectrCities of N.C., Inc.	Hamburg Place	Koman Properties, Inc.	New England Development	Regency Properties	Regency Properties
Ellman Companies, The	Harlem Irving Companies, Inc., The	Konover South	Newmark Knight Frank	Related Urban Development	Related Urban Development
Embrease Asset Group Inc.	Hawkins Companies	Kornwasser Shopping Center Properties	NewMark Merrill Companies	Reliable Properties	Reliable Properties
Endeavor Real Estate Group	HEB Economic Development Foundation	Kossman Development Company	NewQuest Properties	Retail Brokers Network	Retail Brokers Network
Equity One, Inc.	Hekemian and Co., Inc.	Krausz Companies, Inc., The	Next Realty, LLC	Retail Connection, The	Retail Connection, The
Ershig Properties Inc.	Hendon Properties, LLC	Lamar Companies			
Evergreen Development Company					

# Looking to the Future

Focus on what lies ahead



**RECON** has been the world's largest gathering of retail real estate professionals for the past half-century. In a class all its own, **RECON** sets the stage year after year providing the opportunity to network, make deals, form successful partnerships, learn from industry experts and grow professionally. No other retail real estate convention attracts a worldwide audience of 30,000 attendees.

## RECon 2011: New Schedule, New Features, New Networking Opportunities, New Deals

**Leasing Mall:** Meet with more than 1,000 of the world's leading developers, retailers, lenders, brokers and public officials.

**Trade Exposition and Green Zone:** Discover the industry's latest and most innovative products and services.

**More Networking:** Make and renew important business contacts.

**Educational Sessions and Workshops:** Gain knowledge at 50 educational sessions and workshops to keep you informed on all the latest issues and trends.

**Expanded Special Interest Groups:** Participate in forums with like-minded professionals who share the same interests and backgrounds.

**Meeting Point Pavilions:** Stop by areas on show floor to meet, relax, grab some food and learn about the hottest trends and new projects in the industry. Each meeting point will highlight a specific sector of the industry.

**Global Retail Runway:** Meet retailers that capture the imagination and dare to be different, bold and exciting. Learn about their business and expansion plans.

**Continuing Education Credits:** Earn CE Credits to submit for professional license renewals.

**New Retail Concepts Pavilion:** Visit the meeting point pavilion to learn the latest on retail trends and new concepts.



A preview of RECon 2011 exhibitors & attendees (AS OF 1/14/11).  
 Visit [www.icsrecon.org](http://www.icsrecon.org) for the most up-to-date information.



**RETAILER  
 EXHIBITORS &  
 ATTENDEES**

7-Eleven, Inc.  
 99c Only Stores  
 Ace Hardware Corp.  
 Ahold USA Retail Services  
 Anytime Fitness  
 Arby's Restaurant Group  
 AT&T Mobility  
 Auntie Anne's Inc.  
 AutoZone, Inc.  
 Bass Pro Shops  
 Big 5 Sporting Goods  
 Big Lots  
 Bojangles' Restaurants  
 BP/Arco  
 Bridgestone Retail Operations, LLC  
 Bruegger's Enterprises, Inc.  
 Burger King Corporation  
 Burlington Coat Factory Warehouse  
 Cash America International  
 Cash Store/Cottonwood Financial  
 Cato Fashions  
 Chipotle Mexican Grill  
 Choice Hotels International, Inc.  
 Christian Brothers Automotive Corp.  
 CKE Restaurants Inc.  
 CVS/Pharmacy  
 Del Taco, LLC  
 Denny's Inc.  
 Dollar General Corporation  
 Dollar Tree Stores, Inc.  
 Dots, LLC  
 Dress Barn  
 Dunkin' Brands Inc.  
 ECHO Real Estate Services Company

Energy Kitchen  
 EZCORP, Inc.  
 Family Dollar Stores Inc.  
 Famous Footwear  
 Firehouse Restaurant Group, Inc.  
 Focus Brands  
 GameStop, Inc.  
 Genghis Grill  
 Global Franchise Group, LLC.  
 Great Clips, Inc.  
 Halloween Express  
 Hibbett Sporting Goods, Inc.  
 Hilton Hotels Corporation  
 Home Depot Inc., The  
 I.C.E., Inc.  
 IKEA Shopping Centre Group  
 In-N-Out Burger  
 Intercontinental Hotels Group  
 International Dairy Queen, Inc.  
 Jack In The Box  
 Jimmy John's Gourmet Sandwiches  
 Katz & Associates Corp.  
 Knowledge Learning Corporation  
 Kroger Co., The  
 Learning Experience, The  
 Lee & Associates  
 Little Caesar Enterprises, Inc.  
 Walgreen Co.  
 Lowe's Companies Inc.  
 Marriott International, Inc.  
 Massage Envy  
 McDevitt Company, The  
 McDonald's Corporation  
 Menchie's Group, Inc.  
 Milestone Associates, Inc.  
 Mrs. Fields Famous Brands/TCBY

National Stores Inc.  
 Office Depot  
 Panda Restaurant Group, Inc.  
 Party City/  
 Halloween City  
 Pep Boys, The  
 Playday Café  
 Popeyes  
 Primrose Schools  
 QuikTrip Corporation  
 Red Mountain Retail Group, Inc.  
 Regis Corporation  
 Rita's Franchise Company  
 Rite Aid Corporation  
 Safeway Inc.  
 Sally Beauty Holdings, Inc.  
 Sears Holdings Corporation  
 Seattle's Best Coffee  
 Simply Fashion Stores, Ltd.  
 Sonic Industries  
 Spirit Halloween Superstores  
 Sport Clips, Inc.  
 Subway Real Estate  
 SuperValu/Save-A-lot Food Stores  
 TJX Companies, Inc., The  
 T-Mobile  
 Toys R Us, Inc.  
 Verizon Wireless  
 Walgreen Co.  
 Walmart Stores, Inc.  
 White Castle System, Inc.  
 X-Team  
 Yumi Brands, Inc.

**LEASING MALL  
 EXHIBITORS**

32 Degree Management Corp.  
 AAFES  
 Acadia Realty Trust  
 Aeon Mall Co., Ltd.  
 Agree Realty Corporation  
 AIRMALL USA, Inc.  
 AmREIT  
 ARC Properties, Inc.  
 Archon Retail  
 Arizona Partners  
 Armstrong Capital  
 Armstrong Development Properties, Inc.  
 Aronov Realty Management, Inc.  
 Ashkenazy Acquisition Corp.  
 ATCO  
 Athens Economic Development Corporation  
 AWE Talisman  
 B.H. Properties, LLC  
 Baltimore Development Corp.  
 Bassar Kaufman, Inc.  
 Bayer Properties, LLC  
 Beale Group Inc.  
 Beau Box Commercial Real Estate  
 Bellevue Square Managers, Inc.  
 Benbrooke Realty Investment Company  
 Benderson Development Company, LLC  
 Bennett Williams Realty, Inc.  
 Best Western International  
 Birchwood Resultants, LLC  
 Bizantu  
 Boos Development Group Inc.  
 Brandolini Properties

