

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



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.icscrecon.org for the most up-to-date information.



RETAILER EXHIBITORS & ATTENDEES

7-Eleven, Inc.
 99¢ 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.
 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
 Yum! 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
 Carpiionato 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 (Town) of Apple Valley
 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
 Codding 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	Evergreen Development Company	Hendon Properties, LLC	LANE4 Property Group, Inc.	North American Properties	Retail Connection, The
Covina Redevelopment Agency	Excel Trust	Highwoods Properties	Laundrylux	Northgate Associates	Retail Planning Corporation
Coyote Management, L.P.	Excess Space Retail Services, Inc.	Hilco Real Estate LLC	Levin Management Corp.	NorthPark Management Co.	Retail Solutions
Craig Realty Group	Faison and Associates	Hill Partners, Inc.	Lewis Retail Centers	Northwest Atlantic	REZA Investment Group
CREW Network	Faris Lee Investments	Hocker Group, LLC, The	Lincoln Property Company	Oak Ridge Chamber of Commerce	Richard E Jacobs Group, The
Crosland, LLC	Federal Realty Investment Trust	Hogan Real Estate	LMS Commercial Real Estate	Oklahoma City Chamber of Commerce	Ripco Real Estate Corp.
Crossman & Company	Feil Organization, The	Horizon Group Properties, Inc.	Lormax Stern Development Corp.	OliverMcMillan	Rivercrest Realty Investors
Crosspoint Realty Services Inc.	Festival Companies, The	Horne Properties, Inc.	Madison Commercial Real Estate Services	O'Neill Properties Group	Riverside County EDA
Cullinan Properties Ltd.	Fidelis Realty Partners	Howard Group	Madison International Realty	Pacific Retail Partners	RJL Real Estate Consultants
Cushman & Wakefield, Inc.	First Allied Corporation	Howard Hughes Corp.	Madison Marquette	PacificRealty Partners	Robert B. Aikens and Associates, LLC
CWCapital Asset Management	First Hartford Realty Corporation	Hull Storey Gibson Companies, LLC	Mall Properties, Inc.	Palmer Team, The	Robert K. Futterman and Associates, LLC
David Hocker and Associates	First Interstate Properties Ltd.	Hutensky Group, The	Marcus & Millichap	Paragon Outlet Partners	Robert L. Stark Enterprises, Inc.
Davis Street Land Company	First Western Properties, Inc.	Icon International	Market Land Company	Passco Companies, LLC	Rosenshein Associates
De Rito Partners, Inc.	Forbes Company	IDS Real Estate Group	Marketplace Concept, The	Paster Enterprises	Royal Seal Development, Inc.
DeBartolo Development	Forest City Enterprises	Inland Real Estate Group of Companies, Inc., The	Matanky Realty Group	Pederson Group, Inc., The	RREEF
Decron Properties Corporation	G.J. Grewe, Inc.	InSite Real Estate, LLC	Mattiace Properties, Inc.	Peterson Companies, The	Rubloff Development Group, Inc.
DESCO Group, The	Gator Investments	Inter-Cal Real Estate Corp.	McCaffery Interests	Petrovich Development Company	S.L. Nusbaum Realty Co.
Design Collective, Inc.	GBT Realty Corporation	IPSO	McDougal Realtors	Philips International	Samuels and Associates
Design International	GE Capital Franchise Finance	Irvine Company	MD Management Inc. – Morgan and Dreiseszun	Phillips Edison & Company	Sansone Group, The
Developers Diversified Realty	Geenen DeKock Properties	Ivanhoe Cambridge Inc.	Meissner Jacquet Investment Management Services	Pine Tree Commercial Realty	Saul Centers, Inc.
