

Poised for Progress RECON

THE GLOBAL RETAIL REAL ESTATE CONVENTION

MAY 23-25, 2010 | LAS VEGAS CONVENTION CENTER, LAS VEGAS, NV



Blake Nordstrom
PRESIDENT, NORDSTROM



Robert Reich
ECONOMIST, FORMER U.S. SECRETARY OF LABOR

New Features for 2010

Special Interest Group Forums
FOCUSED ON PROFESSIONAL DISCIPLINES
OF THE INDUSTRY

Global Retail Runway
LATEST RETAIL CONCEPTS AND EXPANSION
PLANS OF GLOBAL RETAILERS

Retail Showcase
RETAILERS FEATURED IN GALLERY SETTING

www.icsc.org/2010SC

Convention Highlights

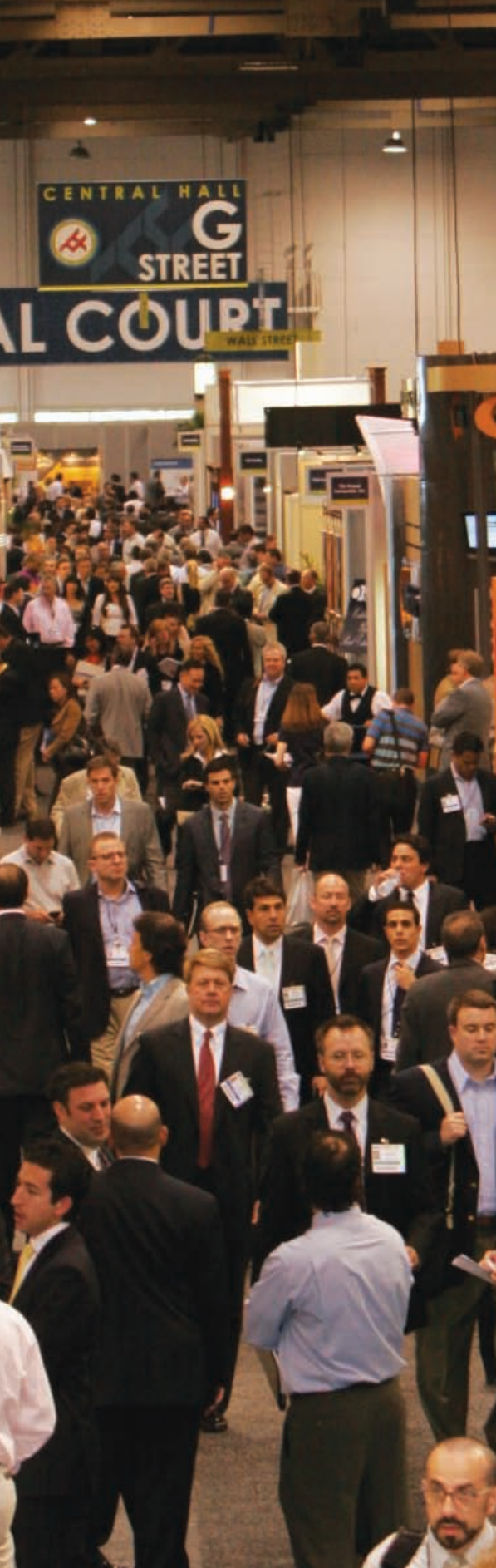
- Over 1,000 Exhibitors
- More than 3,800 Retail Participants
- Unparalleled Networking Opportunities
- Outstanding Speakers and Industry Leaders
- 50 Educational Sessions and Workshops
- RECon Academy
- Continuing Education Credits
- Reconnect Pavilion: Recruiting, Retraining, Resources



Virginia Postrel
AUTHOR & COLUMNIST



Carson Kressley
ACTOR & FASHION DESIGNER



RECon: The World's Largest Gathering of Retail Real Estate Professionals

For the past half-century RECon has attracted a worldwide audience of retail real estate professionals to take part in the industry's largest convention. In a class all its own, RECon sets the stage year after year providing the opportunity to make deals, form successful partnerships and grow professionally.

RECon 2010: More Efficient, More Affordable

Introducing a streamlined 3-day schedule with all activities under one roof at the Las Vegas Convention Center to ensure the best use of your time.

Why You Should Attend:

Networking: Make and renew important business contacts.

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.

New Special Interest Group Forums: Participate in forums with like-minded professionals who share the same interests and backgrounds.

Continuing Education Credits: Earn CE Credits for submission of professional license renewals.

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

Reconnect Pavilion: Consult with recruiters, job coaches and mentors to facilitate your job search, ease the transition into a new career or launch a new business venture.

The International Franchise Association Multi-Unit Conference: Attend the IFA Conference held in conjunction with RECon. Participate in IFA sessions and interact with franchisor senior-level executives and multi-use franchisees. For more information contact Lynette Darby at ldarby@franchise.org.

Discounts on Hotel and Travel: Take advantage of All-Inclusive Packages from just \$788 and discounted rates at economy and premium hotels. Contact DePrez Travel at **+1 888 427 2885 Ext. 412** or icsctravel@depreztravel.com for more information.

For complete program, registration, exhibitor, hotel and travel information and forms, visit www.icsc.org/2010SC

A preview of RECon 2010 exhibitors & attendees as of 1/15/10

Visit www.icsc.org/2010SC for the most up-to-date information.