Breslin Realty Development Corp.  
 Broadbent Company, The  
 Brookfield Properties Ltd.  
 Brookhill Group, The  
 BVT Development Corp.  
 C.J. Segerstrom & Sons  
 Cafaro Company, The  
 Camco Pacific Construction Company, Inc.  
 Cameron Group LLC  
 Capital Pacific  
 Carlsbad Department of Development  
 Carpianto Properties  
 Caruso Affiliated  
 Cassidy Turley  
 Casto  
 CB Richard Ellis  
 CBL & Associates Properties, Inc.  
 CCIM Institute  
 Cedar Shopping Centers, Inc.  
 Cedarwood Companies, The  
 Cencosud Shopping Centers S.A.  
 Centennial American Properties, LLC  
 CenterCal Properties, LLC  
 Central Realty LLC  
 Centro Properties Group  
 ChainLinks Retail Advisors, Inc.  
 Chase Properties Ltd.  
 Chatham Financial  
 City of Adelanto  
 City of Auburn  
 City of Barstow  
 City of Brawley  
 City of Broussard  
 City of Center Point  
 City of Chino  
 City of Chino Hills  
 City of Clovis  
 City of Coachella  
 City of Compton  
 City of Dallas - Economic Development  
 City of Doral  
 City of Fontana  
 City of Forney  
 City of Garden Grove  
 City of Grapevine  
 City of Hesperia

City of Highland  
 City of La Vista  
 City of Las Vegas  
 City of Lynwood  
 City of Menifee  
 City of Montclair  
 City of Murrieta  
 City of North Las Vegas  
 City of Ontario  
 City of Orange Redevelopment Agency  
 City of Oxnard  
 City of Rialto, Redevelopment Agency  
 City of Richland  
 City of Rowlett  
 City of Sacramento  
 City of San Bernardino - Economic Development Agency  
 City of Santee  
 City of Taft  
 City of Tehachapi  
 City of Tolleson  
 City of Tuscaloosa, Alabama  
 City of Whittier  
 Cooling Enterprises  
 Coldwell Banker Commercial Affiliates, Inc.  
 Cole Real Estate Investments  
 Colliers International  
 Colonial Properties Trust  
 Combined Properties Inc.  
 Constructora Planigrupo, S.A.  
 Continental Properties Co., Inc.  
 Continental Real Estate Companies  
 Copaken Brooks, LLC  
 COR Development Company  
 Cordish Company, The  
 Cornerstone Capital Corporation  
 Council of Developers of Outlets & Retailers (DOC&R), The  
 Council of International Restaurant Real Estate Brokers, Ltd.  
 County of San Bernardino EDA  
 Courtelis Company  
 Cousins Properties Incorporated

TCN Worldwide  
 Terramar Retail Centers  
 Terranova Corporation  
 Terrell Economic Development Corporation  
 Territory Incorporated  
 THF Realty, Inc.  
 Thor Equities LLC  
 Tivoli Village At Queensridge  
 TKO Real Estate/Dealmakers Magazine  
 Town of Apple Valley  
 Trademark Property Company  
 Trammell Crow Company  
 Transwestern  
 Tri-Land Properties, Inc.  
 Triple Five Group of Companies  
 Triyar Companies LLC  
 Tucker Development Corp.  
 Turnberry Associates  
 Twin Rivers Capital, LLC  
 United Commercial Realty  
 United Trust Fund  
 Urban Retail Properties, LLC  
 Urstadt Biddle Properties Inc.  
 Vanguard-Fine, LLC  
 Volmeir Companies  
 Vestar Development Co.  
 Village of Arlington Heights  
 Village of Hoffman Estates  
 Village of Matteson  
 Village of New Lenox  
 Villages Operating Company, The  
 Vintage Real Estate, LLC  
 Vornado Realty Trust  
 W.M. Grace Development Co.  
 Washington D.C. Economic Partnership  
 Watt Companies, Inc.  
 Weatherford TX Economic Development Authority, Inc.  
 Weingarten Realty Investors  
 Weitzman Group, The

Welco Realty, Inc.  
 Western Retail Advisors  
 Westland Industries  
 White-Leisure Development Company  
 Widewaters  
 Wilder Companies, The  
 Williams Jackson Ewing, Inc.  
 Wilmonite Management Group  
 Winick Realty Group, LLC  
 Wolfson-Verrichia Group, Inc.  
 Woodmont Company, The  
 Woolbright Development  
 WP Realty, Inc.  
 WRS, Inc.  
 Wulfe and Co.  
 Wyndham Hotel Group  
 Zaremba Group, LLC

**TRADE SHOW & GREEN ZONE EXHIBITORS**

A.C.I. Commercial Roofers  
 Accruent LLC  
 Adjusters International  
 Ad Art Sign Company  
 Advanced Land Solutions, Inc.  
 Alliant Insurance Services  
 Alteryx, LLC  
 American Express Open  
 ARC Renewable Energy LLC  
 ARGUS Software, Inc.  
 Avian Flyaway Inc.  
 Blachere Illumination USA Inc.  
 Bock and Clark  
 Boomerang Systems  
 Brickman Group, The  
 Buxton  
 Calico Building Services  
 Canterbury By Verdin  
 CAPTA  
 Chopra Development Enterprises/Investments  
 Cost Segregation Group, The

CoStar Group  
 CPI Daylighting, Inc.  
 Dexter Laundry, Inc.  
 Directory of Major Malls/ Shopping Center Digest  
 DuMor Inc.  
 Dunaway Associates  
 Duro-Last Roofing, Inc.  
 Electric Time Co., Inc.  
 Eleven Western Builders, Inc.  
 ESRI  
 FabriTec Structures  
 Finrock DMC  
 Firststone Building Products Company  
 Fixture Finders LLC  
 Forum Analytics, LLC  
 Fox Blocks  
 GAF Materials Corp.  
 Geoscape  
 GNR Technologies Inc.  
 Guardtop LLC  
 Hargrave Custom Yachts  
 Huff Construction Co., Inc.  
 Hunter Industries  
 I.C.E., Inc.  
 IB Roof Systems  
 IEM  
 Innoplast Inc.  
 Intalitics  
 International Society of Primerus Law Firms  
 IRONSMITH, Inc.  
 John Meyer Consulting  
 Keystone Ridge Designs  
 Landscape Brands  
 Langan Engineering and Environmental Services  
 LiveRoof, LLC  
 LoopNet, Inc.  
 Lorentz Braun Construction  
 Lucernex  
 Mapes Industries  
 MPSI  
 MRI Software  
 Nana Wall Systems, Inc.  
 National Coatings Corporation  
 National Construction Rentals  
 Neogard

Nielsen Company, The  
 Nichiha USA  
 North American Roofing  
 OASE  
 P and P Artec Inc.  
 Pacific GeoPRO Ltd.  
 Parkway Construction and Associates L.P.  
 Petersen Aluminum  
 Pictometry International  
 Pitney Bowes Business Insight  
 Planimetron Inc.  
 Playtime, LLC  
 Plaza Construction  
 Presto Geosystems  
 Priority Sign, Inc.  
 Quantitative Analysis  
 Randolph Rose Collection, The  
 Retail Coach, LLC, The  
 Retail Lease Trac, Inc.  
 Retail Traffic  
 RetailPlanet.com, The  
 ROIC analytics  
 Roux Associates, Inc.  
 Schindler Elevator Corp.  
 Sealmaster  
 Shopping Center Business Magazine  
 Sites USA  
 Skyline Software  
 Society of Environmentally Responsible Facilities LLC  
 Specialty Lighting Group  
 Stop Spot LLC  
 StormTech Inc.  
 StormTrap, LLC  
 Synergos Tech.  
 Terracon Consultants, Inc.  
 Trade Area Systems, Inc.  
 U.S. Bridge  
 USAgan  
 Vanguard ADA Systems  
 Victor Stanley, Inc.  
 Wagner Companies, The  
 Wisconsin Leasing Group - Anding Realty  
 WLS Lighting Systems  
 Yardi Systems, Inc.  
 Zurich

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 THE GLOBAL RETAIL REAL ESTATE CONVENTION

**NORTH AMERICAN PARTNER**



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# RECON Program

SUNDAY, MAY 22, 2011

## Saturday, May 21, 2011

12:00 noon – 6:00 pm

### Registration

## Sunday, May 22, 2011

8:30 am – 6:00 pm

### Registration

9:30 am – 2:00 pm

### Volunteer Leadership Orientation & Lunch

(By Invitation Only)

11:15 – 11:45 am

### First Timers Orientation

An informative overview of how to maximize your convention experience. Learn the ins and outs of navigating this event from those who are in the know. This is also a great opportunity for you to network with colleagues and make new acquaintances.