Developers Realty	General Growth Properties, Inc.	J. Herzog and Sons, Inc.	Merlone Geier Management Inc.	Plaza Associates, Inc.	Schlosser Development
Development Design Group Inc.	Gibraltar Management Co., Inc.	Jamestown	Merrill Companies, LLC	Plaza Las Americas, Inc.	Schostak Brothers and Co., Inc.
Dial Companies	Gilad Development, Inc.	JBG Rosenfeld Retail Properties	Metro National/Memorial City Mall	Plaza Properties	SDI Realty
DiMarco Group LLC, The	GK Development Inc.	Jeffrey R. Anderson Real Estate, Inc.	Mexia Economic Development Corporation	Poag and McEwen Lifestyle Centers, LLC	Selig Enterprises, Inc.
Diversified Partners	Glimcher Realty Trust	Jim Wilson and Associates, LLC.	Mexico Retail Properties	PREIT	Sembler Company, The
DJM Capital Partners, Inc.	Goldberg Properties, Inc.	Joint Economic & Community Development Board of Wilson County, TN	Meyer C. Weiner Co.	Pyramid Management Group	Shea Properties
DJM Realty	Goodale and Barbieri Company	Jones Lang LaSalle	Mid-America Real Estate Corp.	Quantum Companies	Sierra Group
DLC Management Corporation	Goodman Company, The	Jordan Perlmutter & Co.	Midland Atlantic	Quine and Associates, Incorporated	Site Source Retail Network
Dodge City/Ford County Development	Goodwill of Central Arizona	Joseph Freed and Associates LLC	Mimco, Inc.	Ramco-Gershenson	Skilken
Donahue Schriber	Graco Real Estate Development, Inc.	JP Morgan Chase Bank, N.A.	Moody Rambin Interests	Rappaport Companies, The	Slawson Commercial Development Company
DRA Advisors, LLC	Graham Corporation	Kahn Development Company	Morguard Revenue Properties	RCG Ventures LLC	Southgate Mall Associates
East Montgomery County Improvement District	Greater Omaha Economic Development Partnership	Kessinger/Hunter and Company	MT Department of Natural Resources and Conservation	RCS Real Estate Advisors	Sperry Van Ness
Eastern Retail Properties	Greenberg Gibbons Commercial	KeyPoint Partners, LLC	Myron M. Hunt, Inc.	RD Management LLC	Springstead and Associates
Eastern Union Funding	Grubb & Ellis	KGI Properties	NAI Black	Read King	SRS Real Estate Partners
Eclipse Development Group	Guam Premier Outlets	Kiemi and Hagood Company	NAI Global	Realm Realty Company	Stan Johnson Company
Economic Development Corporation of Utah	Gumberg Asset Management Corp.	Kimco Realty Corporation	Nassimi Realty LLC	Realty Income Corporation	Stanbery Development, LLC
Edens & Avant	GVA Kidder Matthews	Kitchell Development Co.	National Realty and Development Corp.	Realty Resources, Incorporated	Steiner + Associates, Inc.
EDGE Realty Partners	Hadler Realty Co.	Kite Realty Group	National Retail Properties	RealtyLink	Stirling Properties
Edgewood Properties, Inc.	Halpern Enterprises, Inc.	KLNB Retail	New England Development	Redmond Company, The	Stoltz Management
ElectriCities of N.C., Inc.	Hamburg Place	Koman Properties, Inc.	NewMark Knight Frank	Reata Real Estate Services, LP	Strategic Development Advisors
Ellman Companies, The	Harlem Irving Companies, Inc., The	Konover South	NewQuest Properties	RED Development	StreetSense
Embree Asset Group Inc.	Hawkins Companies	Kornwasser Shopping Center Properties	Next Realty, LLC	Regency Centers	Stuart Makler and Associates
Endeavor Real Estate Group	HEB Economic Development Foundation	Kossman Development Company		Regency Properties	Sundance Square
Equity One, Inc.	Hekemian and Co., Inc.	Krausz Companies, Inc., The		Related Urban Development	SZITIC Commercial Property Co. Ltd.
Ershig Properties Inc.		Lamar Companies		Reliable Properties	Tanger Factory Outlet Centers, Inc.