RETAILER EXHIBITORS & ATTENDEES

24 Hour Fitness	Casual Male Retail Group, Inc.	Fresh and Easy Neighborhood Market, Inc.	Levtran Enterprises, Inc.	Pendleton Woolen Mills	Stasburg-Jarvis Inc. dba Strasburg Children	Walgreen Co.
7-ELEVEN, INC.	Cato Fashions	GameStop, Inc.	Life Time Fitness	Pet Supermarket, Inc.	Sterling Jewelers Inc.	Walmart Stores, Inc.
99c Only Stores	Century 21 All Islands	Gap Inc.	LifeWay Christian Stores	Petco Inc.	Stewart and Perry	Wendy's International, Inc.
A and E Stores Inc.	Charlotte Russe, Inc.	General Nutrition Corporation	Limited Brands	PETSMART Inc.	Styles For Less	Which Wich Franchise Inc.
A & W Food Services of Canada Inc.	Charming Shoppes, Inc.	Genesco Inc.	Little Caesar Enterprises, Inc.	Phantom Fireworks/B.J. Alan Company	Subway Real Estate Corp.	White Castle System, Inc.
ABC Appliance Warehouse Inc.	Checkers Drive In Restaurants Inc.	Giant Eagle, Inc.	Liz Claiborne Inc.	Phillips-Van Heusen Corporation	Sullivan Tire Co. Inc.	Wilson's Leather
Abercrombie & Fitch	Cheddar's Casual Cafes	Giant Food Stores, LLC	Logans Roadhouse Restaurants	Pier 1 Imports	SuperValu Inc.	X-Team
Academy Sports + Outdoors	Chick-fil-A, Inc.	Godiva Chocolatier Inc.	Lowe's Companies Inc.	Pinch A Penny, Inc.	Sur La Table, Inc.	Yum! Brands, Inc.
Ace Hardware Corp.	Chico's FAS, Inc.	Golden Corral Corporation	Lucernex	Planet Fitness	Swarovski Retail Ventures	Zoom Systems
Adidas Retail Outlets	Chipotle	Gosh Enterprises Inc.	Lucille Roberts Fitness Centers	Pollo Tropical	Sweetbay Supermarket	
Advance America	Christian Brothers Automotive Corp.	Grand Gateway	M Crowd Restaurant Group	Polo Ralph Lauren Corporation	T-Mobile	FINANCIAL/ CAPITAL SOURCES EXHIBITORS & ATTENDEES
Aerials Express	Chuy's Opco, Inc.	Great Clips Inc.	M Retail Solutions	Popeyes	Target Corporation	Aero Financial Services
Aldi Inc.	Citi Trends	Great Fortune Corporation	Macy's, Inc.	Premier Salons/Trade Secret/Pure Beauty	The Cheesecake Factory	Amalfi Advisors, Inc.
Alfred Angelo Bridal	CKE Restaurants Inc.	Great Wraps, Inc.	Maidenform	Priority Sign, Inc.	The Children's Place	Angelo, Gordon Co.
American Greetings Corp.	Coach	Grocery Outlet Inc.	Mandee Shops - Annie Sez	Protocol, LLC	The Coffee Bean and Tea Leaf	APG Asset Management US Inc.
Ann Taylor Inc.	Coldwater Creek, Inc.	Guess?, Inc.	McDonald's Corporation	Rack Room Shoes, Inc.	The Container Store	Aries Capital, LLC
Anytime Fitness	Collective Brands, Inc.	Hallmark Cards	Melrose	Raley's Supermarkets	The Dress Barn, Inc.	Bank of America
Arby's Restaurant Group	Color Inc. dba The Destination Strs	Halloween Express, LLC	Menchie's Group, Inc.	Ralphs Grocery Company	The Estee Lauder Companies Inc.	Bank of the West
Armani Exchange	Cracker Barrel Old Country Store, Inc.	Hanesbrands, Inc.	Metropark USA Inc.	Ratner Companies	The Gymboree Corporation	Barclays Capital
Ashland/Valvoline	Crickit Communications, Inc.	Hannaford Bros. Co.	Metropolis Retail, Inc.	Red Mountain Retail Group, Inc.	The Haagen-Dazs Shoppe Company, Inc.	Bear Stearns and Co. Inc.
AT&T Mobility	CTM Group Inc. dba South Mountain Kiddie Rides	Harbor Freight Tools	Metropolitan Theatres Corporation	Red Robin International	The Home Depot Inc.	Berkowitz Dick Pollack and Brant
Au Bon Pain	CVS/Pharmacy	Harris Teeter Inc.	Michael Riney Inc.	Regal Entertainment Group	The Learning Experience	BlueMark Capital
Auntie Anne's Inc.	Cypress Retail Group	Hastings Entertainment Inc.	Michael Salove Company	Regency Beauty Institute	The Mattress Firm	BMO Capital Markets
AutoZone, Inc.	Darden Restaurants, Inc.	Hawkeye Realty LLC	Michaels Stores Inc.	REI	The Men's Wearhouse	BroadLands Financial Group, LLC
Bare Escentuals	Dave and Buster's, Inc.	HEB Grocery Company	MillerDavis Company	Restoration Hardware, Inc.	The OutSource Group	Cathay Bank
Bass Pro Shops	DEB Shops, Inc.	Helzberg Diamonds	Modell's Sporting Goods	Retrofitness LLC	The Pep Boys	Chatham Financial
Belk, Inc.	Del Taco, LLC	Hibbett Sporting Goods, Inc.	Molto Capital LLC	Rita's Franchise Company	The RUSH Fitness Complex	CIBC World Markets
Ben Bridge Jeweler, Inc.	Denny's Inc.	Hobby Lobby Stores, Inc.	Morton's Restaurant Group Inc.	Rite Aid Corporation	The Stop and Shop Supermarket Company	Citi
Best Buy Co., Inc.	Deseret Industries	Hudson's Bay Company	MPA Inc.	Ritz Camera Centers, Inc.	The Swatch Group (US), Inc.	City National Bank
Big 5 Sporting Goods	Destination Maternity Corporation	Hungry Howie's Inc.	Mrs. Fields Famous Brands/TCBY	Rooms To Go, Inc.	The Talbots, Inc.	Cornerstone Capital Corporation
Big Lots	Dick Allan and Associates	Hush Puppies Retail	Murphy Oil Corporation	S and A Stores, Inc.	The Timberland Company	Defeaselt
BJ's Restaurant and Brewhouse	Dick's Sporting Goods Inc.	Hyatt Hotels Corporation	National Amusements, Inc.	Safeway Inc.	The TJX Companies, Inc.	DePaul Real Estate Investment Group, Inc.
Bojangles' Restaurants	Dillard's, Inc.	IJM Enterprises	National Stores Inc.	Saks Fifth Avenue	The Vitamin Shoppe	Donald Zucker Company
Borders Group, Inc.	Dollar General Corporation	In-N-Out Burger	Nautica	Save-A-Lot Food Stores	The Wet Seal, Inc.	Eastdil Secured
BP/Arco	Dollar Tree Stores, Inc.	International Dairy Queen, Inc.	Nautica Retail USA Inc.	SEE'S CANDIES, INC.	Theisen Vending Company	Eastern Union Funding
Bravo/Brio Restaurant Group	Domino's Pizza, LLC	J. Alexander's Corporation	Nestle Toll House Cafe	Select Comfort Retail Corporation	Tim Hortons	Equiventure Capital LLC
Bridgestone Retail Operations, LLC	Dots, LLC	J. Crew	New York and Company	Sephora USA, Inc.	Total Wine and More	Eurohypo AG
Brinker International	Dress Barn	Jack In The Box	Nike, Inc.	Shoe Carnival, Inc.	Toys R Us, Inc.	FBS Property Tax Abatement, LLC
Brown Shoe Company	Duane Reade, Inc.	Jamba Juice Company	Nordstrom, Inc.	Shoe Show, Inc.	Trans World Entertainment Corp.	GE Capital Franchise Finance
Bruegger's Enterprises, Inc.	Dunkin' Brands Inc.	James Avery Craftsman	NYS Collection	Simply Fashion Stores, Ltd.	Tropical Smoothie Cafe	GE Real Estate
Buffalo Wild Wings, Inc.	Eddie Bauer, Inc.	JC Penney	Orvis	Skechers U.S.A.	True Religion Brand Jeans	GID Investment Advisers LLC
Build-A-Bear Workshop	Equinox Fitness Clubs	Jewelry Repair Enterprises Inc.	OSI Restaurant Partners, Inc.	Smart and Final Stores Corporation	Tuesday Morning Inc.	GNR Technologies Inc.
Burger King Corporation	Factory Connection, LLC	Jimmy John's Gourmet Sandwiches	Pacific Sunwear Of California	Soho Fashion Inc.	Ultimate Electronics	Houlihan Lokey
Burlington Coat Factory Warehouse	Family Christian Stores Inc.	Jo-Ann Stores, Inc.	Pamida, Inc.	Sonic Industries	Ultra Stores, Inc.	International Strategy and Investment
Calendar Holdings LLC	Family Dollar Stores, Inc.	Jo.S. A. Bank Clothiers, Inc.	Panda Restaurant Group, Inc.	Spencer Gifts LLC	Unified Grocers, Inc.	ISI Group
Capital Retail Group	Famous Dave's of America	Kohl's Department Stores, Inc.	Pandora	Spirit Halloween Superstores	Uno Restaurants, LLC	John Hancock Financial Services
Carlson Restaurants Worldwide	Famous Wok, Inc.	Kwik Trip, Inc.	Panera Bread	Sport Chalet Inc.	US Cellular	JP Morgan Chase Bank, N.A.
Cartridge World, International	Fantastic Sams Hair Salons	L Tran Enterprises	Papa Murphy's International	Sport Clips, Inc.	Verizon Wireless	JP Morgan Investment Management Inc.
Cash Store/Cottonwood Financial	Firehouse Restaurant Group, Inc.	LA Fitness International, LLC	Party City Corp.	Sprouts Farmers Market	Village Roadshow Gold Class Cinemas	
	Five Below Inc.	Landmark Western	Party Retail Group	Stage Stores, Inc.	Von Maur, Inc.	
	Flip Flop Shops, LLC			Staples, Inc.	Wakefern Food Corporation	
	Focus Brands					
	Foot Locker Realty Inc.					