CHAIRD BY:



**John Crossman**  
President  
Crossman & Company  
Orlando, FL

## NEW! Retailers Program\*

10:00 – 10:30 am

### Retailers Only Orientation

10:30 – 11:15 am

### Retailers Private Tour of Leasing Mall

11:30 am – 12:45 pm

### Special Workshop (101) for New Concept Retailers

This interactive and participatory program is designed for first time retailers. The presentation will provide you with in-depth information on how you can do business better. Topics will include:

- How and why you need to develop a long range plan to "rollout" your new concept
- What makes for a "good" real estate?
- What makes for a "good" deal?
- Lease terms
- Landlord negotiations...and much more.

CHAIRD BY:



**Ashley M. Robinson**  
Director of Real Estate  
Coldwater Creek, Inc.  
Sandpoint, IN

CO-CHAIRD BY:



**Terrance Maiden**  
Director of Development  
Joint Venture Partner  
Panera, LLC  
Dallas, TX



**Marlene Oberste**  
Real Estate Manager  
Great Clips, Inc.  
Minneapolis, MN

1:00 – 2:30 pm

### Retailer Only Luncheon

2:45 – 4:45 pm

### Retailer Only Workshop and Retailer Only SIG



Expand your network. Mingle with colleagues. Find out what others with similar needs are doing and compare notes on common areas of interest. Hear how others are working in today's difficult markets and get ideas on improving your program.

CO-CHAIRD BY:



**Roy Perez-Daple**  
Broker  
Metro Commercial Real Estate Inc.  
Conshohocken, PA



**James Pye**  
Real Estate Director  
Brown Shoe Company/Famous Footwear  
Hoffman Estates, IL



**Dean Wieber**  
Executive Vice President New Business Development  
Great Clips, Inc.  
Minneapolis, MN

5:00 – 6:00 pm

### Special Interest Groups (SIGs) Reception



\*RSVPs are required for all functions listed in the Retailers Program. You must work for a retail company to be eligible to participate in this program. To register please complete the Retailers Program form online at [www.icscrecon.org](http://www.icscrecon.org).

SUNDAY, MAY 22, 2011

12:00 noon – 1:00 pm

### NEW! Speed Networking Session

Make new connections during this fast-paced session. This structured networking opportunity will help to maximize and encourage participant involvement, while allowing you to make long-lasting business contacts.

CO-CHAIRED BY:



**Rene Daniels, SCLS, SCSM, CMD, CDP**  
Director of Leasing  
Gild Development, Inc.  
Woodland Hills, CA



**Michael Greeby, CDP**  
Executive Vice President  
The Greeby Companies  
Lake Bluff, IL

1:00 – 2:00 pm

### NEW! Networking Brunch

Don't let the momentum end with the Speed Networking Session. This meet and greet brunch is a new addition to RECon 2011 and will bring you together with other industry professionals in an informal and social environment. RSVPs are required. To RSVP, complete the events RSVP form online at [www.icscrecon.org](http://www.icscrecon.org).

2:00 – 5:00 pm

### RECon Academy

#### Accelerating the Leasing Process

This course is designed for leasing representatives as well as asset managers and property managers who have leasing responsibilities. Participants will examine options to effectively create a successful leasing strategy, learn how to deal with today's pressures to identify a well thought out leasing program that increases rental income, and identify methods to create an optimum tenant mix while increasing profitability. Engage with industry leasing professionals to learn how one can increase effectiveness by identifying the proper tenant mix for your center to accelerate the leasing process and achieve shopping center stability while maximizing income. Separate registration required.



FACULTY:



**Rene Daniel, SCLS**  
President  
The Daniel Group  
Baltimore, MD



**Alan E. Smith, SCLS**  
ICSC Trustees Distinguished Service Award Recipient  
Executive Vice President, Development  
Principal  
Bourn Partners, LLC  
Tucson, AZ

2:15 – 3:15 pm

### Interactive Workshops

These workshops provide the optimal format to learn and interact with other participants. Workshops will focus on a wide variety of topics and will be facilitated by practitioners with a substantial level of expertise in their field.



### 1. Best Practices – Global Marketing and Community Service

What will shopping center marketing entail in the years to come? How can you put the industry's best practices into your center's marketing programs? Find out during this intimate, but lively, workshop featuring some of the 2010 winners of ICSC's Best-of-the-Best VIVA (Vision, Innovation, Value, Achievement) Awards in Global Marketing and Community Service. Our award-winning and creative panel will provide tips on how you can apply their successful techniques to create your own award-winning marketing and community service programs in the coming year.



FACILITATED BY:



**Nancy R. Walters, SCMD**  
President  
Very Special Events  
San Diego, CA

### 2. Outlet Retailing Secrets for Success

When you have a retail segment that hasn't suffered from the economic downturn, that has seen its performance hold steady for the last four years, that has a pipeline filled with thriving developers and strong planned projects, you don't have a fantasy, you have the outlet industry. Outlet retailing, which is just as much a distribution channel as a type of retail real estate, is proud of being a niche business with its own set of best practices. Hear a panel of outlet retail and development executives reveal why the industry's approach to management, marketing and leasing is so successful. And hear their candid remarks on how they make key decisions and why so many traditional developers are trying to imitate the outlet center model.



CHAIRD BY:



**David Ober**  
President  
Pennsylvania Management Associates  
Lancaster, PA

### 3. Transforming Downtown into an Economic Development Asset (Held in Conjunction with the National League of Cities)



Can a thriving downtown help you attract national chain stores to your community? The answer is "Yes!" A vibrant and healthy downtown is a key indicator of the economic viability of a city or town as a whole. As such, the economic health of your downtown has an impact on all of your business attraction initiatives – just ask the chains or ICSC. This workshop, a collaboration between ICSC's Alliance Program and the National League of Cities, highlights the success and opportunities of the America Downtown<sup>SM</sup> program. Created 20 years ago by NLG and HyattPalma, Inc., America Downtown<sup>SM</sup> has created new economic vitality in the downtowns of over 150 cities nationwide. This session will outline the hands-on services available through America Downtown<sup>SM</sup>, show examples of the program's successes and answer your downtown questions. Come learn how to transform your downtown into an asset for attracting business.