Taubman Centers
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
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
Velmeir 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-Leasure Development Company
Widewaters
Wilder Companies, The
Williams Jackson Ewing, Inc.
Wilmorite 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
Firestone Building Products Company
Fixture Finders LLC
Forum Analytics, LLC
Fox Blocks
GAF Materials Corp.
Geoscope
GNR Technologies Inc.
Guardtop LLC
Hargrave Custom Yachts
Huff Construction Co., Inc.
Hunter Industries
I.C.E., Inc.
IB Roof Systems
IEM
Innoplast Inc.
Intalytics
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
USAgain
Vanguard ADA Systems
Victor Stanley, Inc.
Wagner Companies, The
Wisconsin Leasing Group – Anding Realty
WLS Lighting Systems
Yardi Systems, Inc.
Zurich

RECON

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.

CHAired 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.

CHAired BY:



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

CO-CHAired 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-CHAired 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.

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
Gilad 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.

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.

CHAIRER 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® program. Created 20 years ago by NLC and HyettPalma, Inc., America Downtown® 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®, 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

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



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.

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.icsc.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.icsccon.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.



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.icsccon.org.



6:00 – 9:15 pm

ICSC Foundation Gala

(At Bellagio)



The ICSC Foundation's gala fundraising 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.**

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.

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.

- 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?

CHAIRIED 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.

Thanks to the following sponsors:

PRESENTING SPONSOR



GOLD SPONSOR



SILVER SPONSORS



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.

7:00 – 10:00 pm

ICSC Believers and Achievers Dinner

Attended by industry crème de la crème, this invitation-only reception and dinner exclusively honors ICSC Certified professionals and Trustee Distinguished Service Award recipients. The noteworthy list of honorees is a portrait of the best retail real estate has to offer. This is a truly special opportunity to meet the industry luminaries who are recognized this year by the ICSC Board of Trustees for demonstrating the highest degree of excellence throughout their careers. New inductees to the ICSC Certified Class of 2010 and Class of 2011 will be recognized as they join the host of talented ICSC Certified professionals who truly represent the best-of-the-best. The celebration concludes in an engaging keynote by leadership expert John Hersey who illuminates The Price of Being Ordinary. Cost: \$125 per ticket, by invitation only. Tickets for this amazing evening are limited and available on a first-come, first-served basis! ICSC designees may RSVP immediately at 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

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.



CHAired BY:



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

CHAired 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?

CHAired BY:



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



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?

CHAIRIED 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.

CHAIRIED 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:



Carson Kressley
Actor/Fashion Designer

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
505Design
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.

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.

REMARKS BY:



Arturo Sneider
Chair, ICSC Hispanic Conference Program Planning Committee
CEO
Primestor
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



Trish Blasi
President
Borghese
Investments, LLC



**Faith Hope
Consolo**
Chairman
Prudential Douglas
Elliman Real Estate



John Crossman
President
Crossman &
Company



Rene Daniels,
scls, sCSM, CMD, CDP
Director of Leasing
Gilad Development,
Inc.



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



**Michael
Greeby,** cdp
Executive Vice
President
The Greeby
Companies



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



Larry Kilduff
President
The Kilduff
Company



Leslie Lundin
President and
Managing Partner
LBG Realty
Advisors, LLC



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



Frances Spencer,
sCSM, sCMD
Principal
The Pendulum
Partners



Larry Spott, cdp
Executive Vice
President of
Development
The Rappaport
Companies



John Ward, cdp
Principal
505 Design



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



Douglas Wiele
Founding Partner
Foothill Partners Inc.

RECon Retailer Outreach Committee



Dennis Barr
ICSC Western Division
Retail Chair 2011
Director of
Real Estate
Fry's Food Stores



**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,** scls
ICSC Trustee
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
Anna's Linens



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



**Carl L.
Goertemoeller**
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 Koenig
Director of
Real Estate
Dots, LLC



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



Alex J. Lelli, Jr.
ICSC Past Trustee
Senior Vice President
Growth & Development
Ulta Salon, Cosmetics
& Fragrance, Inc.



Terrance Maiden
Director of
Development
Joint Venture Partner
Panera, LLC



**Marianne
Creamer-McCabe**
Real Estate Manager
Chick-fil-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 or Sally Stephenson at 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

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 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.

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

How To Register

There are three ways to register:

Online: 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 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.

For complete program, registration, exhibitor, travel and hotel information and forms, visit www.icscrecon.org