Lazard Freres and Co.	Bayer Properties	City of Irondale, AL	Developers Diversified Realty	Granbury/Hood County Economic Development	Lamar Companies	Oswego Economic Development Corporation
Lehman Brothers	Beale Group, Inc., The	City of La Vista, NE	Developers of Outlet Centers & Retailers	Greater Oklahoma City Chamber	LANE4 Property Group	Palmer Team, The
Macquarie Capital (USA) Inc.	Bear Creek Capital, LLC	City of Las Vegas, NV	Developers Realty Corporation	Greater Omaha Economic Development Partnership	Lauth, Inc.	Passco Companies, LLC
Madison Abstract Inc.	Beau Box Commercial Real Estate	City of McHenry, IL	Development Corporation of Mercedes	Grubb & Ellis	Lee & Associates	Paster Enterprises, LLC
Madison Capital L.L.C.	Bellevue Square	City of Menifee, CA	DFW Marketing Team	Gumburg Asset Management Corp.	Legaspi Company, The	Pederson Group, Inc.
Madison International Realty	Benderson Development Company, LLC	City of Montclair, CA	Dial Companies	Hadler Realty Co.	Legend Properties, Inc.	Pennsylvania Real Estate Investment Trust
Marabella Commercial Finance, Inc.	Bennett Williams Realty	City of Moreno Valley, CA	Dillin Corp.	Halpern Enterprises, Inc.	Levin Management Corp.	Peterson Companies, The
Mark Leevan Investment Co.	Best Western International, Inc.	City of Murrieta, CA	DiMarco Group, The	Hamburg Place	Lewis Retail Centers	Phillips International
Merrill Lynch and Company	BH Properties	City of North Las Vegas, NV	DJM Capital Partners, Inc.	Harlem Irving Companies, Inc., The	Lincoln Property Company	Phillips Edison & Company
Mesa West Capital	Birchwood Resultants, LLC	City of Oakland, CA	DJM Realty	Hawkins Companies	LMS Commercial Real Estate	Pine Tree Commercial Realty, LLC
Metropolitan National Bank	Blake Hunt Ventures, Inc.	City of Orange, CA	DLC Management Corp.	Hekemian & Co. Inc.	Longview Economic Development Corporation	Pinnacle Realty, Inc.
Mid First Bank	Boos Development Group, Inc.	City of Oxnard, CA	Donahue Schriber	Hendon Properties	Lormax Stern Development	Plaza Las Americas, Inc.
Mountain Funding, LLC	Bourn Partners	City of Rialto, CA	DRA Advisors, LLC	Hibbing Economic Development Authority	Louisiana Economic Development	Plaza Properties, Inc.
NorthMarq Capital	Breslin Realty Development Corp.	City of Redevelopment Agency	Eastern Union	Highwoods Properties	Macerich	Poag & McEwen Lifestyle Centers
Northwood Investors	Bright Realty, Ltd.	City of Riverside, CA	Echo Real Estate Services Company	Hilco Real Estate, LLC	MacKenzie Retail, LLC	Pohl, Brown & Associates
PB Capital Corporation	Brighton Corporation	City of Rowlett, TX	Eclipse Development Group	Hill Partners, Inc.	Madison Marquette	Pollard Group, The
Plante and Moran PLLC	Broadbent Company, The	City of Sacramento, CA	Economic Development Corporation of Utah	Hocker Group, The	Malachite Group, Ltd.	Ponca City Area Chamber of Commerce
PNC Bank	Brookfield Properties	City of San Bernardino, CA	Edens & Avant	Hogan Real Estate	Mall Properties, Inc.	Prime Retail
Prudential Mortgage Capital Company	Brookhill Group, The	City of Santee, CA	Edgewood Properties	Hopkins Real Estate Group	Marcus & Millichap	Primestor Development, Inc.
Prudential Real Estate Investors	BVT Equity Holdings, Inc.	City of Tehachapi, CA	ElectriCities of NC, Inc.	Horizon Group Properties	Market Land Company	Prism Company, Inc., The
Raymond James and Associates Inc.	C.J. Segerstrom & Sons	City of Tolleson, AZ	Embree Asset Group, Inc.	Horne Properties, Inc.	Marketplace Concept, The	Pyramid Management Group, Inc.
RBC Capital Markets	Cafaro Company	City of Tuscaloosa, AL	Endeavor Real Estate Group	Howard Group	Matanky Realty Group	Quantum Companies
RCG Longview	Capital Pacific	City of West Richland, WA	Equity One, Inc.	Hull Storey Gibson Companies, LLC	McCaffery Interests	Quine & Associates, Inc.
Shepard, Schwartz and Harris	Carbinvest	City of Whittier, CA	Evergreen Development Company	Hurst Euleess Bedford Economic Development Foundation	McClinton & Company, Inc.	Ramco-Gershenson
Signature Bank	Carlsbad Department of Development	Cleveland Construction, Inc.	Faison	Hutensky Group, The	Meridian Capital Group	Rappaport Companies, The
Stifel, Nicolaus and Co., Inc.	Carpcionato Properties, Inc.	Codding Enterprises	Faris Lee Investments	IDS Real Estate Group	Merlone Geier Management	RD Management, LLC
SunTrust Bank Atlanta	Caruso Affiliated	Cohen Commercial Realty, Inc.	Federal Realty Investment Trust	Inland Real Estate Group of Companies, Inc., The	MetroNational	Read King
TD Bank	Casto	Coldwell Banker Commercial Affiliates	Feil Organization, The	Insite Real Estate, LLC	Mexico Retail Properties	Realm Realty
The Cost Segregation Group	CB Richard Ellis Retail Services	Cole Real Estate Investments	Festival Companies, The	Inter-Cal Real Estate	Meyer C. Weiner	Realty Resources Network
The Lamy Group, Ltd.	CBL & Associates Properties, Inc.	Colliers International	Fidelis Realty Partners	Irvine Company, The	MG Herring Group, The	RealtyLink, LLC
TIAA-CREF	CCIM Institute	Colonial Properties Trust	First Allied Corporation	Ivanhoe Cambridge	Mid Texas Economic Development Corporation	Reata Real Estate Services, LP
U.S. Bank	Cedar Shopping Centers, Inc.	Combined Properties, Inc.	First Hartford Realty Corporation	J. Herzog & Sons, Inc.	Midland Atlantic	Red Development
UBS Investment Bank	Cedarwood Development (Cedarwood Companies, The)	Commercial Realty Advisors NW, LLC	First Interstate Properties, Ltd.	JBG Rosenfeld Retail	Milestone Associates, Inc.	Red Mountain Retail Group
Virtual Premise, Inc.	Centennial American Properties, LLC	Construction Planigrupo	First Western Properties	Jeffrey R. Anderson Real Estate	Mimco, Inc.	Regency Centers
Wells Fargo Securities, LLC	CenterCal Properties, LLC	Continental Properties Company, Inc.	Flocke & Avoyer Commercial Real Estate	Jim Wilson and Associates, LLC / co-Ronus Prop	Montana Department of Natural Resources and Conservation	Regency Properties
Westdeutsche ImmobilienBank	Centro Properties Group	Copaken, White & Blitt COR Development Company	Forbes Company, The	JNS Real Properties	Moody Rambin Interests	Reliable Properties
Wipfli LLP	Chainlinks Retail Advisors	Cormac Company	Forest City Enterprises	John Bowles Company, The	Morgan & Dreiseszun	Retail Brokers Network
LEASING MALL EXHIBITORS	Chase Properties	Cormerstone Capital Corp.	Forney, Texas Economic Development Corporation	Joint Economic & Community Dev. Board of Wilson Co., TN	National Retail Properties	Retail Connection, The
Acadia Realty Trust	City of Adelanto, CA	Council of International Restaurant Real Estate Brokers	Foursquare Properties, Inc.	Jordan Perlmutter & Co.	Nassimi Realty	Retail Development Advisors
Aeon Co., Ltd.	City of Albertville, AL	Coyote Management, L.P.	Fulcrum Property Group, Inc.	Joseph Freed and Associates	National Realty & Development Corp.	RETA Planning Corporation
Agree Realty Corporation	City of Auburn, AL	Craig Realty Group	G.J. Grewe, Inc.	Kahn Development Company	New England Development	REZA Investment Group, Inc.
Alliance for Downtown New York	City of Barstow, CA	Creswin Properties, Inc.	Gator Investments	Kessinger/Hunter	New England Retail Properties, Inc.	Richard E. Jacobs Group, The
AMREIT	City of Center Point, AL	Crosland, LLC	GBT Realty Corporation	KeyPoint Partners	Newmark Knight Frank Retail	Ripco Real Estate
Amsource Development, Inc.	City of Chino, CA	Crosspoint Realty Services, Inc.	Geenen DeKock Properties	KG Properties	NewQuest Properties	Rivercrest Realty Investors
Archon Retail	City of Clarksville, TN	Crown Acquisitions	General Growth Properties, Inc.	Kiemle & Hagood Company	Next Realty	Riverside County Economic Development Agency
Arizona Partners	City of Clovis, CA	Cubellis	Gibraltar Management Co., Inc.	Kilduff Company, The	Northgate Associates	RJL Real Estate Consultants
Armstrong Capital	City of Coachella, CA	Cullinan Properties	GID Investment Advisors	Kimco Realty Corporation	Northpark Management Company	Robert B. Aikens & Assoc., LLC
Armstrong Development Properties, Inc.	City of Compton, CA	Cushman & Wakefield	Gilad Development, Inc.	Kitchell Development Company	Northwest Atlantic	Robert K. Futterman & Associates
Aronov Realty Management, Inc.	City of Covina, CA	David Hocker & Associates, Inc.	Glimcher	Kite Realty Group	Northwest Independent Mall Group	Rosenshein Associates
Ashkenazy Acquisition	City of Dallas, TX – Economic Development	Davis Street Land Company	Goldberg Properties, Inc.	KLN Retail	Oliver McMillan	Royal Seal Companies
Ashley Company	City of Doral, FL	DeBartolo Development	Goodale & Barbieri Company	Koman Properties, Inc.	Olympia Development (Illitch)	Rubloff Development Group, Inc.
ATCO	City of Fontana, CA	Decron Properties, Inc.	Goodman Company, The	Kornwasser Shopping Center Properties	O'Neil Properties Group	Rutherford County Chamber of Commerce
AWE Talisman Companies	City of Garden Grove, CA	DeRito Partners, Inc.	Graco Real Estate Development, Inc.	Kossman Development Company		S.L. Nusbaum Realty Co.
BAA USA, Inc.	City of Grapevine, TX	DESCO Group, The	Graham Corporation/Bows Real Estate	Krausz Companies, Inc., The		Samuels & Associates/Visconsi Companies
Baltimore Development Corporation	City of Hesperia, CA	Design International				Sansone Group
Basser-Kaufman	City of Highland, CA					