CO-FACILITATED BY:

**Doyle Hyett**  
Co-Founder  
HyettPalma, Inc.  
Alexandria, VA

**Dolores Palma**  
Co-Founder  
HyettPalma, Inc.  
Alexandria, VA

SUNDAY, MAY 22, 2011

#### 4. Lease Defaults and Remedies

When the parties enter into a lease, they are looking at the world through rose tinted glasses. It is a great deal and both landlord and tenant are looking at a long term success. But somewhere along the way, the honeymoon ended, the landlord says the tenant is in default; the tenant alleges the landlord misrepresented a whole bunch of facts and did not live up to their end of the bargain. What now? These once BFF's are now bitter enemies. Join us for an interactive session where experienced attorneys will guide you through some of the available options, discuss solutions outside the realm of litigation, and discuss drafting ideas that might help avoid the conflict and reach sensible solutions.

FACILITATED BY:



**Oscar Rivera**  
Managing Shareholder  
Siegfried, Rivera, Lerner, De La Torre Sobel, P.A.  
Plantation, FL

#### 5. Looking for Money? It's All in the Presentation

Capital is back but it's still overwhelmed with requests. Hear directly from capital providers. This interactive workshop will teach you how to create presentations that get noticed and get a quick response. Learn what presentation format capital wants to see. Avoid the TMI syndrome. To Argus or not to Argus. What are the essential components of an initial request? What to look for in a mortgage broker. Empower yourself with this not to be missed workshop.

FACILITATED BY:

##### Shawn Rosenthal

Principal  
The Ackman Ziff Real Estate Group  
New York, NY

#### 6. Challenges Impacting Property and Asset Managers: Trends in Operations and Performance



**IREM** Institute of Real Estate Management

As the retail marketplace regains stability, property and asset managers are being profoundly affected by new and emerging trends, more-formidable-than ever challenges, and workplace technology that is ever-changing but increasingly efficient. A panel of seasoned property and asset management professionals will discuss the impact of these issues, how they're playing out in the current environment, and their implications for the future.

FACILITATED BY:



**O. Randall Woodbury, CPM**  
Immediate Past President  
Institute of Real Estate Management  
Chicago, IL

#### 7. Downtown Central Business District Retail Leasing Opportunities and Challenges

This leasing workshop addresses the unique challenges and success associated with leasing downtown (CBD) retail projects, with a focus on redevelopment projects. Highlights include anchor/mini-anchor strategies, using food as an anchor, and providing soft goods and services that are symbiotic with nearby office users. Includes an overall emphasis on creating retail environments (whether in downtown center or one-off storefronts) that are synergistic with the surrounding downtown denizens/office users.

FACILITATED BY:



**Edward Hogan**  
National Director of Leasing  
Brookfield Development  
New York, NY

#### 8. Emerging Retail Opportunities in Hispanic Communities

ICSC  
*Hispanic Markets*  
SESSION

Rapid growth is the overriding characteristic of the Hispanic population. Developers have developed shopping centers in Hispanic communities for some time and retailers alike have tailored their products and services to its growing Hispanic clientele. The Hispanic Markets is a special ICSC initiative that provides a forum for industry professionals involved or interested in retail in Hispanic communities. Come together to share common ideas, interests, challenges, best practices, to network, discuss industry issues and explore retail development opportunities.

FACILITATED BY:



**Jose Legaspi**  
President  
The Legaspi Company Marketing/Realty Services  
Montebello, CA

#### 9. Six Ideas in 60 Minutes

Come witness six ground breaking concepts showcased in a brand new presentation style called Pecha Kucha (pronounced pe-chak'-cha) meaning "chatter" or "chit-chit" in Japanese. Twenty slides. Twenty seconds per slide. Next new idea. That's it. This session combines business meeting, elevator pitch and poetry slam to present a highly visual and engaging style of telling stories about the newest and most disruptive innovations within the retail development, design and construction industry. This session will combine the absolute latest and greatest.

FACILITATED BY:



**Michael Greeby, CDP**  
Executive Vice President  
The Greeby Companies  
Lake Bluff, IL

#### 10. Government and Industry – Who is Doing What on Sustainability?

This session will discuss what the Federal and State governments are doing currently in the areas of environmental regulation and legislation and how it helps or hinders our industry efforts on sustainability.

FACILITATED BY:



**Lawrence Kilduff**  
President  
The Kilduff Company  
Cedarburg, WI

#### 11. Techniques for Measuring the Economic Impact of Shopping Center Development and Operations

In the face of rapidly expanding state and local budget deficits, it is becoming increasingly important to ensure that the projects that receive discrete resources are those that provide the maximum possible economic return. It is, therefore, crucial that economic development practitioners in both the public and private sectors are familiar with the methodologies and techniques for quantifying, and thereby justifying, one project versus some alternative.

SUNDAY, MAY 22, 2011

This panel/workshop will discuss a number of differing economic impact/forecasting models and their use in guiding the implementation of strategic development decisions at a regional level.

FACILITATED BY:



**Christopher S. Gerlach**  
Director, Public Policy Research  
International Council of Shopping Centers  
Washington, DC

2:30 – 5:00 pm

### Certification Review Courses

It's time to take the mystery out of the examination process. Convenient and practical, these 2.5 hour review courses are designed to familiarize candidates with exam content, format and scoring. Providing insider information about the exam, each course includes an in-depth overview and breakdown of the exam specifications. Courses feature a mock exam patterned after an actual certification exam which will be graded and discussed in-depth. Your instructor will help you identify your strengths and weaknesses as you determine if you're ready to sit for your exam. Ask questions, discover important test-taking techniques and develop a targeted study plan.

- Leasing: CLS Exam Review
- Management: CSM Exam Review
- Marketing: CMD Exam Review
- Development: CDP Exam Review.

Cost: \$75 Members; \$100 Non-members. Registration is required at [www.icscrecon.org/2011TRL](http://www.icscrecon.org/2011TRL).

3:30 – 4:45 pm

### NEW! Special Interest Groups (SIGs)

Special Interest Groups (SIGs) focus on a specific discipline or facet of the industry. SIGs are interactive and participatory and allow you to share common ideas, interests, challenges and best practices with like-minded individuals. SIGs also provide a tremendous opportunity to network with colleagues, exchange business cards and become part of a global network. Pre-registration is required for all SIGs. You must be a full program attendee to qualify to participate in a SIG. Deadline for registration is April 15, 2011. RSVPs are required. To RSVP, complete the events RSVP form online at [www.icscrecon.org](http://www.icscrecon.org).

1. Architect/Design
2. Construction
3. Finance
4. Franchise
5. Hispanic Markets
6. Leasing
7. Legal
8. Operations/Management
9. Outlets
10. Private Developers
11. Private/Public Partnerships
12. Retailers
13. Students
14. Sustainability
15. Specialty Leasing
16. Women in Real Estate

4:00 – 5:00 pm

### Certified Professionals Private Leasing Mall Tour

Networking, innovation, grand ideas and good old fashioned deal making come alive right here at the Leasing Mall. An exclusive tour experience for ICSC Certified management, marketing, leasing, development, design and construction professionals. Register today to enjoy a complimentary guided tour of what's new with tips on how to maximize your experience at the show. Space is limited. RSVP required at [www.icsc.org/2011LMT](http://www.icsc.org/2011LMT).



4:30 – 6:00 pm

### Fortune Tellers Gathering and Researcher Award Ceremony

Open to all with an interest in industry research.

5:00 – 6:00 pm

### NEW! SIGs Networking Reception

This event is open to all SIG attendees who register in advance. Meet and mingle before the Leasing Mall and Trade Exposition opens. RSVPs are required. To RSVP, complete the events RSVP form online at [www.icscrecon.org](http://www.icscrecon.org).



6:00 – 9:15 pm

### ICSC Foundation Gala

(At Bellagio)



The ICSC Foundation's gala fund raising dinner is the premier event at RECon for you to meet your business objectives. Join us, have fun and network with senior decision-makers to enhance your position within the industry. The gala begins with a cocktail reception followed by a dinner and Emmy award winning comedian Dana Carvey. Carvey was a member of *Saturday Night Live* from 1986-1992. In addition to his SNL characters, Dana has received widespread praise for his uncanny and exaggerated comedic impersonations of such political figures as Ex-President George Bush, H. Ross Perot, Jerry Brown, David Duke and Bob Dole. He also does impersonations of George Burns, Johnny Carson, Jimmy Stewart, John McLaughlin, Mickey Rooney, Casey Casem and Regis Philbin. Don't miss this event! All net proceeds benefit the ICSC Foundation. An additional fee is required. To register, visit [www.icscfoundation.org](http://www.icscfoundation.org).

FEATURING:

**Dana Carvey**  
Comedian



### One Day Pass for Education Day – Sunday, May 22, 2011

Take advantage of this great opportunity to attend a full day of educational and networking sessions. You have a choice of 16 different workshops and 16 different Special Interest Groups (SIGs) to choose from. In addition, there are a variety of events which will enable you to make new contacts and meet new people. These include a Speed Networking Session, Networking Brunch and SIGs Networking Reception – all for a great low price! Note: Most Sunday events require RSVPs. See the RECon program for details.

If you are already a full program registrant to RECon, there is no additional fee. If you are an exhibitor or just want to come in for the day, this is the best way to acquire valuable take-home information you can apply to your everyday business. See registration page for prices.

## Monday, May 23, 2011

6:30 am – 6:00 pm

### Registration

7:00 – 8:00 am

### NEW! Breakfast Roundtables

New to RECon this year, Breakfast Roundtables are organized as informal discussions among industry professionals focusing on specific topics. An expert at each table will facilitate the discussion. Start your day by interacting with business associates and picking up some new information before you pound the pavement on the Leasing Mall and Trade Exposition floor. A complete list of roundtable topics will be available online on March 1st. RSVPs are required. To RSVP, complete the events RSVP form online at [www.icscrecon.org](http://www.icscrecon.org).

8:00 am – 6:00 pm

### Leasing Mall, Trade Exposition and Green Zone

### NEW! Meeting Point Pavilions

These Pavilions will be conveniently located throughout the Central and South Halls and will focus on a specific industry discipline. These "go to destinations" will be where you can meet colleagues, grab some food and learn about the latest trends. Some Pavilions will also feature mini classrooms with 20 minute Power Sessions where you can get lots of information in quick sound bites. For more information on conducting a Power Session visit [www.icscrecon.org](http://www.icscrecon.org).

- Canadian
- Finance\*
- Latin America/Brazil
- New Retail Concepts and Networking\*
- Private/Public Sector\*
- Products and Services\*
- Social Media\*
- Technology

\*Power Sessions

9:00 am – 12:00 noon

### RECon Academy

#### New LEED Programs for the Retail Community

Considering a LEED Project? Not sure about costs and technical feasibility? Come learn about the U.S. Green Building Council's latest new developments specifically for the retail community. Learn about the newly launched LEED for Retail rating system and how it was specifically designed for retail owners and developers to address technical challenges. Also, take a step by step walk through USGBC's new LEED Volume Program which allows for streamlined certification for multiple



projects following a common prototype. Gain insights into who is using these new systems and hear testimonials that provide hard hitting information on the true costs and benefits of LEED certification. Separate registration required.

FACULTY:



**Doug Gatlin, LEED AP**  
Vice President, LEED Market Development  
USGBC  
Washington, DC



**Nick Shaffer, LEED AP**  
Manager, LEED for Retail  
USGBC  
Washington, DC



**Danielle Tallman, LEED AP ID+C**  
Prototype & Sustainability Manager  
Best Buy Co. Inc.  
Property Development  
Minneapolis, MN

9:00 – 10:30 am

### General Session

#### Changing Consumer Demand – It's All About the Shopper

The shopping center industry is reliant on the consumer and current trends which can both be fickle. This lively and interactive two-part presentation will feature a point/counterpoint discussion with a trends analyst and a noted historian. The second part of this session will feature a focus group of consumers with ranging demographics who will tell you what it's really like. Audience participation will also be a part of this with an audience response mechanism. This session is sure to be both informative and entertaining.

GUEST SPEAKERS:



**Joel Kotkin**  
Author, *The Next Hundred Million: America in 2050*  
Los Angeles, CA



**Jonathan Miller**  
Partner  
Miller Ryan LLC  
New York, NY

10:45 – 11:45 am

### General Session

#### Crystal Ball on the Financial Community

What will the "new normal" look like? This candid high level discussion with industry leaders will explore capital markets present and future. Has 2007/2008 all but been forgotten? Hear what external economic factors keep them up at night. Is CMBS 2.0 here to stay? Are we over the hump and rebounding? Can there really be a jobless recovery? How do we know when we really are in recovery mode? What should we expect from interest rates and cap rates? Will the capital be there to meet the demand when the market bounces back?

MONDAY, MAY 23, 2011

CHAIRING BY:



**Kieran Quinn**  
ICSC Trustee  
Managing Director  
Guggenheim Partners  
Atlanta, GA

PANELISTS:

**Jeffrey Friedman**  
Principal  
Mesa West Capital  
Los Angeles, CA

**Alan L. Todd, CFA**  
Managing Director/  
Global Head of CMBS Research  
J.P. Morgan Securities LLC  
New York, NY

12:00 noon – 1:30 pm

### Lunch and Learn

Take a lunch break and listen to featured speakers provide industry news and updates.

2:00 – 5:00 pm

### RECon Academy

#### Market, Site and Financial Feasibility and CCIM Advantages



Learn how to use the latest technology tools to conduct a market analysis for a proposed retail development or an existing retail property. In this course you will learn to define a market area, as well as how to collect the market data needed to evaluate store demand, measure supply and then quantify the gap. We will also demonstrate how to use the Market Feasibility tools to identify "missing tenants." You will learn how to find more tenants and close more leases. You will also learn various ways to measure the financial feasibility of the project and familiarize yourself with CCIM. Separate registration required.

FACULTY:



**Norm Miller, PhD**  
Vice President Analytics  
CoStar  
San Diego, CA



**Gary M. Ralston, SCLS, CRE, CCIM, SIOR, SRS**  
President  
Coldwell Banker Commercial  
Saunders Ralston Realty  
Lakeland, FL

2:30 – 4:00 pm

### Global Retail Runway

Retailers are still looking for opportunities anywhere and everywhere – especially those with global aspirations and an eye for expanding markets. Find out who they are, where they are looking and the types of projects striking their fancy in this informative session. This session will offer attendees an opportunity to hear the business and expansion plans of some of the premier global retailers.

MODERATED BY:



**James McMasters**  
Retail Director  
Colliers International  
Walnut Creek, CA



COORDINATED BY:



**Grant Guidinger**  
ICSC Western Division Next Generation Chair  
Associate Director, Retail Services  
Cushman & Wakefield, Inc.  
San Francisco, CA



**Frances Spencer, SCSM, SCMD**  
Principal  
The Pendulum Partners  
Chicago, IL

4:30 – 6:00 pm

### NEW! Open House/Block Party on Leasing Mall and Trade Expo Floor

Join your colleagues for a new and exciting addition to RECon 2011. This interactive Block Party gives you another opportunity to network, meet and greet and make deals. If you are interested in having a party on your block or being a Sponsor for this event, contact Rita Malek at +1 646 728 3539 or [rmalek@icsc.org](mailto:rmalek@icsc.org).