Saul Centers
Schlosser Development Corporation
Schostak Brothers & Co., Inc.
SDI Realty
Selig Enterprises, Inc.
Sembler Company, The
ServiceStar Development Company LLC/AAFES
Sharp Realty & Management, LLC
Shea Properties AKA Wood Investments
Sierra Realty Advisors
Site Source Retail Network
Skilken
Slawson Commercial Development Company
Sperry Van Ness International
Springstead & Associates, Inc.
SRS Real Estate Partners (formerly Staubach Retail)
Stan Johnson Company
Stanbery Development, LLC
Stark Enterprises
Steiner + Associates, Inc.
Stirling Properties
Stoltz Management
Strategic Development Advisors, Inc.
StreetSense
Stuart Makler & Associates, Inc.
Sundance Square
Tanger Factory Outlet Centers
Taubman Company, The
Tejon Ranch Company
Terramar Retail Centers, LLC
Terranova Corporation
Territory Incorporated
THF Realty, Inc.
Thor Equities, LLC
Tivoli Village at Queensridge AKA Executive Home Commercial
TKO Real Estate Advisory Group
Town of Apple Valley, CA
Town of Little Elm, Texas/Economic Development Corporation
Town of Lockport, NY
Trammell Lock Company
Tri-Land Properties, Inc.
Triple Five NV Development Corporation
Triyar Companies, LLC
Tucker Development Corporation
Turnberry Associates
Twin Rivers Capital, LLC
UCR Urban
Urban Retail Properties, LLC
Velmeir Companies, The
Vestar Development Co.
Village of Arlington Heights, IL
Village of Channahon, IL
Village of Hoffman Estates, IL
Village of Matteson, IL
Village of New Lenox, IL

Villages, The
Vintage Real Estate, LLC
Vornado Realty Trust
W.M. Grace Development Company
Washington D.C. Economic Partnership
Watt Companies
Weingarten Realty
Weitzman Group, The
Welco Realty
Western Retail Advisors, LLC/Strategic Retail Group/Metro Commercial Real Estate
Wharton Realty Group
White-Leasure Development Company
Widewaters
Wilder Companies, The
Williams Jackson Ewing Inc.
Wilmore Management Group
Wisconsin Leasing Group – Anding Realty
Wolford Development, Inc.
Wolfson Verrichia Group, Inc.
Woodmont Company, The
Woolbright Development
WP Realty Inc.
WS Development
Wulfe & Co.
X-Team
Zamias Services, Inc.
Zaremba Group, LLC

TRADE SHOW EXHIBITORS

A.C.I. Commercial Roofers
Adjusters International
Advanced Pavement Tech.
Aerials Express
Affiliated Ground Maintenance Group, Inc.
Alliant Insurance Services
AMTdirect (Asset Management Technologies)
APOC
Applied Media Technologies Corporation
ARGUS Software
Arquimuebles
Asbestways Service Corp.
ATAS International, Inc.
Avian Flyaway, Inc.®
Bock and Clark
Bradley Corporation
Brickman
Busch Systems International, Inc.
Buxton
Calico Building Services, Inc.
Carlisle Syntec
CenterSoft Corp
CETCO
Competitive Analytics Professionals, LLC
Coronado Stone Products
Cost Segregation Group, The
Costar Group

CPI Daylighting, Inc.
Crystal Piano Trading LLC
Daktronics
Dekra-Lite
Dietz Partnership, The
Dinyari, Inc.
Directory of Major Malls/ Shopping Center Digest
Disposa Cone/Vanguard ADA Systems
DuMor, Inc.
Dunn-Edwards Corp.
Duro-Last Roofing Inc.
Easi File
Eclipse Lighting, Inc.
Electric Time Company, Inc.
Eleven Western Builders, Inc.
Emuamericas, LLC
ESRI
FabriTec Structures
FASTSIGNS
Finrock Design-Manufacture-Construct, Inc.
Firestone Building Products
Forum Analytics
GE Water & Process Technologies
Genesys Systems
Geographic Investigations, LLC
geoVue, Inc.
GNR Technologies
greenscreen®
Hargrave Custom Yachts
Hauser Industries, Inc.
Hopkins Appraisal Services
Horizon Retail Construction
Hubbell Lighting, Inc.
Huff Construction Company, Inc.
IAP/Inter Art Properties
IB Roof Systems
Intalytics
International Society of Prime
Interstate Cleaning Corporation
IPC (Integrated Paving Concepts)
IPC International Corporation
Jousting Real Estate
KEMRON Environmental Services, Inc.
Keystone Ridge Designs, Inc.
Kiddie Kab Strollers by CSLTD
Kohler Co.
KRS Construction Inc.
Kwid Media Inc.
Langan Engineering & Environmental Services
LiveRoof, LLC
LoopNet Inc.
Lucemex Technologies
Madison Capital, LLC
Mapes Canopies
Mapping Analytics
Market Planning Solutions, Inc.
Medi-Rub Corporation
Mid-Western Commercial Roofers, Inc.
Mr. Clean Carwash

MRI Software
My Subject Space, LLC
Nana Wall Systems
Nelson Paving/Goldstar Asphalt Products
Neogard
Nexstar, Inc.
Nichiha USA
Nielsen Company, The
North American Roofing Services
North American Signs, Inc.
P&P Artec Inc.
Pacific GeoPro
Petersen Aluminum Corporation
Pictometry International
Pitney Bowes Business Insight
Popp, Gray and Hutcheson, LLP
PostGuard by Encore
Presto Geosystems
Priority Sign, Inc.
Private Garden
PRT Consulting, Inc.
Quantitative Analysis
Randolph Rose Collection
Retail Lease Trac. Inc.
Retail Traffic
Rockford Construction
ROIC Analytics, LLC
Roux Associates, Inc.
Sage
Schindler Elevator Corp
SealMaster
Shopping Center Business
Sites USA
Skyline Software
Southwest Windpower
SRC, LLC
Statewide Disaster Restoration
STDBonline
Steelrock Roof Products
StormTech, LLC
StormTrap
SunGreen Systems, Inc.
Sunoptics
Synergos Technologies, Inc.
Terrabooost
Trade Area Systems, Inc.
Tri-North Builders
TYMCO, Inc.
Upbeat Site Furnishings
UTC Power
Vanguard ADA Systems
Victor Stanley, Inc.
Virtual Premise, Inc.
Visionscape Imagery
VP Buildings, Inc.
Watry Design, Inc.
WLS Lighting Systems
Xceligent, Inc.
X-Span Results, Inc.
Yardi Systems, Inc.