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## MONDAY, MAY 23, 2011

5:30 – 6:30 pm

### China Reception

This event provides an opportunity for developers, retailers and brokers to network and learn more about what is going on in the Chinese retail real estate industry. Meet those who are actively involved in one of the world's hottest markets. RSVPs are required. To RSVP, contact Liz McKinney at +1 646 728 3631.

5:30 – 8:30 pm

### Diversity Reception

(At Wynn Las Vegas, La Fleur Room)

Join us at the Diversity Reception, an annual networking event co-sponsored by national developers, retailers, law firms, title companies, real estate investors and ICSC. This event offers a top-notch venue for people from diverse backgrounds to network and form strong and lasting business relationships in the retail and real estate industries. Space is limited. To RSVP for the Diversity Reception, visit [www.diversityreception.shearman.com](http://www.diversityreception.shearman.com).

7:00 – 10:00 pm

### ICSC Certified Professionals Dinner

Featuring **The Price of Being Ordinary with John Hersey**

Attended by industry crème de la crème and aspiring designees alike, this reception and dinner honors ICSC Certified professionals and Trustees Distinguished Service Award recipients. The noteworthy list of honorees are a portrait of the best retail real estate has to offer. A special opportunity to acknowledge industry luminaries who have demonstrated the highest degree of excellence throughout their careers, new inductees to the ICSC Certified Class of 2011 will join a host of talented ICSC Certified professionals who truly represent the best of the best. The celebration concludes in an engaging keynote with John Hersey who illuminates **The Price of Being Ordinary**. Cost: \$125 per person. For tickets visit [www.icsc.org/2011CD](http://www.icsc.org/2011CD).

## Tuesday, May 24, 2011

6:30 am – 5:00 pm

### Registration

7:00 – 8:00 am

### Breakfast for Global Delegates

(By Invitation Only)

8:00 am – 5:00 pm

### Leasing Mall, Trade Exposition and Green Zone

## TUESDAY, MAY 24, 2011

9:00 – 10:00 am

### Concurrent Sessions

Concurrent Sessions are informative and educational in nature and are led by industry icons. Speakers share their knowledge and experience and provide valuable take away information which you can apply to your day-to-day business.

#### 1. Best Practices – Global Design and Development

Join us for an interactive and lively discussion on the most innovative and trend-setting centers in the field of design and development as the 2010 winners of ICSC's Best-of-the-Best VIVA (Vision, Innovation, Value, Achievement) Awards in Global Shopping Center Design and Development share their secrets on how to incorporate current and future design trends from around the world into today's shopping centers.



CHAIR BY:



**Phil McArthur, SCSC, CDP**  
ICSC Past Trustee  
Senior Vice President – India  
Ivanhoe Cambridge Inc.  
Maryana, India

#### 2. Franchises Offer New Uses for Retail Space

This session will help you better understand the benefits and opportunities of doing business with the franchise community. The session will cover:



- Franchising and the U.S. Economy
- The Significance of Franchising to the Commercial Real Estate Market
- What Franchise Companies Need and Want
- Fundamental Differences When Leasing to a Franchisee
- How to Tap into the Franchise Industry

CHAIR BY:



**Aziz Hashim**  
Chief Executive Officer  
National Restaurant Development, Inc.  
Washington, DC

#### 3. Papa's Got A Brand New Bag

2011 finds a greater proliferation of grocers and supermarkets making deals for new stores than at any time in recent history. Conventional grocers, discount grocers, ethnic grocers, specialty grocers, healthy grocers, convenience grocers, odd lot grocers, superstores, small stores, and non-grocery general merchandisers are all vying for market share in an unprecedented manner. What is driving this activity and why? Who are the players? Is their market demand sufficient to support all this planned growth?

CHAIR BY:



**Thomas Engberg**  
Chief Investment Officer  
Loja Group LLC  
Walnut Creek, CA

TUESDAY, MAY 24, 2011

#### 4. Meet the Money

A fast paced and candid discussion with short and long term lenders about what they are lending on. Talk terms with lenders, rates, fees, leverage, amortization and recourse...all the goodies. Hear how they are underwriting retail deals, what they will and won't consider. Is there really money for non-core and tertiary market deals? Is the construction loan back? Life companies are back in force, what exactly is a life company deal today? How do you get an old fashioned bank loan? Does mezzanine money really exist? What makes for a good bridge loan candidate?

CHAIR BY:



**Leslie Lundin**  
President and Managing Partner  
LBG Realty Advisors, LLC  
Los Angeles, CA

#### 5. The Art and Science of Mall 'Rejuvenation' – Can It Be Done to Your Project?

The era of wide-scale shopping center expansion in the U.S. is behind us for the foreseeable future. Today, the greatest opportunity lies in transforming lagging malls into stellar Class A performers. Leading industry professionals will discuss how to make this transition by improving the shopping experience and by giving shoppers what they really want. From interior redesign to exterior public spaces, developers and mall owners must meet the ever changing demands of retailers and fickle consumers. Learn how to take advantage of this growing opportunity from the real experiences, latest mall repositioning trends and case studies.

MODERATOR:



**Ian Thomas, CDP**  
ICSC Past Trustee  
Chairman  
Thomas Consultants, Inc.  
Vancouver, BC Canada

#### 6. Foresight is 20/20: The Key Fundamentals of Site Selection



The fundamentals of site selection involves much more than just identifying a site with great visibility. Come hear professional opinions from various disciplines involved in the site selection process debate the merits of what makes a great site. Insights from owners, brokers, municipalities and architectural/construction professionals will be presented. Understand the different perspectives of other important considerations such as demographic and psychographic research, access including ingress/egress, competition, co-tenancy and relationships are factored into the decision making process.

#### 7. Retail Rescue: Visions and Strategies for Repositioning Distressed Retail Properties

Little ground up retail development is projected to occur for the foreseeable future. But, there is no shortage of under performing retail centers. An enterprising MBA might accurately assess the financial aspects of a project, but be ill-prepared to evaluate the often costly issues hidden in Pandora's Box. This session presents case studies of projects which have been transformed across the spectrum from lipstick remodels to face lifts, from enclosures to conversions, from horizontal to vertical expansions, and from total transformation to adaptive reuse. Be careful what you pay for; it's not all that meets the eye.



CHAIR BY:



**Ronald A. Altoon, CDP, LEED AP, FAIA**  
ICSC Trustee  
Partner  
Altoon + Porter Architects LLP  
Los Angeles, CA

#### 8. BRIC

BRIC or BRICs are terms used in economics to refer to the combination of Brazil, Russia, India and China. The economies of the BRICs are rapidly developing and by 2050 will eclipse most of today's richest countries. This session will explore growth, new business opportunities and what this means to how you do business today.

9:00 am – 12:00 noon

#### RECon Academy

##### Managing Your Property to Maximum Efficiency



Take a focused and intense look at the financial and operating details of managing a shopping center in today's mature industry. Learn to think like an asset manager and make yourself a more valuable asset in the process. Everything from creating value through increasing NOI, to developing a merchandising plan that increases rent productivity will be thoroughly reviewed, as well as systems for property budget review, the capital expenditure planning and the evaluations of lease deals. Separate registration required.