MAY 23-25, 2010 • LAS VEGAS, NV

Poised
for
Progress
RECON
THE GLOBAL RETAIL REAL ESTATE CONVENTION

PROGRAM



 ICSC

Poised for Progress
RECON
PROGRAM 2010

Saturday, May 22

12:00 noon – 5:00 pm
Registration

Sunday, May 23

8:00 am – 6:00 pm
Registration

8:00 am – 6:00 pm
Reconnect Pavilion



Recruiting, Retraining & Resources, an exciting and timely initiative to address the changing needs of RECon attendees all in one convenient location. The Pavilion features a wide range of information and resources, sessions and one-on-one coaching for attendees looking to improve their job skills, transition into a new career, recruit employees or launch a new business.

9:00 – 9:30 am
First Timers' Orientation

CHAired BY:



John Crossman
President
Crossman & Company
Orlando, FL

An informative overview of how to maximize your convention experience. Learn the in's and out's of navigating this event from those who are in the know.

9:00 am – 12:00 noon
RECon Academy

Leasing Shopping Centers: Deal Making Techniques and Attaining CLS Certification

Sponsored by CLS Committee
Separate registration required

Learn how to deal with today's pressures to maximize funds from operations through a well thought out leasing program that increases rental income and achieves an optimum tenant mix. This course is intended to increase your awareness of the effects of leasing transactions on financial performance. It will examine the investment criteria for retail properties and the impact of the leasing process on the valuation of the center. This class includes a review of the Certified Leasing Specialist (CLS) exam and you will be given a sample exam to get you familiarized with the process in the event you seek the prestigious CLS certification.

9:45 – 10:45 am
Workshops

1. Extend, Pretend and Workout

CHAired BY:



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

This session will navigate through the current climate of extensions and workouts in an era of tranced debt, limited liquidity and bank takeovers.

2. Outlet Retailing's Next Steps



CHAired BY:



David Ober
President
Pennsylvania Management Associates
Lancaster, PA

All retail must evolve to survive, even the sectors that do well in recessions. The question for the future of outlet retailing isn't the old debate of whether manufacturers and vertical retailers should open outlet chains, but rather how should the industry prepare for changes in consumer behavior, the global economy and access to information? What will be the role of outlet chains and outlet centers in 10 years? How will the outlet channel of distribution fit into the overall retail picture? Can outlets continue to provide flexibility for manufacturers? Accessibility to information has rapidly increased consumers' retail intelligence, so how will outlets adapt to the changing consumer? Finally, how can

the outlet industry assure its place in the forefront of tomorrow's retail culture? This panel of global outlet executives explores the various paths that outlet retailing must study in order to stay fresh and exciting in the consumer's eyes.

3. Cutting Edge Ways to Reduce the Cost of Opening New Stores

CHAired BY:



Ryan Cunningham

President
Javelin Solutions
Englewood, CO

From reassessing site selection parameters to developing multiple footprint sizes to value engineering fit out, retailers and food concepts need to find ways to lower the cost to open new units. With lower upfront costs, financing becomes easier, more units can be opened on the same budget and unit profitability increases. Hear from site selection and design/construction experts as well as cutting edge retailers and food providers on ways to reduce costs and increase profitability.

NEW!

10:45 am – 12:00 noon

Special Interest Group Forums



Special Interest Groups (SIGs) focus on a specific discipline of the industry and allows industry professionals to get together to share common ideas, interests and challenges. They also provide a tremendous opportunity to network with colleagues and engage with business associates. These group meetings will allow for informal interactive discussions.

The Special Interest Groups will be launched at RECon 2010. All registrants will receive a registration form with an opportunity to attend a Special Interest Group Forum focusing on their professional discipline. You must be involved in that specific sector of the industry to qualify. While there is no additional cost, RSVPs are required for entry. For more information and registration visit the RECon website at www.icsc.org/2010SC and click on Special Interest Groups.

1. Women in Retail Real Estate
2. Retailers
3. Alliance/Public and Private Sector
4. Students
5. Legal
6. Private Developers/ Sole Proprietors
7. Leasing
8. Finance
9. Architecture/Design
10. Construction

12:15 – 1:30 pm

Special Interest Groups and ICSC Leadership Brunch

By Invitation Only

Tickets are required for entry to this event. You will be sent an invitation upon receipt of your registration for a Special Interest Group. You must RSVP in advance. There will be no on-site registration for this event. Tickets can be picked up at the Special Interest Group Forum you attend. In addition, invitations will be mailed to ICSC Volunteer Leadership.

1:30 – 4:30 pm

RECon Academy



Market, Site and Financial Feasibility and Attaining CCIM Certification

Co-hosted by CCIM and ICSC

Separate registration required

Learn how to conduct a market and site feasibility analysis for a proposed retail development. In this class you will learn to define a market area, as well as to identify and collect the market data needed to evaluate store supply and demand and then quantify the gap. You will also learn various ways to measure the financial feasibility of the development. If you are interested in seeking your CCIM certification, this is a great course to familiarize yourself with the program as it pertains to retail.

2:00 – 3:15 pm

Opening General Session

The New Consumer Reality: The Business Implications of Cultural Trends

CHAired BY:



Virginia Postrel

Author and Columnist

Everyone agrees that consumers are now looking for "value." But value means more than low prices. What does it imply for shopping environments? Do consumers want to spend money in the same places they want to spend time? What value can physical shopping centers offer that online shopping can't? How can intangibles – glamour, excitement, escapism – add value to the shopping experience? How can you give consumers permission to spend?

Virginia Postrel's work focuses on aesthetics and her most recent publication *The Substance of Style: How the Rise of Aesthetic*

Sunday, May 23

Value is Remaking Commerce, Culture and Consciousness, explores how the look and feel of things has become the new and required ingredient in creating economic value and how to turn the trend toward aesthetics to a competitive advantage.

Ms. Postrel has been a contributing editor for *The Atlantic* writing a monthly column on "Commerce and Culture" and a columnist for *Forbes* magazine. For six years, she was an economics columnist for *The New York Times*.

2:00 – 6:00 pm

Leasing Mall, Trade Exposition and Green Zone

RECon's business energizers – where networking, innovation, grand ideas and good old fashioned deal making come alive and form the heartbeat of this exciting convention.

2:00 – 6:00 pm

Public Sector Showcase

An exhibit gallery illustrating how various cities have transformed by creating new and exciting retail concepts.

2:00 – 6:00 pm

Design Trends

A virtual showcase displaying cutting edge concepts in innovative shopping center design.

2:00 – 6:00 pm

Green Pavilion

An educational exhibition area where you will learn about new trends in sustainable building design relating to environmentally-friendly stores and shopping centers.

2:00 – 6:00 pm

Informal Deal Making and Networking Lounge

A lounge for attendees on the show floor to sit, relax, grab some food and make deals.

4:30 – 6:00 pm

Fortune Tellers Reception



Join ICSC's global network of researchers and research users for an opportunity to meet, greet and expand your research network. This event will also acknowledge and present the winner of ICSC's 2010 Researcher Award, which is given to recognize a researcher who has contributed significantly of one's time, talents and efforts to advance various ICSC research initiatives. Only your business card is necessary for admission. Open to all attendees.

7:00 – 10:30 pm

The Night of the Stars



GUEST HOST:



Kevin Nealon
Actor and Comedian

You're invited to the Night of the Stars dinner and gala event starring the popular comedian and TV and movie actor, Kevin Nealon. The gala begins with a cocktail reception providing an ideal opportunity for you to entertain clients and meet new contacts in the industry before the entertainment and awards ceremony honoring the Best-of-the-Best in our industry. All net proceeds to benefit the ICSC Foundation. An additional fee is required. Register now at www.icsc.org/2010NOS.

Monday, May 24

6:30 am – 5:00 pm

Registration

8:00 – 9:30 am

Women in Retail Real Estate Breakfast



Held in conjunction with CREW Network

8:00 am – 5:00 pm

Leasing Mall, Trade Exposition and Green Zone

The first full day that offers the opportunity to network, learn about new products and services and engage in good old fashioned deal making.

8:00 am – 5:00 pm

Public Sector Showcase, Design Trends, Green Pavilion and Informal Deal Making and Networking Lounge

8:00 am – 5:00 pm

Reconnect Pavilion



Recruiting, Retraining & Resources, an exciting and timely initiative to address the changing needs of RECon attendees all in one convenient location. The Pavilion features a wide range of information and resources, sessions and one-on-one coaching for attendees looking to improve their job skills, transition into a new career, recruit employees or launch a new business.

9:00 – 10:00 am

General Session

The World Economy: The Great Slowdown and a Five-Year Look Ahead

GUEST SPEAKER:



Robert Reich
Economist and Author
Former U.S. Secretary of Labor

What does the economic slowdown mean for the future? How can the American and global economies right themselves? What's the economic outlook for the next five years in America and abroad? Reich answers these three critical questions while weaving in his perspective on global economics, finance and politics.

9:00 am – 4:30 pm

RECon Academy

Managing Your Property to Maximum Efficiency and Attaining CSM Certification

Hosted by CSM Committee

Separate registration required

Participate in this focused and intense look at the financial and operating details of managing a shopping center in today's mature industry. You'll learn how to think like an asset manager and what you can do to 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. This class includes a review of the

Certified Shopping Center Manager (CSM) exam and you will be given a sample exam to get you familiarized with the process in the event you seek the prestigious CSM certification.

10:15 – 11:15 am

General Session

Deciphering Capital Markets: Where's the Money?

CHAIRED BY:



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

Capital Markets Revisited – where has all the capital gone and when is it coming back? Learn who's active today, what's really getting financed and what it's going to take to actually close a deal.

11:30 am – 1:30 pm

Luncheon with Guest Speaker

GUEST SPEAKER:



Blake Nordstrom
President
Nordstrom
Seattle, WA

1:45 – 2:45 pm

Concurrent Workshops

1. Back to Basics! Realities in Deal Underwriting Affecting All Market Participants



CO-CHAIRED BY:



Justin M. Greider
Senior Associate
Crossman & Company
Orlando, FL



Ben Wineman
Senior Vice-President
Mid-America Real Estate Corporation
Oakbrook Terrace, IL

We have assembled a panel of seasoned experts who have lived to tell the tale from the last downturn, and at the same time are working through the old and new challenges to help the Next

Generation of retail real estate professionals learn lessons to work through the current economic environment. The panel will discuss the issues from the last downturn of over-leveraging and over-development, CMBS loan pooling that is now facing defaults and loan maturities, and retail big boxes that sit vacant after several major retailer failures. They will evaluate how people are accomplishing transactions in this environment when they want to sell or finance a shopping center, what are the experts doing to be creative in their efforts to re-tenant big box, dark and struggling retail spaces, and how do they see these trends progressing into the future.

2. Franchises Offer New Uses for Retail Space



Co-hosted by the International Franchise Association

CHAired BY:



Steve Romaniello
Managing Director
Roark Capital Group
Atlanta, GA

A great source for leasing up space in community centers and regional malls comes from the world of franchising where these economic times are compelling many entrepreneurs to change careers and invest in a retail franchise that is backed by the resources, expertise, guidance, marketing and professionalism of franchise operators worldwide. Hear from a panel of experts to show you how they can help you lease space to franchisees, many with unique uses that draw traffic to the center. These experts represent many franchise operators who continue in an expansion mode.

3. Retail Case Study on CityCenter

CHAired BY:

Ron Loch

Vice President/Planning & Design
Taubman Centers
Bloomfield Hills, MI

As stated by MGM Mirage, "CityCenter is an urban community filled with fine art and spectacular architecture. It is home to the 4,004 room ARIA Resort and Casino, Mandarin Oriental, Las Vegas, the astonishing Crystals retail and entertainment district, Vdara Hotel and Spa, The Harmon Hotel and common spaces alongside pools and beautiful landscaping. CityCenter is a place of high tech meeting spaces, brilliant residences, world class spas, extraordinary dining, sophisticated gaming and modern art, seductive bars and Viva ELVIS™ by Cirque Soleil." Join a panel represented by the development team for a review and discussion of this seminal development project.

4. Win, Lose or Draw: How to Make Development Agreements That Are a Win-Win



CHAired BY:



G. Lamont Blackstone
Principal
G. L. Blackstone and Associates
Mount Vernon, NY

"The devil is in the details" and this is no more true than in the wide variety of development agreements found in the development industry as it interacts with the public sector. These details can range from environmental concerns to funding specific community-based programs and everything in between. Examples, their rationale and solutions to many development agreement questions will be featured in this dynamic presentation.

5. Green Building Retrofits: Rationale, Returns and Lessons Learned

CHAired BY:



Pamela T. Lippe, LEED AP
President
E4, Inc.
New York, NY

Speakers representing several different building-type retrofits (single building, portfolio and tenant) will present detailed case studies sharing their approach, rationale, insights, costs and ROI achieved from green retrofitting. Panelists will highlight multiple strategies (energy, water, waste, etc.) and discuss how to bundle no cost and low cost upgrades with longer payback projects to maximize savings, while still achieving an acceptable payback. In addition, panelists will discuss what organizations are doing to pursue LEED requirements from the U.S. Green Building Council. The benefits of "going green" to both new and existing redevelopment programs will be thoroughly discussed.

6. Global Session – The Future of BRICs in Retail Real Estate – Opportunities Over the Next Ten Years

This session will focus on the BRIC countries – Brazil, Russia, India and China. Panelists will address the pros and cons of going into each market including such issues as financing, investing, development and operations, comparing and contrasting each of these markets using the U.S. as a benchmark.

7. HR Issues: Developing and Keeping Talent



CHAired BY:



Kristin E. Blount
2010 CREW Network President
Senior Vice President/Partner
Colliers Meredith & Grew
Boston, MA

Diverse teams build effective business opportunities and results for companies. Hear from leaders in the industry as they discuss how the recent recession has shaped commercial real estate jobs and workplace practices, and their HR strategies for 2010. CREW Network will share some of the much anticipated findings from its recently conducted 2010 industry benchmark study to support these discussions.

8. What's Shaping Up As the New Normal?

CHAired BY:



Mez Birdie, CPM
Director – Retail Services
NAI Realvest
Maitland, FL

The devastating impact of the economic crisis on the retail property sector prompts this critical question: As the marketplace struggles to regain stability, what will emerge as “the new normal” in management, leasing and brokerage practices? A panel of seasoned executives will discuss some of the key trends and challenges likely to define the “new normal.” They’ll also explore “lessons learned” from past practices that have important implications for the future.

3:00 – 4:15 pm Global Retail Runway

Retailers that capture the imagination. Retailers that dare to be different, bold and exciting. This is where you need to be to meet these global retailers and find out about their business and expansion plans. Retailers confirmed to date include:

- AutoZone
- BEvMo!
- BJ's Brewhouse
- Burlington Coat Factory
- Crunch Fitness
- CVS
- Energy Kitchen
- Great Clips
- Jimmy Jazz/Man Alive/S & I
- Jos. A. Bank
- Kool Smiles
- Panera Bread
- Pinkberry
- Radio Shack
- Snap Fitness
- T-Mobile
- Wolfgang Puck Express

4:30 – 4:45 pm Annual Meeting of Members

This is your opportunity as an ICSC member to pay tribute to the outgoing Trustees and welcome the new slate of incoming Trustees. Open to all members.