FACULTY:



**Hal Cottingham, III, CSM**  
Principal  
Realty Operations Consulting, LLC  
Galivants Ferry, SC



**Robert Thatcher, SCSM, SCMD, SCLS, CDP**  
General Manager and Director of Leasing  
Triyar Companies, LLC  
Elkhart, IN

10:30 – 11:30 am

#### Hot Retailers Award – New and Future Retail Concepts

At this session ICSC will unveil the winners of the 2011 Hot Retailer Awards selected through a survey of ICSC's 55,000 plus members from around the world. This award honors those retailers with imagination and creativity. New to the awards this year is a "New Retail Concept" Category. Join fashion expert Caron Kressley as he interviews the winners who will share their secrets of success as well as their plans for the future.

MASTER OF CEREMONIES:



**Caron Kressley**  
Actor/Fashion Designer

## TUESDAY, MAY 24, 2011

12:00 noon – 1:00 pm

### Lunch and Learn

Take a break and listen to featured speakers provide industry news and updates.

2:00 – 5:00 pm

### RECon Academy

#### The Principles and Practices of Development, Design and Construction

In this course explore key issues in the development, design and construction of retail projects. This includes defining roles, owner's perspective, goals that dictate the project delivery approach, design team selection and procurement of construction services. Other subjects include contract negotiation, design principles and practices, devising a development plan, tenant coordination, retail store planning and green building design. Separate registration required.

MODERATED BY:



**Gordon T. Greeby Jr., P.E., CDP**  
ICSC Trustee  
President  
The Greeby Companies, Inc.  
Chicago, IL

FACULTY:



**Stephen Edward Gallant, CDP**  
Vice President Facilities Development  
JoS. A. Bank Clothiers, Inc.  
Hampstead, MD



**Stanley C. Glantz, CDP**  
Executive Vice President and Chief Operating Officer  
Konover Development Corporation  
Farmington, CT



**Robert H. Mitchell, CDP**  
Division Vice President  
The Whiting-Turner Contracting Co.  
Fort Lauderdale, FL



**John C. Ward, CDP**  
Principal  
SOSDesign  
Boulder, CO

2:30 – 3:30 pm

### Blockbuster General Session

#### Big Shots, Long Shots, Cheap Shots

A panel of high powered retailers will discuss trends, both short-term and long-term, and the strategic outlook for the retail industry.



4:30 – 6:00 pm

### Certification Wine & Cheese Mixer and Information Session

Thinking about getting ICSC Certified? Want to be part of an elite group of industry professionals and receive global recognition from your peers, boards and associates? Hosted by Admissions and Governing Committee representatives, this complimentary networking event is a must attend. This is an ideal way to better understand the prerequisites, the process for applications, how to prepare and what the actual exam is like. More importantly, you'll hear from industry leaders about what certification has meant to them, personally and professionally. Following a short presentation about attaining your professional certification, you will enjoy an opportunity for one-on-one and group discussion. This is your opportunity to learn about ICSC certification, receive take home information, and talk about professional designations with others in the industry that are already ICSC Certified. Space is limited. RSVP is required at [www.icsc.org/2011MIX1](http://www.icsc.org/2011MIX1).

5:30 – 7:00 pm

### Hispanic Markets Retail Reception

(By Invitation Only)

If you are a developer, broker or retailer involved in developing and operating shopping centers in Hispanic communities in the U.S. – one of the fastest growing sectors in the industry today – you will want to attend this reception. Meet over 100 key Hispanic retail real estate professionals and ICSC members and get involved in ICSC's new Hispanic initiatives. RSVPs are required for this event. RSVP to Josefina Moises at [jmoises@icsc.org](mailto:jmoises@icsc.org).

REMARKS BY:



**Arturo Sneider**  
Chair, ICSC Hispanic Conference Program Planning Committee  
CEO  
Primostar  
Beverly Hills, CA



## Wednesday, May 25, 2011

7:30 am – 2:00 pm

### Registration

8:00 am – 2:00 pm

### Leasing Mall, Trade Exposition and Green Zone

# RECON Program Committees

## RECon Intellectual Advisory Committee



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**Faith Hope  
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Senior Vice President  
of Real Estate  
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LBG Realty  
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**Oscar Rivera**  
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**John Ward,** ccr  
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505 Design



**Dean Wieber**  
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**Douglas Wiele**  
Founding Partner  
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ICSC Western Division  
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Real Estate  
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**James L.  
"Jamie" Bersani**  
ICSC Trustee  
Executive Vice  
President, Retail  
Real Estate  
Limited Brands



**Janet Boychuk**  
ICSC Southern  
Division Retail  
Chair 2011  
National Real  
Estate Director  
Hallmark Cards



**Holly Cohen**  
ICSC Trustee  
Senior Vice President  
of Real Estate,  
Planning and  
Construction  
J. Crew



**Thomas J.  
Connolly,** scis  
ICSC Trustee  
Senior Vice  
President,  
Facilities Development  
Walgreen Co.



**Vincent A. Corno**  
ICSC Trustee  
Senior Vice  
President -  
Real Estate  
Saks Fifth Avenue



**Roy Perez-Daple**  
Broker  
Metro Commercial  
Real Estate Inc.



**Dan Depace**  
Senior Director -  
Real Estate  
Office Depot



**John Filipiak**  
Vice President  
Development  
Subway  
Development  
Corporation of  
Washington



**Jeff Forman**  
Director of  
Real Estate  
Ann's Lincns



**John Gabriel,** scis  
ICSC Western Division  
Retail Chair 2008-2011  
Senior Vice President  
of Real Estate  
LA Fitness  
International, LLC



**Carl L.  
Goertmoeller**  
ICSC Trustee  
Senior Vice President  
Macy's, Inc.



**John D. Griffith**  
ICSC Past Trustee  
Executive Vice  
President, Property  
Development  
Target Corporation



**Jeff Hardman**  
Senior Real  
Estate Manager,  
Western Division  
The Home  
Depot, Inc.



**Mark Johnson**  
Director, Real Estate  
Development  
MBE/The UPS Store



**Kyle Koening**  
Director of  
Real Estate  
Dots, LLC



**Kirk Krull**  
ICSC Southern  
Division Retail  
Chair 2008-2011  
Vice President  
Shoe Show, Inc.



**Alex J. Lelli, Jr.**  
Senior Vice President  
Growth & Development  
Lita Salon, Cosmetics  
& Fragrance, Inc.



**Terrance Maiden**  
Director of  
Development  
Joint Venture Partner  
Panera, LLC



**Marianne  
Creamer-McCabe**  
Real Estate Manager  
Chick-R-A, Inc.



**Paul Myrick**  
VP, Real Estate  
Sally Beauty Holdings



**Gary J. Nay**  
ICSC Past Trustee  
(Retired)



**Scott Nelson**  
ICSC Trustee  
Senior Vice  
President -  
Real Estate  
Target Corporation



**Marlene  
Oberste**  
Real Estate  
Manager  
Great Clips, Inc.



**James Pye**  
Real Estate Director  
Brown Shoe  
Company/Famous  
Footwear



**Steven E. Rich**  
Vice President of  
Real Estate  
California Pizza  
Kitchen, Inc.



**Ashley M.  
Robinson**  
Director of Real Estate  
Coldwater Creek, Inc.



**Richard Sosnovy**  
ICSC Eastern Division  
Retail Chair  
Vice President of  
Real Estate  
Dress Barn



**Dean Wieber**  
ICSC Central Division  
Retail Chair 2008-2010  
Executive  
Vice President  
New Business  
Development  
Great Clips, Inc.