5:00 – 7:00 pm Global Retail Reception

By Invitation Only

The Global Retail Reception at RECon will provide a forum for U.S. retailers with an interest to expand globally to meet with some of the leading global developers and showcase their expansion plans. The International Expansion heads of U.S. based retailers will have the opportunity to interact with some of the leading developers. This reception is limited in attendance to U.S. Retailers and Global Developers.

Tuesday, May 25

7:00 am – 5:00 pm Registration

8:00 am – 5:00 pm Leasing Mall, Trade Exposition and Green Zone

The final day for you to network and make deals.

8:00 am – 5:00 pm Public Sector Showcase, Design Trends, Green Pavilion and Informal Deal Making and Networking Lounge

8:00 am – 5:00 pm Reconnect Pavilion



Recruiting, Retraining & Resources, an exciting and timely initiative to address the changing needs of RECon attendees all in one convenient location. The Pavilion features a wide range of information and resources, sessions and one-on-one coaching for attendees looking to improve their job skills, transition into a new career, recruit employees or launch a new business.

8:00 – 9:30 am

Breakfast for Global Delegates

By Invitation Only

8:30 – 9:30 am

Concurrent Sessions

1. Taking Care of Business... What Local Community Leaders Can Do to Nurture Existing Retail



CHAired BY:



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

This presentation will focus on the “nuts and bolts” reality of what is needed in a community setting in the current economic environment to encourage existing retail to continue their efforts to gain and/or retain market share. Whether the venue is a small community with storefront retail, a downtown business core or transit oriented, strategies and initiatives that can be applied to each will be discussed.

2. The Art of Negotiating a Deal



CO-CHAired BY:



Adam Moschin
Vice President Leasing
Tucker Development Corp.
Highland Park, IL



Elizabeth Nabholtz
Vice President
The Weitzman Group
Dallas, TX

How do you get a deal done in today's economy? What are the hot buttons of the landlord/tenant and how do you find a middle ground? Learn effective negotiating techniques and ways to creatively structure a deal to create a win-win situation. Don't lose out by falling into the current leasing pitfalls. Come be a part of this dynamic presentation where the audience participates in the negotiations and gets the deal done!

3. Think Outside the Box to Fill the Box

CHAired BY:



Martin A. Mayer
President
Stirling Properties
Covington, LA

The economy has taken its toll on big box occupancy across the country. It demands creativity on the part of both landlords and tenants to refill these spaces. Don't miss this opportunity to hear retailers, landlords and some new users of shopping space share the solutions they are implementing to recycle big boxes with uses that appeal to today's consumer.

4. Sustainable Development

CHAired BY:

David Marks

President
Marketplace Advisors, Inc.
Maitland, FL

The Community Sustainability Index (CSI) and the Sustainable Community of Tomorrow (SCOT) were created to help municipalities and developers monitor and develop more sustainable places that will better balance the needs of the individual, the community and the natural environment. These new tools can help municipalities and developers create environments that are more environmentally and socially sustainable by reducing the footprint of our urban areas, lowering our energy consumption per capita, and by promoting greater social interaction. They also promote the creation of more inclusive mixed-use places that encourage a healthier lifestyle with a greater sense of community.

5. Debt Buying Workout Session

Economic conditions at times make understanding distressed property and potential avenues for workouts important to virtually all involved in the operation, development, redevelopment, acquisition or disposition of a real asset. There are no set rules, no formulae applicable to a wide range of instances or even to similar cases and apparent causes of distress. A panel of seasoned professionals will guide you through different approaches and solutions.

6. A Strategic Positioning for Tomorrow: The Evolution of Business in Shopping Centers

CHAired BY:



Mary Lou Fiala
*ICSC Past Chairman
Co-Chairman
LOFT Unlimited
Jacksonville, FL*

Building businesses over decades and how they evolve is the focus of this session. How does the business grow? This discussion will focus on back to basics and the integration of technology and how it affects the way we do business. How does history affect where we are? What are the lessons learned and how do they affect the shopping center industry?

7. Lease Restructuring

CHAired BY:



Seth Layton
*Vice President Asset Management
The Sembler Company
Saint Petersburg, FL*

Many tenants are facing difficulties meeting their current lease obligations. This session will analyze the procedures and requirements used by landlords and tenants in reviewing requests for lease restructuring, rental concessions, co-tenancy clause implications and the like.

9:00 am – 4:30 pm
RECon Academy

Debt Workout Strategies for Distressed Properties

Separate registration required

This educational program explores in detail the most common ways to restructure debt secured by a pledge of the property. Additional topics include the restructuring of debt and pay down of debt through selling equity ownership; required new infusions of equity capital and potential sources of debt and equity capital. Considerable discussion will include banks, insurance companies, private equity sources, hedge funds, and how these capital sources might react differently in loan workouts. The focus of this course is on the process involving loan modifications, and the alternatives available to borrower and lender to resolve a distress situation. Learn what is reasonable as lending institutions resort to restructuring debt, selling notes or foreclosing on retail assets.

9:00 am – 4:30 pm

RECon Academy

Development, Design and Construction Course and Attaining CDP Certification

Hosted by CDP Committee

Separate registration required

Review of the curriculum designed to enlighten you about important issues involving 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. This class includes a review of the Certified Development, Design and Construction Professional (CDP) exam and you will be given a sample exam to get you familiarized with the process in the event you seek the prestigious CDP certification.

10:00 – 11:00 am

General Session

Ten Smart Steps to Take Right Now to Ensure Survival in the Current Economic Environment

CHAired BY:



Gar Herring
*ICSC Trustee
President & Chief Operating Officer
The MGHerring Group Inc.
Dallas, TX*

PANELIST:



Yaromir Steiner
*ICSC Trustee
Chief Executive Officer
Steiner + Associates, Inc.
Columbus, OH*

Come learn from some of our industry's most experienced professionals how to ensure your success for today and tomorrow. A prominent panel will discuss both the short-term "medicines and surgery" for today and the more strategic "healthy living habits" for being successful in the future.

11:15 am – 12:15 pm
General Session

Retail Real Estate Legislative Round-Up

CHAired BY:



Adam Ifshin
President
DLC Management Corporation
Tarrytown, NY

If you are in business, you are in politics. Government policies at the state and federal level directly impact your bottom line. Learn how you can be more involved in key issues from this panel of retail real estate experts. Our panelists will provide you with insights on likely changes in commercial mortgage availability, real estate taxes and deductions, environmental regulation of your operations and possible incentives to make your buildings more energy efficient. You can't afford NOT to attend this session.

12:30 – 2:15 pm
Luncheon and Hot Retailer Awards

Annual Hot Retailer Awards – Revamp New/ Future Retailer Concepts – New Retailers

MASTER OF CEREMONIES:



Carson Kressley
Actor and Fashion Designer
Host, *How to Look Good Naked*

Come meet the winners of the 2010 Hot Retailer Awards, selected through a survey of ICSC's 55,000-plus members around the world. The awards honor those retailers with imagination and creativity.

Join fashion expert Carson Kressley star of the hit television show *How to Look Good Naked* as he takes a good look at today's hottest retailers. Carson Kressley will unveil these retailers' secrets of success as well as their plans for the future. Don't miss this opportunity to learn today about tomorrow's hottest retail trends.

2:30 – 3:30 pm
Town Hall Meeting

An opportunity for all members to meet with ICSC Leadership and express your thoughts and opinions about ICSC's programs and services. This is your Association and this is your opportunity to speak out.

2:30 – 3:30 pm
Workshops

1. The Final Frontier: A Seminar on Entrepreneurs in Commercial Real Estate

CHAired BY:



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

Thinking of starting your own business? We are in a unique time in the history of this country when investors are looking for new talent and are open to new ideas. To meet these challenges new companies are forming. These companies will be the leaders during the next cycle. Women and minorities have made great strides in the commercial real estate world but for the most part work for others and operate in support roles as attorneys, accountants, leasing agents, property managers, etc. The natural progression would be for women and minorities to join the ranks of the developers, institutional property owners and owners of support providers. There is support in the institutional investment community and through governmental agencies for MWOB's in both an ownership and support role. This session will provide insights into this world.

2. The Evolution of Grocery Stores as They Adapt to a Changing Economy

CHAired BY:



Mike Mallon
President
Mallon and Associates
Wheaton, IL

Consumers today have many choices when it comes to grocery shopping, from the corner convenience store to the major discounter, the organic food market to the traditional grocery store. Grocery stores continue to adapt and specialize as they respond to a changing economy and fight to maintain market share. This session will explore various grocery concepts including chains that are giving big box discounters a run for their money and chains that are expanding in spite of the economy.

3. The Pros and Cons of Third-Party Work

CHAired BY:



John Crossman
President
Crossman & Company
Orlando, FL

A panel of seasoned third-party leasing, property management and project management professionals from a diverse geographical reach will be discussing some of the keys to success for third-party owner representation. For professionals who are currently doing third-party work, this session will explore some of the best practices that have helped these veterans achieve their success, as well as covering tips and key points to evaluate for owners and asset managers who are considering hiring a third-party representative.

4. Global Session: Brazil Poised to Become Latin America's Retail Powerhouse

CHAired BY:



Marcelo Baptista Carvalho, CMD, CSM
ICSC Trustee
Co-President
Ancar Ivanhoe
Rio de Janeiro, Brazil

While most economies were battered by the global economic crisis of 2008-2009, Brazil emerged largely unscathed and, by some measures, set record highs. Thanks to the resilience of its domestic market and steady foreign demand for its commodities, especially from China, Latin America's biggest economy shrank only around 0.2% in 2009. Brazil has a well developed 40 year old retail real estate industry. Global players from Europe, Canada, U.S. and other Latin American countries have entered the market in the last 5 years attracted by the size of the opportunity with over 80 million sq. ft. of existing GLA and close to 400 regional shopping malls.

5. Cinema: Positioning for the Future

CHAired BY:



Chuck Stilley
ICSC Past Trustee
President and CEO
Stilley LLC
Overland Park, KS

Come hear a "state of the union" about the cinema business. Join the panel of industry professionals as they discuss the future of the cinema business including film, alternative content, new concepts and technology.

6. Future Image Architecture Awards – Thinking Outside the Box

CHAired BY:



Jeff Gunning, AIA, LEED AP
ICSC Future Image Architecture Competition
Committee Chair
Vice President
RTKL Associates Inc.
Dallas, TX

The ICSC Future Image Architecture Competition this year invites participants around the world to contemplate the big box and its impact on economies, and asks contestants to imagine innovative new uses for some of these facilities which today may be under-used. The goal is to inspire and entertain industry professionals with out-of-the-box ideas to enhance our understanding of the shopping experience. Ideas are not limited to design and architecture; they may include any aspect – specific or general – of the retail continuum.

Come hear the judges speak about the entries and present the awards in the following areas: The Mall Environment; The Shopping Experience; Dining and Entertainment; Parking and Transit; Green; and General Brilliance and Innovation.



Reconnect Pavilion

Back again by popular demand, the Reconnect Pavilion – Recruiting, Retraining and Resources will be offered during RECon 2010. The Reconnect Pavilion is a timely initiative intended to address the changing needs of RECon attendees.

The Pavilion includes a wide range of information and resources including: Mentoring, One-on-One Career Coaching, ICSC Affinity Program, Executive Recruitment, Small Business Assistance, Self Help, Resume Writing and Critique, How to Use Social Media, Transitioning to a New Career and Sessions.

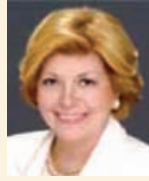
The Reconnect Pavilion will be located in the Grand Lobby of the Las Vegas Convention Center and will operate during the following hours:

Sunday, May 23: 8:00 am – 6:00 pm
Monday, May 24: 8:00 am – 5:00 pm
Tuesday, May 25: 8:00 am – 5:00 pm

RECon Intellectual Content Advisory Task Force



Trish Blasi, scsm
Chief Investment
Officer
Calamar Capital
Services
Miami, FL



Faith Hope Consolo
Chairman, Retail Leasing,
Marketing & Sales Division
Prudential Douglas Elliman
Real Estate
New York, NY



John Crossman
President
Crossman & Company
Orlando, FL



Rene Daniels,
CDP, CLS, CMD, CSM
Director of Leasing
Gilad Development, Inc.
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Dianne Fletcher
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Michael Greeby, CDP
Executive Vice President
The Greeby Companies
Lake Bluff, IL



Grant Guidinger
ICSC Next Generation
Chair
Associate – Retail Services
Group
Cushman & Wakefield, Inc.
San Francisco, CA



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



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



Frances Spencer,
SCMD, SCSM
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Pendulum Partners
Chicago, IL



John Ward, CDP
President, Managing Partner
505 Design
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President & Chief
Operating Officer
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Brad Hutensky
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The Hutensky Group
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Yaromir Steiner
ICSC Trustee
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Steiner + Associates, Inc.
Columbus, OH



Ian Thomas, CDP
ICSC Trustee
Chairman
Thomas Consultants
Vancouver, Canada

RECon Retailer Planning and Outreach



Marc Braun
Vice President of
National Real Estate
Crème de la Crème
Greenwood Village, CO



Dan DePace
Senior Director
Real Estate and
Leasing Administration
Office Depot
Boca Raton, FL



John Gabriel
Senior Vice President
of Real Estate
LA Fitness
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Tom Grasberger
Real Estate Manager
Advance Auto Parts
Mechanicsville, VA



Lesley Hawks
Manager – Partner
Acquisition Business
Development
T Mobile
Santa Ana, CA



James Lampassi
Vice President of
Real Estate and
Construction
Petco
San Diego, CA



Ben Meier
Senior Associate
Lerner Company
Omaha, NE



Harold Nafash
Director of Real Estate
Lowe's
Bergenfield, NJ



Roy Perez-Daple
Senior Real Estate
Manager
Lowe's
Yardley, PA



Jason Richter
Vice President of
Real Estate
Jimmy Jazz
Brooklyn, NY



Bob Riggle
Director of Real Estate
Great Clips
Boiling Springs, PA

RECon Registration Information

Registration Fees

	ADVANCE	ON-SITE
ICSC Member*	\$425	\$ 575
Non-Member	\$850	\$1,150
Student Member**	\$ 50	\$ 50

Become an ICSC Member When Registering for RECon and **SAVE NOW!**

If your company is not an ICSC Member, become an Official Member when registering for RECon paying one low price: **\$1,225 (Save \$425)**

If your company is currently an ICSC Member but you are not, you can become an Affiliate Member when registering for RECon paying one low price: **\$525 (Save \$425)**

Note: ICSC membership is for a 12-month period.

For more information, visit www.icsc.org or call **+1 646 728 3800**.

**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.*

Registration Fee Includes

Access to the full Convention Program includes two lunches, educational sessions, admission to the Leasing Mall, Trade Exposition, Green Zone, Public Sector Showcase and Design Trends.

Registration Deadlines

Register and submit a photo by March 31, 2010 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 badges will be mailed at the end of April.

March 31, 2010

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

April 30, 2010

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

May 22, 2010

Registrations will be accepted on-site in Las Vegas.

How To Register

There are three ways to register:

Online: www.icsc.org/2010SC

Fax: +1 732 694 1800

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

RECon Academy

While in Las Vegas take advantage of a half-day or full-day educational course to increase your knowledge and improve your professional worth. Separate registration required. For more information and pricing, visit www.icsc.org/2010RA.

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, 2010 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. Once your registration is cancelled, remember to contact DePrez Travel to cancel your room reservations in writing by emailing icsctravel@depreztravel.com.

Transportation

Take advantage of the convenient shuttle bus service between all Official Convention Hotels and the Las Vegas Convention Center. A complete bus schedule will be included in the RECon kit you receive on-site.

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

**For complete program,
registration, exhibitor,
travel and hotel
information and forms,
visit www.icsc.org/2010SC**



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