**C. David Zoba**  
ICSC Trustee  
Senior Vice  
President Real  
Estate  
Gap Inc.



**Eric S. Zorn**  
ICSC Past Trustee  
President -  
Wal-Mart Realty  
Wal-Mart Stores,  
Inc.

# Show Off Exhibition, Sponsorship and Advertising Opportunities



## Leasing Mall

This extraordinary deal making opportunity features 1,000 of the world's leading developers, retailers, brokers and financial institutions who come together once a year to meet, greet and conduct business. Encompassing one million square feet of exhibit space, it is estimated that over 25% of the industry's transactions occur over this three day event.



## Trade Exposition

Discover the industry's latest and most innovative products and services at the largest retail real estate trade exposition. A one-stop shopping opportunity, the trade exposition features over 400 exhibits.



## Green Zone

This specially designated area focuses on green and energy-efficient products and services, sustainable and environmental design, construction and operations solutions.



## Design Trends

The design trends exhibit provides a visual showcase for shopping center owners, developers, architects and designers to display their cutting edge concepts.

## Sponsorship, Hosting & Advertising Packages

RECon provides a variety of sponsorship and advertising opportunities for every budget level to showcase your company and reach your target audience. Exhibitors can add value to their experience and stand out from the competition with print, online and on-site opportunities to fit every budget.

## ICSC Foundation Gala

**Sunday, May 22, 6:00 – 9:15 pm, Bellagio**

"Be Visible. Develop New Business. Entertain Your Clients. Honor Great Employees." The ICSC Foundation's Gala Dinner will ensure that you and industry executives will meet your business objectives. The evening has been designed for you to entertain your clients in a relaxed, fun atmosphere. Hosting a part of this fund raising event, you and your company will have high-level exposure to senior executives and the opportunity to showcase your brand as a leading player in the industry. Network with senior decision-makers and enhance your position within the industry while you help the ICSC Foundation reach its goals of assisting students and rewarding the communities our industry serves. Premium Hosting opportunities begin at \$1,500 and set you apart from the competition.

## NEW! RECon Member-Hosted Block Party

**Monday, May 23, 4:30 – 6:00 pm**

The Leasing Mall and Trade Exposition Halls will be transformed into the industry's largest block party complete with food, drinks and entertainment. Exhibitors are invited to host the party. Block party hosts receive value added opportunities.

## China Hosted Reception

**Monday, May 23, 5:30 – 6:30 pm**

This event provides an opportunity for developers, retailers and brokers to network and learn more about what is going on in the Chinese retail real estate industry. Meet those who are actively involved in one of the world's hottest markets. Exhibitors involved in this region of the world are encouraged to consider hosting this reception.

## Hispanic Markets Hosted Networking Reception

**Tuesday, May 24, 5:30 – 7:00 pm**

If you are a developer, broker or retailer involved in developing and operating shopping centers in Hispanic markets in the U.S. – one of the fastest growing sectors in the industry – you will want to attend this reception. Meet over 100 key retail real estate professionals and get involved in ICSC's new Hispanic Markets Initiative. There are hosting packages for this reception that will give your company excellent marketing exposure. All sponsors will be allowed to submit guest lists to ICSC, but all guests must be registered for RECon to attend this reception.

## Advertising Opportunities

Increase your company's exposure even more by advertising in ICSC's RECon At-Door Directory, *Shopping Centers Today*, *Value Retail News* and RECon Show Daily. Contact Suzanne Tanguay at [stanguay@icsc.org](mailto:stanguay@icsc.org) or Sally Stephenson at [sstephenson@icsc.org](mailto:sstephenson@icsc.org) for rates and deadlines.

**For more information on exhibiting, sponsorship and advertising opportunities contact Rita Malek at +1 646 728 3539 or [rmalek@icsc.org](mailto:rmalek@icsc.org)**

# See for Yourself Come to RECon 2011

## Registration Fees

	ADVANCE	ON-SITE
ICSC Member*	\$450	\$ 600
Non-Member	\$950	\$1,250
Student Member**	\$ 50	\$ 50

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

\*\*Registrants must be ICSC student members to qualify for the student rate.

Become an ICSC member and save on the registration fee. For more information, visit [www.icsc.org](http://www.icsc.org) or call +1 646 728 3800.

## Registration Fee

Access to the Full Convention Program includes Sunday brunch, breakfast roundtables, two lunches, receptions, educational sessions, admission to the Leasing Mall, Trade Exposition, Green Zone and Design Trends.

## RECon Academy

Separate registration fee required.

Member: \$50 per class

Non-Member: \$100 per class

For more information, visit [www.icsc.org/2011RA](http://www.icsc.org/2011RA).

## Introducing Education/Networking One-Day Pass

**Sunday, May 22 One-Day Pass:** Participate in education and networking sessions.

Member: Advance \$175; On-Site \$210

Non-Member: Advance \$220; On-Site \$265

## Registration Deadlines

Register and submit a photo by March 31, 2011 to receive your badge in the mail. No badges will be mailed without a photo. Registrants who pay the member rate must be a member in good standing on March 31 to retain that rate and receive a badge in the mail. All Convention badges will be mailed at the end of April.

### March 31, 2011

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

### April 29, 2011

Deadline to pre-register before arriving in Las Vegas. Advance registrations will not be accepted after this date.

### May 21, 2011

Registrations will be accepted on-site in Las Vegas.

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/photo\\_instr.html](http://www.icsc.org/photo_instr.html)

## How To Register

There are three ways to register:

Online: [www.icscrecon.org](http://www.icscrecon.org)

Fax: +1 732 694 1800

Mail: International Council of Shopping Centers  
P.O. Box 26958  
New York, NY 10087-6958, USA

## Transfers/Cancellations

If you are unable to attend RECon, you may transfer your registration (member to non-member transfer requires higher registration fee be paid). After badges are mailed, the original registrant's badge must be returned at time of transfer. You may cancel your registration up to March 31, 2011 and receive a refund. All cancellations will be subject to a \$25 fee and must be received by ICSC in writing. No refunds will be issued after March 31, 2011.

## Discounts for Hotel and Travel

### Discounted Rates at Economy & Premium Hotels:

Unprecedented low rates available at over 40 hotels ranging from \$34-\$269/night. Rates at the Las Vegas Hilton, adjacent to the Convention Center, are just \$59-\$155/night. Enjoy discounts of up to 60% off publicly offered rates.

**Group Hotel Bookings:** Hold blocks of rooms for your company with just one phone call and enjoy discounted rates with no contracts or costly guarantees.

### ICSC Savings – Deals on Dining, Entertainment & More:

Discounts available for group bookings help cut the cost of entertaining your clients in Las Vegas. Individual discounts also available for dining, leisure activities, transportation and more.

For more information visit [www.icscrecon.org](http://www.icscrecon.org) and click on the Hotel/Travel link. For personal service, contact the ICSC Travel Desk at DePrez Travel toll free at +1 888 427 2885, internationally at +1 585 442 8900 or email [icsctravel@depreztravel.com](mailto:icsctravel@depreztravel.com).

*For complete program, registration, exhibitor, travel and hotel information and forms, visit [www.icscrecon.org](http://www.icscrecon.org)*

